

# The Billboard

## 1952 Spring Special

featuring  
 ★ 1952 FAIR DATES  
 ★ COMPLETE LIST OF AMUSEMENT PARKS  
 ★ OUTDOOR EQUIPMENT  
 ★ CONCESSION SUPPLIES

### Contents

**Kid Spots  
Pace Ride Market**  
PAGE 56

**Elephant Census—  
First in a Decade!**  
PAGE 58

**Big Merchandise  
Pay-Outs**  
PAGE 106

**Brother Act  
for 56 Years**  
PAGE 102

**Partners With  
Much in Store**  
PAGE 104

**Beachler—  
The Unstoppable!**  
PAGE 64

**Popcorn Crop  
Loss Blamed**  
PAGE 63

**Concession  
Outlook**  
PAGE 108

**Tent Makers Busy,  
See Busy Season**  
PAGE 112

**S.A. Trek Almost  
"Seals" Spiller's Doom**  
PAGE 57

**Mechanical  
Horse Ride**  
PAGE 61

**1952  
Fair Dates**  
PAGE 77

**Directory of  
Amusement Parks**  
PAGE 70

**Rodeo Dates  
for 1952**  
PAGE 74

APRIL 12, 1952



THE AMUSEMENT INDUSTRY'S LEADING NEWSWEEKLY



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# Outdoor Year Looms Even Brighter for '52

## BMI Branded as Trust by ASCAP

By BEN ATLAS

WASHINGTON, April 5.—Justice Department's Anti-Trust Division is investigating a complaint filed by American Society of Composers, Authors and Publishers against Broadcast Music, Inc., it was reliably learned this week. A Justice Department insider revealed that ASCAP's complaint charges BMI with operating as a combination in restraint of trade via its affiliations with the broadcast industry and thru other ties. Development brings to a head a feud which has been seething behind scenes for some time between the two giants among the nation's music sources and its

repercussions are certain to be felt thruout the music industry.

The ASCAP complaint, it was learned, was filed with Justice Department's Anti-Trust Division over a month ago. Among other things, the complaint portrays BMI as a music licensing group closely tied with the broadcasting industry thru interlocking directorships and other executive posts as well as thru an affinity of aims which, according to the complaint, have the effect of conspiring to monopolistic practices. Among the points stressed, it was disclosed, are the "interlocking" roles of such top officials as Justin Miller, former president of National Association of Radio and Television Broadcasters. Miller is chairman of the NARTB board as well as chairman of the BMI board of directors. The complaint alleges that undue power is vested with certain individuals. It is pointed out for instance, that Sydney M. Kay occupies the triple posts of vice-president and general counsel of BMI as well as vice-chairman of the BMI board. The complaint alleges that BMI exercises "inequitable" power in the music field thru interlocking affiliations in the broadcast field, and it is alleged that composers, artists and rival music licensing groups, such

(Continued on page 16)

## Bette Davis on Video April 19

NEW YORK, April 5.—Film star Bette Davis will make her TV bow with a guest shot on the Jimmy Durante show. Miss Davis reportedly was impressed with the excellent showcasing fem guests have received in their sparring with Durante.

The date of the outing is April 19, on the "All Star Revue" via the National Broadcasting Company.

## Diverse, Tough Trade Issues Face Vital, Fighting NARTB

By JOE CSIDA

CHICAGO, April 5.—The 30th Annual Convention of the National Association of Radio and Television Broadcasters gave ample evidence that the industry—spearheaded by as alert and hardworking a trade association as could be desired, plus aware and fighting non-Association broadcaster groups—recognizes the many critical problems with which it is faced. Whether these problems will be solved, and to what degree, only the months and years ahead will tell.

The problems, according to most trade observers, seem to be these:

(1) Increasingly strained relationships between both radio and television networks and many of their affiliated stations. The decision to perpetuate indefinitely the All-Industry Radio Affiliates Committee is evidence of this strained relationship, as is the formation of the National Broadcasting Company TV Affiliates Association. The fact that top executives from all radio and TV networks were on

hand during most of the convention is also significant in this situation.

(2) The struggle against a depreciation of radio as an advertising medium. Increasing awareness

## BANNISTER NOT OVERPAID

CHICAGO, April 5.—A top National Broadcasting Company executive, upon learning of the formation of the NBC-TV Affiliates' Association (see separate story), commented:

"Oh, that Bannister is sure going to earn his money."

He was referring, of course, to Harry Bannister, who on April 14 officially takes over as NBC vice-president in charge of station relations.

NBC threw a large cocktail party for Bannister here Tuesday (1).

## POLITICAL PORTENT?

CHICAGO, April 5.—Political seers might ogle findings of The Billboard's elephant census and the disclosure by Wayne Dinsmore, secretary of the Horse and Mule Association of America, on the country's donkey population.

There are more elephants in the U. S. now than since the early '30's, the census shows. Donkeys have declined sharply to an all-time low, Dinsmore said here this week.

## Col. Records To Wax 'Juan'

NEW YORK, April 5.—Columbia Records has acquired the rights to record George Bernard Shaw's "Don Juan In Hell," and will wax the material with the Drama Quartet — Cedric Hardwicke, Agnes Moorehead, Charles Boyer and Charles Laughton—which has been presented the work in personal appearances. This marks the first time that Shaw or his estate has granted recording rights for any of the author's works.

"Don Juan" waxings sessions are scheduled to begin on Monday (7).

## US Employment Peak Indicates Big Spending

Only Dark Clouds  
May Be Scarce Help,  
Local Disturbances

By HERB DOTTE

CHICAGO, April 5.—Outdoor show business is in for a big season, bigger probably than 1951. High national employment is the reason. It also poses what looms as the outdoor showman's biggest headache, a seriously tight help situation.

While the over-all outlook both in this country and in booming Canada is bright, some cities and regions are expected to be off due to conditions peculiarly their own.

In the South, for instance, textile manufacturing centers probably will be affected by over-pro-

(Continued on page 54)

## Billboard Calls Elephant Roll

By TOM PARKINSON

CHICAGO, April 5.—There are 264 elephants in the continental United States, a census by The Billboard reveals. The count, first in 10 years, shows that elephantine population is nearing record 1929-33 proportions after recovering from a V-J Day low and passing the prewar mark.

With more bulls in transit and more orders pending, there soon

Full statistical data on elephant census in the United States appears in chart form on page 58.

will be more elephants in this country than at any other time

(Continued on page 54)

## Index

Aud.-Arenas	52	Music	16
Burlesque	49	Music Charts	38
Carnival	98	Music Machines	144
Circus	92	Night Clubs	15
Class. Ads.	114	Parks & Pools	75
Coin Mach.	143	Pipes	140
Fairs & Expos.	84	Radio	4
Final Curtain	53	Rinks & Skaters	50
Gen., Outdoor	54	Roadshow-Rep.	51
Honor Roll of Hits	24	Routes	63
Legitimate	48	Television	4
Letter List	142	Vaudeville	15
Magic	49	Vending Machs.	148
Merchandise	114		

(Continued on page 4)



# Billboard Backstage

By JOE CSIDA

Having spent all of the past week in Chicago covering the 30th annual convention of the National Association of Radio and Television Broadcasters it isn't possible for me to write about anything else, even in this corner, this week. And that, only thru a thick and peculiar haze, known to millions as conventionists.

This fog-like state is caused by eating large quantities of rich food; drinking equally substantial amounts of excellent whisky; listening to dozens of assorted speeches; smoking uncounted hundreds of cigarettes; sleeping at odd and extremely short intervals (sometimes during the speeches); carousing in a fashion befitting a gentleman and journalist, and doing a little work.

The broadcasters' convention is likely to create an even thicker haze of conventionitis than most industry get-togethers. These radio-TV gents don't fool. They call meetings each day for 9 to 10 a.m.; run same up to lunch time; put on a big, festive noon-time thing complete with oratory; start afternoon meetings at 2:30, run them clear up to dinnertime, and dinner is slightly more festive and oratorical than lunch.

In the few instances where the convention proper fails to provide a meeting or mealtime deal, one little group or another is sure to

cook up something extra special. For example, on Monday, when the afternoon meeting ended, the National Broadcasting Company held a king-size cocktail party in honor of its new vice-president in charge of station relations, Harry Bannister. Since Mr. Bannister is taking on an exceedingly interesting and possibly trying job, some guests remarked that he probably felt like the condemned man eating his last meal. My own observation was that Mr. B. was nicely relaxed and ready to face whatever the future held.

But immediately following the Bannister brawl, Broadcast Music, Inc., had its annual dinner. Dinner?! Well, yes. You arrive at the Sarah Siddon Suite in the Ambassador East to find a thriving bar, waiters who are impatient with a man with an unfilled glass and gaily bedecked boards loaded with delicacies such as oysters casino, shrimp, garlic-flavored meatballs, scallops wrapped in bacon and unnamed cheese things. After you have eaten several pounds of same, accompanying each bite with a large swallow of scotch, you proceed to the dining room. Here they wheel in a number of barbecued steers and give each participant roughly an eighth of one. The steer, of course, is not served until after the mush-

room soup has been consumed, and is followed by an exotic dessert, somewhat resembling the aurora borealis. Then comes, naturally, the coffee and the champagne.

After this BMI dinner I went out for a couple of drinks with BMI's Bob Burton and Charlie Wall and our mutual friend, music publisher Bobby Mellin, who happened to be in town.

On Tuesday the program was virtually the same, except the meetings and people were different. Immediately after Clair McCollough's "Politics" session I went down to Clair's room to join him and some people in a spot of refreshment. Then I met RCA's Howard Letts and his nice wife, Mildred. We had several drinks in the Ol' South Room at the Conrad Hilton and then proceeded to the Radio Pioneers dinner. After dinner we dropped in at the BMI suite for some drinks. Then we went out. We visited the Silver Frolics, where a succession of ladies, most of them billed as having arrived directly from Paris, cavort "en deshabille." Our stop at the Frolics, of course, was purely for the edification of Mrs. Letts. At 5 o'clock in the morning we stopped in for ribs at the Singapore.

I must make a note to ask the Littlefords for a raise.

## OLE AND CHIC

### Cold to Video But Confirm 'Vanities' Deal

MINNEAPOLIS, April 5.—Ole Olsen of Olsen & Johnson acknowledged here this week that the comedy team will merge with "Skating Vanities" for next season, as disclosed exclusively by The Billboard, but indicated there were some hurdles to hop before the deal actually goes thru.

Comedians, here for St. Paul Home Show, must first win release from a television commitment they're under to NBC, Olsen said. Pair still has two shows to do for NBC on Pet Milk seg, with their present pact over in May. However, NBC has an option for future work, and a hassle is underway over getting released from it. Olsen wouldn't detail situation, except to say that he and his partner feel that "television is not for us."

It was reported they believe trouble with TV is there are "too many cooks in the kitchen," with everyone's personal ambition upmost. Pact for "Skating Vanities" deal was made with Harold Steinman, producer, before he took his troupe to Europe. If merger goes thru, and Olsen was certain it will, production will be combination of roller skating show and Olsen-Johnson "Helzapoppin'" formula. Rehearsals will start in August, and show will open in September in Quebec. Steinman will be in charge of production, with Olsen and Johnson in an associate capacity.

## London Dispatch

By LEIGH VANCE

LONDON, April 5.—The decision in a case brought against stage hypnotist Ralph Slater this week has thrown his small but highly-paid band of fellow artists into a flap. Slater, billed here as "The American" hypnotist was sued by a girl whom he hypnotized 18 months ago at the Brighton Hippodrome. Afterwards the girl felt "unhappy and emotionally upset." Several months after she'd been under Slater's influence, she consulted a doctor who suggested that it might have had something to do with her condition. At the time Slater was making in vaude around \$5,600 a week. Now he claims to be broke. He conducted his own defense after the first day. Part of the case against him was that he had not warned the girl hypnotism could be dangerous. He claimed he had in a standard speech made before every performance. Another charge was that he had made a technical assault by touching the back of her neck to aid her reaction. The jury awarded the girl \$3,000 damages. Slater will take his case to the appeal court. Meanwhile, other hypnotists are now open to a flood of malicious claims. A bill is shortly to come up before Parliament demanding stage hypnotism be banned.

### Para Nixes 'Girl' TV; 'Return' for U. S. . . .

Hollywood has reached out a finger to keep viewers from seeing an extract from Clifford Odets' "The Country Girl." Titled here "Winter Journey" and starring Michael Redgrave, Gogie Withers and Sam Wanamaker, the piece opened on April 3, and producers Henry Sherek and Wanamaker planned to have it televised in trailer form on March 31. But it seems Paramount has the film rights of the original Broadway production. They banned the extract. . . . "Return to the USA," a British Broadcasting Corporation feature program by D. G. Bridson, started many (Continued on page 53)

## Paris Peek

By ANNE MICHAELS

PARIS, April 5.—With the entire entertainment industry planning their spring programs, and new shows, old man weather has given everyone a bad surprise by producing some of the coldest, rainiest and nastiest days that Paris has seen thruout the entire winter. Added to the ever increasing cost of living, Parisians seem more or less happier to remain home huddled over a stove than to venture out into the entertainment houses. Even the public library shows its membership increasing.

Films on the main streets are about the best that we've had all year, with "Streetcar," "African Queen," England's "Man in the White Suit," "The Brave Bulls" and two roaring adventure type French movies, Jean Marais' "Nez de Coeur" (Leather Nose) and Gerard Philippe's "Fan Fan, the Tulip" all showing at once. The Philippe starrer, which almost makes Douglas Fairbanks, Errol Flynn or any other swash-buckling hero look out-dated, had a short documentary based on its shooting shown this week over French TV.

### Americans Attending Cannes Film Fete . . .

Everyone is treating the coming Cannes film festival with great seriousness this year. The preceding one Hollywood pretty much ignored, but evidently realizing how much importance the other countries' film industries give to the annual festival they have come out with some of their better pics, as well as stars. Among those slated to attend are John Huston, Gene Kelly (whose "American in Paris" has been placed in the running), Gary Cooper, Dana Andrews, Patricia Neal, Richard Carlson, David (Continued on page 53)

## Washington Once-Over

By BEN ATLAS

WASHINGTON, April 5.—Year's leave of absence from Justice Department has been taken by Sigmund Timberg, who had a key role in drafting the consent decrees in Antitrust Division's suits against American Society of Composers, Authors and Publishers and Broadcast Music, Inc. Timberg, chief of Antitrust Division's judgments and enforcement section, is heading a cartel study unit under United Nations. Arthur J. Newmyer Associates, D. C. public relations consultant to ASCAP, United Paramount Theaters, Inc., and other "blue book" outfits, has a near-100 per cent Ivy League staff. Half of the talented Newmyer crew are Harvard grads; another fourth are Yale alumni, and balance includes a Princeton man. . . . During a House debate on "Voice of America" appropriations, Rep. John J. Rooney, Democratic Chairman of the House Appropriations Subcommittee on State Commerce pointed to a big mail sack at the foot of the Speaker's rostrum and said, "That bag is full of VOA scripts, and it's typical of what comes in every day to the office of Rep. John Taber." He's Republican on the House Appropriations Committee who's been wielding the axe on administration outlays. Rooney went on to point out that he didn't mind the growing tonnage of scripts "but,"

he complained laughingly, "since Mr. Taber is ranking Republican, I have to keep a check on him and read everything he reads."

### TV Allocations Dissent To Be FCC's Longest . . .

Longest dissent in Federal Communications Commission's history will accompany the agency's forthcoming freeze-lift allocations plan. It's no secret that Commissioners Robert F. Jones and Frieda B. Hancock are writing separate dissents, but Jones' opinion will be bulwarked by charts as detailed as any in the agency's majority report which will run about 600 pages. The Jones dissent is likely to become one of the most celebrated of its kind. The former congressman, reputed for his sound thinking, will be widely quoted in any court tests of the final allocations plan. Something of the sort happened on the color TV issue. Jones, convinced that Columbia Broadcasting System's color TV was ready for commercial use, took the commission to task for what he considered to be straddling on some phases of the color issue, and his dissent echoed thru the subsequent litigation which reached its climax in the Supreme Court.

Jones, in his upcoming allocations dissent, will insist that the commission's final rules on mileage separation for TV stations are

too arbitrary. Commission staffers who've been attending the agency's closed-door confabs on the final allocations plan, say Jones has been warning vigorously against the commission's "inflexible" rules. The commissioner will declare in his dissent that a sounder approach would make room for considerably more TV stations than the commission plan allows.

### Stock Market TV Activity To Burst With Thaw . . .

Look for accelerated trading in TV stocks on the New York Exchange when the FCC's final allocations plan is issued. Securities and exchange folk here expect something more than a mild wave of buying on the first burst of news of the freeze thaw despite the fact that TV applications will be kept in storage until mid-July and few TV station grants will be made this year. Industry folk have long had their fiscal plans adjusted to the forthcoming boom and will take developments in stride, say SECers, but the general trading public is sure to get excited and start a groundswell of trading activity. The buying can be expected to affect virtually every kind of electronics and TV network stock, say the dopesters, and there's a good chance that the wave will have a long run.

## Picture Business

By LEE ZHITO

HOLLYWOOD, April 5.—Motion picture screens this Easter season will glow with one of the most moving stories from the annals of showbiz ever related on film. It's the 20th Century-Fox Technicolor treatment of the Jane Froman story, "With a Song in My Heart." The Lamar Trotti production with Susan Hayward portraying Miss Froman and ably directed by Walter Lang never resorts to slushy melodramatics, but achieves the lump-in-the-throat result by its very restraint. Miss Hayward turns in one of the finest performances of her career. Synchronization as she Larry Parks the vocals to Miss Froman's singing is flawless.

In making this picture, writer-producer Trotti tackled one of the toughest jobs, that of faithfully relating a story about contemporary people without offending anyone. There are such touchy points in the story as Miss Froman's divorce from her manager, Don Ross, to marry the pilot of the ill-fated plane that crashed at Lisbon. These were handled deftly

in a manner that told the story with a flavor of above-board frankness sure not to offend the persons involved. Altho the screen play doesn't adhere to facts all the way—and it's understandable under the circumstances—it's unique in that it's far more nearly faithful to the facts than many a biopic.

Miss Froman doesn't need this picture to establish herself in the hearts of the people. She had won a position high on the song ladder long before the Lisbon tragedy and her outstanding work in entertaining the troops during the last war. However, the film will elevate Miss Froman into that hall of Living Legend once occupied by Al Jolson as a result of "The Jolson Story."

### Public Demand Expected To Follow Picture . . .

As great as the public esteem has been for Miss Froman, this reporter is ready to bet his Underwood that the film will result in the birth of a new top star in

Jane Froman. The public will demand to hear her on the air, see her in person or on TV and bend an ear to her diskings. Incidentally, Capitol Records wisely signed Miss Froman to a recording contract on the strength of anticipated public interest in her following release of this picture. Film is loaded with songs identified with Miss Froman's career and provides Capitol with a more than ample selection from which to draw for its album based upon the picture.

We saw another musical this week, Jonie Taps' "Sound Off." Actually, the picture is so different from the Froman film that the two shouldn't be treated side by side. One has a serious story line, the other is a zany Mickey Rooney comedy. The Froman picture is a top budget film, while "Sound Off" is one of those limited budget musicals that aren't making so successfully for Columbia Pictures. One thing both do have in common (altho not to a comparable degree), and that is box-office appeal.

## Tokyo Mushi Mushi

By RALPH KRZYZAK

TOKYO, April 15.—Betty Hutton exploded with the biggest bang in Japan since American entertainers started coming to the Far East to show their talents to battle-weary UN soldiers.

Everywhere she played there was standing room only. An estimated audience of 100,000 saw her 25 shows in Japan and Korea. The largest single performance was 7,000 at the Memorial Hall in Tokyo. Miss Hutton's show included Bill Howe, Johnny Kaido, and the Sky Larks Trio.

### Animals Imported for Fair and Zoo . . .

Eight lions, a cub and a 3,000-pound elephant were imported this week for the zoo at Ueno Park. However, before the animals are placed in the custody of the zoo keeper, they will be used at the Osaka Trade Fair, April 1. Dick Clemens, U. S. animal trainer who accompanied the lions, will use them in his wild animal act at the fair.

### Japan Gets U. S. Actors, Jazz Musicians . . .

Players, Inc., arrived in Tokyo to present a group of modern Shakespearean plays for the Occupation forces. The group is headed by Father Gilbert V. Hartke, of the Catholic University, Washington. Walter Kerr directed. The troupe plans to stay for 30 days, playing shows in all the major Army camps.

The Old Kaijo Cocktail Lounge has introduced for Sunday afternoons, 1 to 5, an open house jam session, which has proved a big draw. The brainchild of Sgts. George Delellis and Candy Gayles, who are in charge of the hotel, these sessions are giving the Japanese musicians their first opportunity to learn American jazz from musicians in their off-the-record get togethers. Before they have been playing only stock arrangements. Two favorites at the sessions are Norbert Decontan and David Feurfill. Both musicians have the crowd coming back to hear them play their excellent piano stylings a la New Orleans.

### Ballet Registers Protest; Films Eye Exports . . .

Some 75 ballet dancers paraded in protest of a 100 per cent amusement tax. (Continued on page 53)



# AFRA and TVA Vote For Merger by July

NEW YORK, April 5.—The American Federation of Radio Artists and Television Authority this week voted to merge by July 1, unless another more inclusive Associated Actors and Artistes amalgamation is accomplished. This was made apparent when AFRA and TVA, by a vote of 97 per cent and 82 per cent respectively, voted in favor of merger and a constitution that would link the two organizations.

The action immediately set off a chain reaction among other 4A unions. Huge joint mass meetings of other groups within 4A

membership—American Guild of Variety Artists, Equity, American Guild of Musical Artists and the Screen Actors Guild—were called for a date two weeks after a merger blueprint from Cornell University and the University of Southern California is presented, probably in the latter part of April. The meetings will take place here, in Chicago and in Hollywood, with 4A board members on the rostrum to answer questions. Should the colleges fail to come up with adequate recommendation, the mass meetings will be called anyway.

The overwhelming vote in favor of the new organization, to be called the American Federation of Radio and Television Artists if it eventuates, makes merger on some level within the 4A's a reality. George Heller, executive secretary of TVA, sees a more comprehensive merger of other 4A branches into one big performer union as a must, but on an organic level.

Heller maintains that "the leadership, governing boards and membership of each of these branches must apply themselves as vigorously as did AFRA and TVA to actually accomplish this fact." He added: "We believe that the time has now come when grandstand plays as against sincere definite commitments for five branch merger; it is now up to the membership to see to it that five branch merger is accomplished before July 1, 1952."

# Taxes Up, Down On Amusements

WASHINGTON, April 5.—Yields from amusement taxes in February showed gains and losses in almost equal numbers, according to Bureau of Internal Revenue's latest figures today (5). Collections from the taxes on musical instruments, theater and cabaret admissions and juke boxes were up, but declines were registered in the yields from radio-TV sets, phonograph sets, phono disks, and liquor.

Tax revenue from radio-TV sets and phonographs totalled \$9,692,684, a drop of \$1,657,196 from the previous February. The February take from the tax on phonograph records totalled \$362,073 as against \$502,679 the previous February. Taxes on musical instruments yielded \$750,370, or \$109,973 less than the previous February. Tax yield from cabarets and roof gardens was \$3,964,894, or \$361,577 more than in the previous February, while theater and concert admissions tax revenue jumped \$890,095 to \$23,998,551.

Tax yield from liquor fell off \$12,070,710 to a total of \$210,234,024. The tax yield from coin operated devices totalled \$266,088, as compared with \$224,644 the previous February.

# Bea Lillie Turns Down Palace Bid

NEW YORK, April 5.—Beatrice Lillie, due to follow Betty Hutton at the Palace on May 10, fell out when RKO couldn't come up with supporting acts she considered strong enough. Her deal was contingent on the rest of the show, plus her approval of the acts. RKO has a deal in the talk stage with Bette Davis but nothing set so far. Danny Kaye, sought to follow, is tied up with pic commitments.

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# Highlight Reviews

## CIRCUS

# Solid Big Top Acts Embellish Sparkling Ringling Performance

By JIM McHUGH

After a decade of emulating the garish Broadway format with a few sock thrill acts thrown in to separate the overdoses of pulchritude, the Ringling Bros. and Barnum & Bailey Circus made a mild turn to the right in programming its 1952 offering which premiered at New York's Madison Square Garden last night (4). The pretty girls, lavish costuming and special music remain, but the format contains more bona fide cir-

cus talent than any other recent offering.

A near-capacity sophisticated audience, which paid up to \$50 a seat with all proceeds earmarked for the New York Heart Fund, loved it all the way. They had reason to, for it's still "The Greatest Show on Earth" with a stupendous quality all its own. The lavishly produced spectacle filled every corner of the huge arena with multiple standard features that left the poor patron with

only two eyes frustrated as he sought to absorb all of the happenings in the three-ring, two-stage presentation.

John Ringling North, circus president and producer, who originated the lavish spending in big top production to build an epic that was almost a heresy but which, nevertheless, went on to win the biggest grosses in circus history, rates plaudits these days if he can achieve comparable re-

(Continued on page 92)

## TELEVISION

# "Street Scene" Emerges as Brilliant Job of Video Adaptation & Staging

By BOB FRANCIS

Once more Alex Segal demonstrated his outstanding talent for staging TV dramatic shows. The Celanese Theater's selection for the week was Elmer Rice's "Street Scene." "Street Scene" is a fine play. It is also a play that could easily be mangled by TV projection, due to its involved, block-long neighborhood motivations. Segal managed to give it all the impact of a full theater stage production, holding the central tragedy in full focus thruout, and keeping the action fluid via the canny use of minor characters. It was an all-round brilliant job of direction.

High praise is also due Samuel

Carter's adaptation of the script. Cutting the full length play to less than an hour's running time, must have been a considerable chore. Carter accomplished the transition in excellent fashion, eliminating small non-essentials, which were never missed, and building compactly to "Scene's" pitiful climax.

Castwise, "Scene's" players were all top-drawer. Ann Dvorak gave a fine performance of the love-starved, erring wife and Paul Kelly came thru most effectively in his final scene as the husband who killed her in a jealous rage. There were other sharp characterizations from Janet Fox

as a frustrated school teacher, Eda Heineman as a neighborhood gossip and Ronnie Alexander as the lover. But the bright particular lights of the program were Coleen Gray and Michael Wager, Miss Gray's confused and troubled daughter was splendid, while Wager's portrait of the lad downstairs who loves her was equally poignant. Between them,

(Continued on page 13)

"Celanese Theater," reviewed Wednesday, April 2, 10-11 p.m., EST, via American Broadcasting Company-TV.

# Canada Radio In a Stew; CAPAC Ired

TORONTO, April 5.—Bill Low, general manager of the Composers, Authors and Publishers' Association of Canada, Ltd., this week took umbrage over a statement by the Canadian Association of Broadcasters following the granting by the Canadian Copyright Appeal Board to CAPAC of the right to collect 1 1/2 per cent of the radio stations' revenue. The statement said that CAPAC was a "collection agency for these royalties... incorporated in Canada; but is controlled abroad and is part of a gigantic international cartel of publishers."

Meantime, the CAB is up in arms over the rights granted CAPAC. T. J. Allard, general manager of the CAB, said that in many cases more than half of the stations' revenue comes from the use of non-musical programs such as news, sports, quiz shows, dramatic productions "and so on."

The broadcasters do not feel, he said, that the publishers' societies, as represented by CAPAC, are entitled to a share of revenue from them.

### Stations Affected

By the substantial fees which CAPAC stands to collect, Allard feels that the financial position of the 30 or 35 smaller stations in Canada will be very seriously affected.

Another objection registered by Allard was the fact that of the money collected from the broadcasters, less than 10 per cent is included in the Canadian distribution, "the balance going to foreign countries." The broadcasters, he said, "are very concerned about this serious drain on Canadian funds."

Under the new tariff, the privately owned stations will be paying an estimated \$350,000, while the Canadian Broadcasting Corporation will pay an estimated \$168,000.

The principle of taking a percentage of the stations' revenue is a departure from what has been

(Continued on page 16)

# Review Index

Record Reviews .....	34
Classical Reviews .....	28
Legit Reviews .....	48
Night Club Reviews .....	14
Radio Reviews .....	12
Television Reviews .....	12
Vaudeville Reviews .....	14

## NIGHT CLUB

# Schmalz Still Pays Off Big for Ted Lewis in Old Kentucky Home

By BILL SACHS

Undoubtedly the greatest favorite ever to play this spot, Ted Lewis, back for his periodic four-week stint, has been drawing capacity business since his opening last Friday (28). And the shot in the wing is like manna from heaven to this swank, spacious room which in recent months has had its business and activity stymied by what might be referred to as Kefauverism.

Ted Lewis again proves that it's not what you've got, it's how you sell it that counts. He uses his same old formula—a quartet of standard acts sold amid an air of nostalgia and schmalz. To the initiated it may appear as just an

average layout, but doused with Lewis' uncanny sense of showmanship it all comes out to those who pay the freight as something heaven sent.

Lewis is spotted virtually thru the whole proceedings, dispensing his nostalgiasms; making sentimental in song, both in solo and with Miss DuBois, and injecting his show savvy to maintain the show's fast pace. Lewis still carries his dusky "shadow," Elroy Peace, but the lad's activity is held to two small bits. Missing from the show, and noticeably so, is the rollicking comedy formerly supplied by Paul White, ace Negro comic, no longer with the show.

Back heading up the sex department is the shapely looker, Geraldine DuBois, who serves efficiently as a foil for Lewis, warbles adequately on a brace of ditties and who covorts generally in able and stimulating fashion. Manor and Mignon, mixed dance pair, fill several spots with a variety of sprightly dance efforts. The neat, youthful pair was well received.

A sparkling performance is con-

(Continued on page 14)

Ted Lewis, reviewed at Beverly Hills Country Club, Newport, Ky., Wednesday, April 2.

## NIGHT CLUB

# Les Freres Jacques Prove Tres Tremendous at Blue Angel Debut

By BILL SMITH

A bit of tightening here and there and the Blue Angel will have a real show. Its French novelty, Les Freres Jacques, already gives it a box office heft indicated by future reservations. Show has Anita Ellis, Queenie Leonard and Harry Belafonte in addition to the four Frenchmen.

The opening night audience whooped it up to a fare-thee-well, pulling the brothers Jacques back time and again for additional encores. The team work in long fights with prop mustaches and hats. Their salesmanship lies in their precise motions, mugging and four part voices. Because they work entirely in French with only occasional English intros, American audiences will find them hard to understand. But

customers here apparently have enough parley vous to yock it up. Once the boys acquire a working knowledge of American they should do well in any place. They're already a smash here.

Queenie Leonard came in with some wonderful material. Unfortunately she doesn't know how to handle it. A Hollywood product, Miss Leonard, a blonde, had a ready-made Coast audience out front that applauded her strongly. Whether non-partisan viewers will be equally enthusiastic is doubtful. Material consisted of special lyrics that showed unusual imagination. It was smart, adult and genuinely funny. Miss Leonard's strident singing, however, detracted from it. On straight talk, gal likewise showed ineptness.

Anita Ellis, an attractive brunette, completely stilled them with her delicate phrasing of standards. Following the Freres Jacques, who roused the audience into gales of laughter, Miss Ellis had a tough spot to follow. But, despite the sharp pace change, she got them after a rough first number, and closed with a tremendous mitt.

Harry Belafonte, previously caught here, a holdover, is rapidly becoming a top folk singer.

Capacity, 150. Price policy, \$4-\$5 minimum. Operators, Herbert Jacoby - Max Gordon. Booking, non-exclusiv. Publicity, Curt Weinberg. Estimated talent cost, \$2,250.



## CONVENTION DRAMATIZES SERIOUS INDUSTRY ACHES

### Web-Affil Relationships, Rates And Ratings Are Big Problems

Continued from page 1

operations. Clair McCollough's Politics and Broadcasting session dramatically highlighted one phase of the fabulous cost problems, while the TV Confessions and Management sessions threw additional light on this situation.

(5) The FCC TV freeze, which continues to hamper further development of television. Chairman Walker stated that the April 15 date, which had been previously reported in The Billboard, would see the end of the freeze, but

warned that this would not mean rapid granting of licenses or construction permits. He stated flatly that the commission was destined to be a television bottleneck, simply due to lack of manpower and operating budget.

Other more routine industry problems were amply covered in the many business and workshop sessions. Full reports on regularly programed and unofficial meetings dealing with all these problems are covered in detail in separate stories in this issue.

## All-Industry Affils To Continue Strong

CHICAGO, April 5.—The All-Industry Affiliates Committee, as predicted in The Billboard last week, will continue in existence, not only thru the coming year, but undoubtedly as long as the present efforts in several quarters to downgrade radio persists. This was overwhelmingly demonstrated at the committee's meeting here Monday (31).

When Paul (Fritz) Morency got thru with his report on the committee's activities since the 1951 convention to fight off several network "depreciation" efforts, to work toward elimination of confusion in the rating field, etc., Morency got the most thrilling standing ovation ever accorded a broadcaster.

Tho Morency planned, and still plans to step down from the committee chairmanship, he will continue to head up the present leadership group until a constitution and by-laws for the organization have been drawn, and a chairman and officers formally elected.

The following will continue to do the work of the committee: Clair McCollough, George Storer, Dick Fairbanks, Leonard Kapner, Ken

Brown, Walter Damm, Dick Shafto, John Patt, Hugh Terry, Bob Swezey, Ben Strouse and Ed Kobak.

In addition to its present efforts to forestall rate-cutting and to bring some order to the confusion of the present rating picture, it is possible the committee will urge the radio networks in the near future to expend greater effort to creating exciting new radio programs.

The committee issued a vote of thanks to the National Association of Radio and Television Broadcasters and the Broadcast Advertising Bureau.

## Shouse Predicts Difficult Year

CHICAGO, April 5.—Broadcasting is in for a difficult year, but not as bad as some that it has been thru, according to James D. Shouse, chairman of the board, Crosley Broadcasting Corporation. Shouse told the Tuesday morning meeting of the NARTB that there is no more reason for advertisers to cut radio budgets in favor of television than for magazines or newspapers to be cut in order to provide funds for television.

"The tragedy has been in the sheer mechanical facts of the way advertising is bought," Shouse said. "It was natural that when TV started its purchase would be sought as a prerogative of radio departments and time buyers, not as a prerogative of space buyers, so that psychologically at the very start of the competition of the two, agencies and advertisers were indoctrinated thru the processing and channeling of television activity thru the time buying and not the space buying sections of the media departments."

He said he hoped a tendency toward disassociation could be encouraged.

## Swezey Heads Tele Members NARTB Board

CHICAGO, April 5.—Completing its first organizational year, television members of the National Association of Radio and Television Broadcasters held their first business meeting Monday (31), elected a board which, in turn, named Robert D. Swezey, WDSU-TV, New Orleans, as chairman, and Clair R. McCollough, WGAL and WGAL-TV, Lancaster, Pa., vice-chairman. Swezey had been serving as vice-chairman of the television board since the resignation of Eugene S. Thomas several months ago.

Re-elected to the TV board by members were: Clair R. McCollough; Harold Hough, WBAP-TV, Fort Worth; Swezey; George B. Storer, Fort Industries Company, and Paul Baibourn, KTLA-TV, Los Angeles, all for a two-year term. Renamed for another year was Campbell Arnoux, WTAR-TV, Norfolk, Va.

Elected to the board, all for one-year terms, were: William A. Fay, WHAM-TV, Rochester, N. Y.; H. W. Slavick, WMCT, Memphis, and Kenneth Carter, WAAM-TV, Baltimore.

Named by their respective networks to act as representatives (Continued on page 7)

## 400 FM Outlets Now in NARTB

CHICAGO, April 5.—While little has been heard from the frequency modulation field recently, visitors to the National Association of Radio and Television Broadcasters' 30th annual convention found there was still life in FM—and that more than 400 such stations were now members of the org.

The FM promotion session, held Monday (31) at the Conrad Hilton, featured reports on the recent campaigns conducted in North Carolina, Wisconsin and the District of Columbia. While none reported roaring successes, it was found that in North Carolina the drive had netted about 5,000 set sales; in Wisconsin, 1,000, and Washington was still in the midst of its drive.

Broadcasters reported that stations had all pitched in to support the campaign to (1) sell more FM receivers, (2) stimulate programing, and (3) improve FM merchandising techniques—but distributors and dealers had been apathetic in their attitudes toward sales potentials.

Reports were heard from E. Z. Jones, WBBB-FM, Burlington, N. C.; Kenneth Schmitt, WBA-FM, Madison, Wis. (who wrote his message to the session), and Everett Dillard, WASH, Washington.

Manufacturers and distributors were enthusiastic in their outlook, and maintained the promotion had "given new blood to the industry."

### EDITORIAL

## Good Faith Needed

That there exists today an extremely strained relationship between the networks and their affiliated stations was graphically demonstrated at the National Association of Radio and Television Broadcasters' convention in Chicago last week. Apart from stories of the convention in these pages which demonstrate that sad point, The Billboard's editor, thruout the convention heard remarks like these:

"I'm dedicated to seeing that the networks never do to us in television, what they've done to us in radio," said an important radio and TV broadcaster.

"I'm joining the ——— group because I think it's worth it purely as insurance against what the networks might be trying to put over on us," declared a broadcaster with interests in both radio and TV, and with affiliations with several networks.

There was a time, before the present evolution hit the broadcasting business, when networks and their affiliated stations had great faith in each other, when much of their business was transacted almost purely in good faith and mutual trust and respect.

That good faith and mutual trust has vanished to a great degree. We think it important to the future of both radio and television that it be restored as quickly as possible. We believe it to be the duty of both the stations and the networks (particularly the latter) to begin working earnestly to get the web-affiliated station relationship back on a basis of good faith.

## Affils & NARTB Hit Research Confusion

CHICAGO, April 5.—Sparked by Paul (Fritz) Morency (WTIC, Hartford, Conn.) and his All-Industry Affiliates Committee blast at the confusion in radio and television research, two definite resolutions aiming toward a clarification of the confusion and the establishment of generally acceptable statistical data were key developments at the 30th annual convention of the National Association of Radio and Television Broadcasters this week.

The All-Industry Affiliates' Committee unanimously passed the following resolution:

Whereas, Your Affiliates Committee has consulted with a number of research experts during the past year; and

Whereas, These consultations have convinced your committee that the radio broadcasting industry in the period of its existence has spent more money and has been more conscientious than any other advertising medium in supplying to its buyers and their agencies minute data concerning radio; and

Whereas, Despite all efforts to supply complete information, no study, or combination of studies, even purports to measure the true and total value of radio, but rather has resulted in a mass of contradictory information leading to unprecedented confusion in evaluating the medium; and

Whereas, For the proper stability and acceptance of radio broadcasting as an advertising medium, it is imperative to have available valid information acceptable to all interested parties;

Therefore, Be It Resolved: That the Affiliated Stations, in meeting assembled, recommend the formation of a committee composed of representatives of affiliated stations, independent stations, station representatives, networks, advertisers, and advertising agencies to pass on the acceptability of any research to be undertaken to insure acceptability on the part of all interested parties, and that no research, unless given the endorse-

ment of this committee, be generally acceptable;

Be It Further Resolved: That action toward this end be instituted by the Research Committee of the BAB.

And this resolution on clarification in research will go before the Board of Directors of the NARTB for consideration in the near future.

Whereas, There is, in both the purchase and sale of radio and television advertising, widespread and injurious confusion resulting from the variances in techniques in findings of the many rating services; and

Where, The present emphasis on ratings, regardless of which rating services are employed, is often detrimental to the best interests of both advertisers and broadcasters; and

Whereas, No single, continuing system of total audience measurement has yet been advanced which properly and accurately credits radio and television stations with their total circulation and effectiveness; and

Whereas, It is necessary, in an increasingly competitive advertising sales market, to present accurate information on total circulation—universally accepted—similar to the information and analyses offered by other advertising media; and

Whereas, In the face of criticism of radio and television, local and network, rate structures, circulation, and effectiveness, it is necessary to re-emphasize and substantiate the fact that radio is advertising's lowest-priced mass advertising medium and that the television consumer impact is of proportions unequalled by that of any other advertising medium;

Therefore be It Resolved, That the National Association of Radio and Television Broadcasters take the necessary steps to provide an accurate yardstick of broadcast audience measurement universally acceptable to broadcasters, televisioners, agencies and advertisers.

## BMI Features Freedom Exhibit

CHICAGO, April 5.—Broadcast Music, Inc., and the National Association of Radio and Television Broadcasters combined to present a "Freedom Hall" exhibit at the NARTB convention this week, at which more than 200 historical items, valued at more than \$250,000 were displayed. Included were the original Emancipation Proclamation and a copy of the "Star Spangled Banner" hand-written by Francis Scott Key. Display was made possible by the Library of Congress and Foreman Lebold, a Chicago collector.

BMI also set up a nickelodeon exhibit at the convention, at which story-songs were shown thruout the exhibit hours.

### EDITORIAL

## A Few NARTBouquets

The trouble with passing out bouquets in recognition of a job well done at an event such as the National Association of Radio and Television Broadcasters' convention is that you're almost certain to leave out some deserving character. But we're going to take the risk.

Certainly high up on the list is NARTB President Harold Fellows, who impresses us more each time out as a smooth, able, hardworking administrator and who added considerable to that impression at the 30th annual. Virtually everyone on Fellows' staff, for that matter, rates a bouquet, notably Bob Richards and Oscar Elder, of the public affairs and publicity departments. And one can never leave out Bee Arney.

Paul (Fritz) Morency has been praised previously, but it doesn't hurt to repeat it here. And Walter Damm did some notable work in Chi last week. Clair McCollough, of course, always does about six times more than seems possible for any normal guy, and he outdid himself this trip. Certainly you can't leave out Carl Haverlin and Sydney Kaye, of Broadcast Music, Inc., or their hardworking cohorts, M. H. (Shap) Shapiro, Russ Sanjek, Bob Burton, Charlie Wall, Hy Reiter and the rest. Ed Kobak, Dick Shafto, Hugh Terry, Ken Brown, Johnny Patt, George Storer, Bob Swezey, Bill Hedges, Walter Damm, Ben Strouse, Leonard Kapner and many, many others made solid contributions in all kinds of ways.

We watch many an industry go thru the convention throes, year-in, year-out, but none ever impresses us with the intelligence, sincerity and plain hard work (right along with good fellowship) demonstrated by the broadcasters.

We'll be apologizing for the next six months to the several hundred guys we should have bouqueted here, but didn't.

## AFFIL ECONOMIC OPERATIONS

CHICAGO, April 5.—Not only were the assembled network affiliates at the All-Industry Affiliates Committee meeting here Monday highly pleased with Paul (Fritz) Morency's report on the activities of the past year, but they were equally delighted with Treasurer George Storer's report.

Storer said: "We had contributions from 354 stations totaling \$19,083. We've spent \$7,296, and have \$11,785 in the bank. No special assessments."

It was also revealed that the members of the Morency committee had paid their own expenses for their first two get-togethers, and since that time had charged the committee 7 cents per mile for attending meetings. Most of the \$7,000 spent went for attorneys' fees.

## Costs Outstrip Rates in Radio

CHICAGO, April 5.—The curve of increasing rates in radio has not kept pace with the curve of rising costs, Harold E. Fellows, president of the NARTB, warned in his annual address to the association Tuesday. He said the situation in radio must be corrected, "based upon our evaluation of our worth."

Fellows also warned of a trend to levy special taxes on broadcasters, which he described as ominous. In several cities taxes—in the form of licenses to do business—already are in effect. "This is a danger sign," Fellows said, "and only thru working together can we hope to meet the problem."

Fellows pointed out that there (Continued on page 7)



## EDITORIAL

## Walker's Maiden Talk

Federal Communications Commission Chairman Paul A. Walker, as far as we are concerned, made only one unexpected remark in his maiden speech before the broadcasters at their convention in Chicago last week. No one could have expected him to say anything but what he said about the lifting of the freeze and the events to follow that thawing.

He said the freeze would be lifted within two weeks from the date of his speech, which would be by April 17. But that this would not mean rapid, wholesale granting of permits and licenses. The FCC simply does not have either the manpower or money to do so gigantic and important a job speedily.

The unexpected remark he made, in our opinion, was that concerning the great continuing strength of radio, and his belief that it would continue strong for years to come. He demonstrated his true understanding of the nature of broadcasters when he said: "... the truth is that some of you broadcasters who have been making a poor mouth about your future have not even begun to fight."

In this, and in all his statements concerning the great contributions broadcasters have made and are continuing to make to the national welfare, Walker demonstrated that he is a sincere, good and understanding friend of the industry. And that, to a far greater degree, than any of his recent predecessors. We know that the broadcasters are aware of this and appreciate it. We believe Walker's tenure, no matter how long or short, will be one marked by the finest relationship between the commission and the industry.

## Future TV Licensees Begin Program Hunt

NARTB Exhibitors Asked to Prepare Big Packages for Contingency Sales

CHICAGO, April 5.—While actual sales chalked up at the NARTB convention here this week by associate members who exhibited at the Conrad Hilton were considered "normal" for this type of get-together, the packagers of programs for both radio and television reported the outlook for the future "the brightest in years."

This was especially true on the TV end, where potential licensees of new stations were around in large numbers, shopping for programs with which to begin planning their schedules of the future. Firms were asked to prepare as much as six to seven hours of programming a day, on a six or seven-day-week basis, and submit their ideas, along with costs as soon as it was practicable. For their part, the future telecasters offered to sign contingency pacts for the programs selected—based on the finalizing of their applications and the construction of their stations.

Even the statement by FCC Chairman Paul A. Walker in his keynote speech Wednesday that

the freeze would, barring unforeseen snags, be lifted in two weeks, and the caution that it would be a long haul until processing of applications was done, failed to dampen the enthusiasm of those who have already applied, or plan to do so shortly, for one of the new licensees.

On the radio side of the picture, the stress on aggressive programming and merchandising which was made at the business sessions, was reflected in the shopping around by broadcasters for new ideas which could be incorporated in their schedules. While actual buying was not heavy, many firms reported they had obtained excellent prospects for follow-ups, and were convinced that considerable placements would be made in the near future.

## HOT SESSION

## Crime Hearing Termed Circus During Debate

CHICAGO, April 5.—Closing session of the 30th annual convention of the National Association of Radio and Television Broadcasters, a debate on "Should Radio and Television Broadcasting of Congressional Hearings and Judicial Proceedings Be Permitted?" brought one of the liveliest hours of the three-day conclave—but wound up right where it started.

With Judge Justin Miller presiding, the affirmative position was taken by Judge James M. Landis, while the negative side was championed by Louis Waldman, New York attorney.

Landis stressed that TV coverage of judicial hearings would help to elicit facts from witnesses, and would help to educate the public. He asked why television, as a medium of public information, should be discriminated against while newspapers were allowed to cover such hearings, then added that he felt television would give the "fairest" account of the proceedings, as there was no chance to doctor any coverage thru other media.

## Straight Story

After citing congressional hearings as far back as the early '30's, when a midget was posed on the lap of J. P. Morgan, Landis claimed that TV actually would give more protection to a witness, as his story, as he presented it, would be the one the public would hear, rather than possibly

(Continued on page 10)

# WALKER, NARTB NOTE RATE-CUTTING TREND

FCC Chairman Points Up Radio's Healthy State; Board Has Resolution

CHICAGO, April 5.—One of the key developments of the 30th annual convention of the National Association of Radio and Television Broadcasters was the increasing awareness of the industry as a whole of the danger inherent in the radio and television rate-cutting and under-cover deals which have been prevalent the past year. At the convention even Federal Communications Commission Chairman Paul Walker put in a word on the subject of how ridiculous it was for the radio industry to accept any efforts to downgrade the medium. NARTB President Harold Fellows touched lightly on the rate subject.

Additionally, as an organization, the NARTB took official cognizance of the problem in a resolution submitted at the business session, and, of course, the All-Industry Affiliates' Committee gained renewed strength in its continuing fight against rate-cutting activities.

In a look at that "celebrated bird-in-the-hand radio," Walker said: "Economically the present over-all status of radio is excellent. And the prospects for the future also are encouraging. Last year television took \$240,000,000 out of the advertiser's budget. Despite that \$240,000,000 being diverted to television, radio still managed to collect more than \$450,000,000. It suffered almost no loss from the total of the year before. Preliminary figures for last year reported to the commission reveal that while the revenues and profits of the networks and the network owned-and-operated radio stations declined somewhat, the revenues of more than 2,200 other radio stations went up.

"These figures also show that more radio stations operated at a profit last year than in 1950. This is striking testimony to the health of the American economy which could support both these mediums. And it is striking testimony to the vitality of radio. In cities where television moves in,

radio does feel the effect of new competition. The answer to that is not surrender, but readjustment. This will include more versatile programming, greater attention to local needs and more development of the things that radio can do better than television, or which television cannot do.

"... The truth is that some of your radio broadcasters who have been making a poor mouth about your future have not even begun to fight."

Fellows, in the course of a highly poetic and emotional speech, covering all of broadcasting in its broadest sense, said:

"... This is one lesson we can learn together, for example: For too long a time some of us have closed our minds to an obvious economic truth: the curve defining our experience in increasing rates to meet the sensible requirements of staying in business—we have been very modest—the curve, in radio at least, has lagged behind the curve of rising costs.

We must correct that situation in radio, based upon our evaluation of our worth. We must never let it happen in television. . . ."

The NARTB resolution, submitted by the resolutions committee, unpassed, but referred to the Association Board of Directors, called for NARTB to take the "necessary steps to provide an accurate yardstick of broadcast audience measurement, universally acceptable to broadcasters, televisers, agencies and advertisers." This was required, said the resolution, "in the face of criticism of radio and television, local and network, rate structures, circulation and effectiveness." (See separate research confusion story this issue.)

The All-Industry Affiliates Committee also passed unanimously, a series of resolutions on the rate-cut situation, and shaped itself up to continue the spearhead job it has been doing in fighting off radio depreciation efforts on all fronts.

\$15,000,000

## That's Industry's Politico Confab Cost

CHICAGO, April 5.—Tho it is just about as difficult to estimate, as the over-all job of broadcasting and televising the upcoming political conventions is complex, it is a conservative guess that broadcasters and sponsors will spend well over \$15,000,000 to bring the political confabs to the American people.

Bill McAndrews, of National Broadcasting Company, and Sig Mickelson, of Columbia Broadcasting System, both figure that direct out-of-pocket costs to each of their webs, for each of the

two conventions (including transportation, housing, etc., of their staffs) will come to about \$250,000. For the two webs, for the two conclaves, then, the figures would be a neat \$1,000,000.

In addition to this, the webs figure to lose about \$400,000 in pre-empted sponsored time and shows as a result of carrying the conventions. This is estimated on the basis that thru the two convention weeks, each of the webs will lose out on about 20 hours of sponsored shows in Class A time. Shows here will average a cost of at least \$10,000 per hour. This would be \$200,000 per web, or another \$400,000.

As for individual station pickups of the pooled telecasts, an example of line charges is a figure quoted WATV, Newark, N. J., during Clair McCollough's Politics and Broadcasting Workshop panel, during the National Association of Radio and Television Broadcasters' convention here last week. The Newark station would have to pay about \$1,600 per hour for line charges to pick up the pooled telecasts. If this is cut to an average of \$1,000 per station and each of 50 stations pick up 20 hours apiece, this would come to another cool million dollars.

It is almost impossible to estimate the many other costs with which webs and stations would both be faced in carrying the telecasts. However, when the \$8,000,000 for national sponsorships (Westinghouse, Philco and Admiral) is added to the bankroller-broadcaster figure, this ultra-conservative estimate is \$12,400,000. It is a cinch that another \$2,500,000 in costs will creep in along the line.

## NBC-TV Affils Organize To Solve Mutual Problems

CHICAGO, April 5.—Formation Sunday (March 30) of the National Broadcasting Company TV Affiliates' Association was one more indication of the increasingly strained relationships developing in this evolutionary period between both television and radio networks and many of their affiliated stations. On Monday (31) the All-Industry Affiliates Committee, comprising both radio and TV station owners affiliated with all networks, voted to continue the organization under the management of its present leadership committee headed by Paul (Fritz) Morency, as another highlight of this strained relationship trend.

The NBC TV Affiliates' Association is an outgrowth of the Walter Damm-headed rump committee of the web's video affiliates who met in Chicago last fall and drafted a series of resolutions which were presented for action to NBC President Joe McConnell at that time. The newly formed official NBC TV Affiliates' Association at the meeting Sunday elected Walter Damm its chairman, with Clair McCollough, vice-chairman, and Arden Pangborn, its secretary-treasurer. Damm, of course, is head of WTMJ and WTMJ-TV, Milwaukee; McCollough, head of the Steinman stations, and Pangborn, exec at WOAI-TV.

At the same meeting the association drafted a series of resolutions which will be submitted to NBC President McConnell, but this time thru the offices of the NBC Stations Planning and Advisory Committee. Key effort of the association is to win for the TV stations a greater share of the advertising dollar spent on network shows and time. In September the committee attempted this thru a reduction in the 24 free hours stations give NBC. The present association doesn't necessarily want an increase thru a reduction

in the free hours. It just wants an increase.

The association also will ask the network for better control over handling of cowcatcher and hitch-hike announcements, desiring that these be integrated into the program's own time. The TV affiliates also will ask NBC to make every effort to improve daytime programming. With the exception of the 7 a.m. to 9 a.m. "Today" program, the affiliates feel NBC's daytime programming leaves much to be desired.

The association also is requesting the web to detail in advance its plans for summer replacement shows. Last year's, according to the association, were way under par, and the affiliates are hoping the web will come thru with something extra special this year.

The affiliates also believe that NBC spots too many public service and political shows in station time. They want more of these spotted in network time. They also are asking for an up-to-date report on the progress the web has made in following the tenets of the new TV code and standards of decency in programming.

The new association will meet twice a year, and more often if necessary. Meetings are planned just prior to each SPAC meeting so that the association's findings may be submitted to SPAC. Incidentally, if channeling association requests thru SPAC proves unsatisfactory, the association intends to take matters direct to web toppers instead.

Thirty-five stations out of 43 to 48 NBC TV affiliates were represented at the Sunday organization meeting. Following list indicates the seriousness of the affiliate-web differences, since many of the members of the new association are obviously key TV as well as radio broadcasters. Here is the list (in addition to the aforementioned officers):

Hoyt Andrews, WKY-TV;

George Burbach, KSD-TV; Frank Fogarty, WOW-TV; Payson Hall, Meredith Publishing Company; Wilbur Havens, WTVR; Stanley Hubbard, KSTP-TV; Bob Hanna Jr., WRGB; Gaines Kelley, WFMY-TV; Robert Lemon, WTV; Nate Lord, WAVE-TV; John Outler, WSB-TV; John Boyle, WAVE-TV; Ray Welpott and B. J. Rowan, WGY and WRGB; Lee Ruvitch and Mitch Wolfson, WTVJ; Willard Schroeder, WOOD-TV; Alvin Schrott and Frank Cummins, WJAC-TV; Harold See, KRON-TV; Hank Slavick, WMCT; E. R. Vadabonoeur, WSYR-TV; Allen Hand, WSPD-TV; W. E. Walbridge, WWJ-TV; Irving C. Waugh, WSM-TV; William Fay, WHAM-TV; A. M. Herman, WBAP; John Murphy and Dwight Martin, WLW-TV, Cincinnati; WLW-C, Columbus, and WLW-D, Dayton, O.; Campbell Arnoux and John Peffer, WTAR.

(Continued on page 10)

## EDITORIAL

## Glad to Help

Paul (Fritz) Morency and all the 350 to 400 members of the All-Industry Affiliates Committee present at the committee's meeting Monday (31) were nice enough to pass a resolution thanking the trade press for helping them do their important job. We are immodest enough to believe, and state publicly and unblushingly here, that The Billboard has led the trade press in calling industrywide attention to the efforts of the committee.

We did so because, since its inception a year ago, we believed that there was a great need for an affiliates' group of this kind. We continued to do so because we felt that the committee's leaders, against great odds, were doing a sincere, honest and conscientious job.

We will continue to give the committee our all-out support because we believe the need for its work continues to be great and that it is doing its job well.

We hope our colleagues in the trade press will continue and expand their support of the committee.

In the meantime we are proud, as a single member of the trade press, to have the committee's thanks.



## CONFESSION—RATES

# TV Programing, Time Charges Recommended

By JACK MABLEY

CHICAGO, April 5. — What should the starting rates be for a new TV station? How many hours should be programed at the start? What size city can support a TV station? Here are some of the answers given at the "confession session" of the NARTB Wednesday.

Walter Damm, WTMJ-TV, Mil-

waukee, said, "There's a curve that starts at \$200 an hour and works upward according to the number of sets. That's a good start. I suggest you have one rate, be sure it is for time on the air and that you get paid for everything else, including rehearsals, camera time and even storage."

Lee B. Wailes, Fort Industry Company, Detroit, said they opened TV in Toledo at \$150 an hour "which we picked out of the air." He said, "Walk before you run, and don't expand until you can afford to."

Gaines Kelley at WFMY-TV, Greensboro, N. C., also started at \$150. Robert Lemon, WTTV, Bloomington, Ind., said that a city which supports a daily paper which grosses from \$500,000 to \$600,000 a year can support a TV station.

Damm advised starting the program schedule with six days a week, two hours each evening. Glenn Marshall Jr., WMBR-TV, Jacksonville, Fla., disagreed. "It should be seven days a week. A man who buys a set should be able to see something every night."

Klaus Landsberg, KTLA, Los Angeles, said you must program in the afternoon so dealers will have something to show prospective set buyers. As for getting set distribution, the panel said just call in dealers and distributors, tell them what you're going to do and you'll get all the co-operation in the world.

Landsberg advised getting plenty of sets into store windows, with shows on the screens, day and night.

## AVOID DISPUTE

# Urges 1-Union Coverage for AM-TV Outlets

CHICAGO, April 5.—This year nothing in TV should be emphasized more than the avoidance of costly jurisdictional disputes, Richard P. Doherty, director of employee-employer relations of the NARTB, told the television management session Wednesday.

"There should be one-union coverage of technical and operational crews," Doherty stated. "Two unions are bound to segmentize jobs. If you are going into TV and don't have two unions now, you should carefully consider extending the one union into TV. If you are in TV already, seek longer contracts, of two, three or four years."

Willard Walbridge, WWJ-TV, Detroit, reported that the station's most powerful weapon in union matters was a letter they obtained in 1947 from unions pledging there would be no work stoppages because of jurisdictional disputes.

## NO BULL ABOUT THIS

CHICAGO, April 5.—Probably the outstanding exhibitor gimmick at the National Association of Radio and Television Broadcasters' convention here last week was Ben Rossner's live steer stunt. Rossner, for RCA Thesaurus, of which he is publicity and advertising director, had a 1,200-pound live steer in the lobby of the hotel during the convention. Equivalent of the steer's weight in a freezer was given to broadcaster guest of RCA Thesaurus, who came closest to guessing the steer's weight. Gag was tied to RCA Thesaurus slogan "Your 'Steak' in Programing."

Pay-off on the gag was that the lad who sold RCA the steer, a fellow named Hoffman, was in a racket which seemed slightly more profitable than radio or TV. He once sold a Hereford bull for \$44,000.

## CONFESSION—SPACE

# Go to Sticks To Build TV, Exec Advises

CHICAGO, April 5.—The No. 1 hidden headache of TV operators is space, was the unanimous agreement of members of the "confession session" panel at the NARTB meet Wednesday. "Get out of downtown and into the sticks," said Walter Damm, WTMJ-TV, Milwaukee. "Out there space is cheap, and you'll need it, and you'll always need more. And stay on one floor. Be positive the rear of the studio is on ground level. We got stuck for \$150,000 in construction because we missed ground level by 5 feet." Storage, particularly of advertisers' props, is a big thorn, Damm and others agree. Harold Hough, WBAP-TV, Fort Worth, said his station has 23 live shows a day. "It's very profitable, but without sufficient space we couldn't do it. We have 70,000 feet of space for AM and TV, and it's not enough. Sacrifice other things for movable, workable space."

## Radio Journalism Council Convenes

CHICAGO, April 5.—Council on Radio Journalism, Inc., held its semi-annual meet here Sunday (30), with members completing plans for setting up internships of teachers of radio and journalism in a number of radio stations thruout the country during the coming summer.

More than 35 applications have been received from teachers who wish to work on their summer vacations in radio stations to obtain experience. Stations foot the bill for the program.

Council heard Hugh Terry, KLZ, Denver, and Mitchell V. Carney, University of Minnesota.

# Engineering Conference Sets Attendance Record

CHICAGO, April 5.—The Sixth Annual NARTB Engineering Conference got under way Monday (31) at the Conrad Hilton Hotel with the largest attendance ever recorded on hand for all six sessions which were conducted during the three-day gathering. More than 500 were registered for the conference.

While the SRO sign was out at all sessions, the one drawing the heaviest turnout took place Tuesday (1) when Robin D. Compton, associate of the George C. Davis Consulting Radio and Television Engineers, spoke — outlining a carefully planned schedule of construction for new television stations. Plan, said Compton, was designed to eliminate "flubbed commercials," "blind aural" and "dumb pictures," which were called the real "cost" of an operation.

Operating costs can be fairly well defined in relation to initial

costs, Compton stated. When physical equipment runs about \$300,000, an operating cost of between \$200,000 and \$240,000 should be anticipated the first year. Rural or isolated operations having at least one network feed may make the relation run 2 to 1 or maybe 2.5 to 1. In metropolitan areas, Compton said, the ratio may be 5 to 4.

Remote programing, which can be a good source of revenue, will entail an outlay of about \$90,000 for complete field equipment. Without a mobile unit, but including microwave equipment, cost would run about \$55,000.

Other subjects on the agenda included a discussion by J. Bernard Joseph, chief of the Broadcast and Communications Equipment Section, Electronic Division, National Production Authority and the reading of a series of papers by outstanding engineers in the radio and television fields.

## CONFESSION—PAY ROLL

# \$1,000 Per Employee Monthly TV Yardstick

CHICAGO, April 5.—A television station can be operated for \$1,000 per employee per month, or for as little as \$10,000 or \$15,000 a month, the NARTB meeting was told Wednesday. At the "confession session," Glenn Marshall Jr., WMBR-TV, Jacksonville, Fla., named the \$1,000 figure and got general agreement from other panelists.

Gaines Kelley, WFMY-TV, Greensboro, N. C., said a station could get by on as little as \$10,000 a month. However, Kelley admitted his station has no unions

"and I don't believe we'll get one."

Klaus Landsberg, KTLA, Los Angeles, said the cost depends entirely on "whether you believe in TV or whether you merely turn on a transmitter and put on network shows." Landsberg said local live programs should be produced to bring in the important local ad dollars. He advised against live local dramatic shows as too expensive and running against too much competition from the nets.

Landsberg said a new small station needs not only a live camera, but a truck to pick up remotes, even if it is a very small truck. "You get better shows for less money by taking advantage of what is going on in the city," he said.

Thad Holt, WAFM-TV, Birmingham, Ala., said he has seen a station operate with one man, using film and network feeds. From there on up depends on how much you want to do in public service, he stated.

## Merchandising Helps Stations Build Incomes

CHICAGO, April 5.—Adopting the theme that "every radio station which does a good merchandising job is a profitable station," the National Association of Radio and Television Broadcasters convention panel on merchandising offered three case histories to prove the point.

Chairmaned by G. Richard Shafto, WIS, Columbia, S. C., the full house which attended the discussion heard Lester W. Lindow, WFDF, Flint, Mich.; F. C. Sowell, WLAC, Nashville, and Jack Zinselmeier, WLW and WLW-T, Cincinnati, outline the programs conducted by their stations to assist sponsors in merchandising products sold on their stations.

Meeting was confined to the three talks, with Lindow covering the merchandising program of a station working with a limited budget, Sowell discussing "customer relations" as handled by a 50,000-watt outlet, and Zinselmeier going into the 25-point program which WLW and WLW-T offers. Each of the programs was strictly one handled by the station—with no mention of tie-ins with merchandising done by networks with which the outlets might be affiliated.

All speakers stressed the grocery and drug field, and told how they offered additional services to manufacturers, distributors, wholesalers and retailers in their territories. In the case of Zinselmeier and Lindow, visual aids were presented for those in attendance to study following the meet.

## Radio Will Get Political Play

CHICAGO, April 5.—Radio will be used as much in the national political campaigns as television, and possibly more, Ken Fry, radio-television director for the Democratic National Committee, told the NARTB convention Tuesday. Both radio and TV will be used "as extensively as our funds permit," Fry said.

Sig Mickelson, CBS, chairman of the TV pool committee, and William McAndrew, NBC, chairman of the radio pool committee, emphasized the tremendous complexities of setting up the pickups from Chicago. Mickelson said TV will carry the pool feed every minute of every session, plus about 45 minutes of color before sessions, and "ample" coverage afterward.

Fry gave a guess, based on 1948, as to how long the sessions might last. He said Monday from 11 or 12 p.m. until around 2, and again Monday night starting at 8 or 8:30. Times are Central Standard.

Tuesday afternoon is similar to Monday. Tuesday evening is 8 until around midnight. Wednesday has a long daytime session beginning around 11. Wednesday evening also is long. In 1948 it lasted until 2 a.m. Sometimes the convention goes into Thursday, and even Friday. Edward T. Ingle, radio-television director for the Republican National Committee, said adequate notice will be given

## Push Promotion To Snare More AM Listeners

CHICAGO, April 5.—Promotion, and then more promotion is needed to keep radio moving ahead, station executives were told at the audience promotion panel of the National Association of Radio and Television Broadcasters' convention here this week. Just how aggressively the stations have been pursuing this path will be pointed out in the April 19 issue of The Billboard when results of the 14th Annual Radio and Television Promotion Competition are announced.

Panel, chairmaned by Lee Little, KTUC, Tucson, Ariz., included John Esau, KTUL, Tulsa, Okla.; Jack Knabb, Rochester, N. Y., and Worth Kramer, WJR, Detroit. Also sitting in was Richard M. Allerton, NARTB director of research.

Speakers, after relaying individual promotions conducted in their areas—some on a station basis, others on a co-operative basis with all stations in the area contributing, stressed the need for a more aggressive promotion of the radio industry in the future—a return to the "good old days" when broadcasters were continually pushing their medium.

Major objective of this promotion, the speakers said, was to get the public to "listen to radio," for once they hear a program a good portion of the battle is won. But the promotion push must continue and on an ever-increasing basis, if it is to be successful, he emphasized.

of impending important events. "I'm not kidding that we'll kill off the oratory," Ingle said. "I deplore it. But it's impossible to cut such a speech as the keynote down to 15 or 5 minutes." Ingle urged independent stations which want to make tapes or movies of the sessions to get their applications into the Radio Correspondents' Association by April 15. There are only 250 seats for accredited correspondents. He said there will be facilities for independents to make tapes, with the cost being shared by users.

Mickelson said independent TV stations may get the pool feed by paying around \$250 for their share of the audio, a proportionate cost of the pool maintenance which will total about \$150,000, and costs of picking up the signal from Chicago, which would be \$1,600 an hour for one station to New York.



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Your key to SALES RESULTS—the advertising columns of THE BILLBOARD!



# BAB Celebrates First Birthday; Talks Rates

By NORM WEISER

CHICAGO, April 5.—Broadcast Advertising Bureau, Inc., celebrated its first birthday as a separate entity Monday (31) by tossing a Wild West meeting, with all the trimmings, for delegates to the National Association of Radio and Television Broadcasters' convention at the Conrad Hilton Hotel here. And while the session was a well-attended one, it was more of a party than a real business meeting.

Outgoing chairman, Edgar Kobak, WTWA, Thompson, Ga., reported the BAB would have an operating fund of \$468,000 for the coming year, that it was out of debt and now operating on its own. Stressing programming at the station level, Kobak advised stations to study their rate structures, revise them if such a step was necessary—then stick to those rates and cut out all deals.

Succeeding Kobak to the rostrum was Charles Cain, WMDB, Peoria, Ill., who will serve as BAB chairman for the new fiscal year which started Tuesday (1). Cain reported BAB had gone thru its first full year on its own with a budget of \$345,000. Reiterating that the new budget was \$468,000, Cain said that to function at its full potential, BAB should have \$600,000 by June 1 and \$750,000 by October 1. This additional fund would allow BAB to augment its present staff of 21, add all-important field personnel and give the industry an established centralized selling and promotion organization similar to those working for competing media.

### BAB Role

Bill Ryan, BAB president, in a short address, said there was an important role for BAB to play in the "renaissance of radio." Ryan compared the 54,000,000 newspapers circulated thruout the United States each day with the radio receiver level of 105,000,000, then reported that this level was increasing at a rate of more than 50 per cent greater than newspaper circulation.

On the subject of rates, Ryan also urged broadcasters to hold the line, even tho it might entail sacrifices, especially where advertisers threatened to cancel unless they got a "deal." However, Ryan said, by holding the rate line, they would find the advertisers

### 100G BONNET

## Ruby-Studded Hat to Hilite Easter Show

NEW YORK, April 5.—The Du Mont Television Network has signed two sponsors for its Easter Parade telecast Sunday (13), from 1 to 2 p.m. Rose Marie Reid Bathing Suits, Inc., will sponsor the first 15 minutes in Baltimore, Washington, Philadelphia and New York. Burlington Mills is buying the second 15 minute seg over WABD only.

Ethel Thorsen, Du Mont's Easter Parade emcee, will be shadowed by two Pinkerton men thruout the telecast. Detectives were hired to keep their eye on her hat, a \$100,000 number of rubies and diamonds. Miss Thorsen's poodle is wearing a comparatively modest pearl cap and collar ensemble priced at \$25,000.

would come around.

High on the BAB program for the coming year, Ryan reported, was a series of 42 area meetings on "What Is Needed to Keep Up Radio's New Momentum?" Initial session will be held on the West Coast later this month.

### Reviews Services

Kevin B. Sweeney, vice-president, and John F. Hardesty, director of local promotion for BAB, next reviewed the 20 services which were offered to stations by BAB during the past year. This review was followed by a series of three-minute talks by Bert Banks, WTBC, Tuscaloosa, Ala.; William J. Edwards, WKNX, Simon Goldman, WJTN, Jamestown, N. Y.; Julian F. Haas, KARK, Little Rock; George J. Higgins, KMBC, Kansas City; Winslow Leighton, WSNY, Schenectady, N. Y.; Daniel C. Park, Indianapolis; S. John Schile, KUTA, Salt Lake City; C. H. Simpson, WKBI, St. Marys, Pa.; Don Sullivan, WNAX, Yankton, S. D., and Elmer Wayne, WJR, Detroit, on various sales gins they had used in their territory successfully.

Bob Atcher, TV cowboy sponsored by Meadow Gold, acted as emcee of the meet, with a cowboy band, and rope, whip and archery acts used to break up the business sessions. Grand Ballroom was decorated in a Western motif, with cowboys and cowgirls on hand. One corral was set up to provide promotion material to those in attendance, while a second was used as a BAB headquarters to sign up new members.

## DIEHM'S "NEED YOU, FRITZ"

CHICAGO, April 5.—After the 350 to 400 broadcasters got thru shaking the walls of the Conrad Hilton Hotel here with a standing ovation for Paul (Fritz) Morency, the committee's chairman, various motions were made to formalize the high regard of the affiliates for their leader and urge him to accept the post again.

Vic Diehm made the most eloquent plea for such formalization. He said:

"In the last few days we've had a president of the United States quit and I didn't hear anyone get too upset about it. We also had a big wheel in the National Production Authority quit, but nobody seemed to care. But Fritz, if you're thinking of quitting, you'd leave all us broadcasters very sad."

## Costs Outstrip

Continued from page 4

are 86 pieces of legislation pending in Congress directly affecting the broadcasting industry. "As long as 95 per cent of the homes have radios—as long as television continues its amazing, flood-tide growth—so long will legislators be writing laws about us," Fellows declared.

He warned that in far too many cases there were bad laws, which could be fought only by combined action of all broadcasters.

# UHF Dominates NARTB Equipment Exhibits

CHICAGO, April 5.—What normally would be considered a "dry" series of exhibits at the NARTB convention this year became the star attraction of the exhibit hall—the display of new ultra high frequency (UHF) equipment. Dominating the large display area at the Conrad Hilton Hotel were set-ups by RCA, Du Mont, General Electric and a score of other firms, all presenting the "equipment of the future" for TV.

General Electric had on display its first production model of a new low cost, low power UHF transmitter designed for small-town operations, which will sell for \$55,000 with an antenna. Additional equipment for the unit will run about \$38,000. Du Mont unveiled its three-point program to assist potential UHF licensees get started quickly, with their set-up running about \$140,000. RCA, with one of the most complete exhibits on the floor, displayed a full line of UHF equipment, and the Andrew Corporation showed its "Skew" antenna for UHF and very high frequency (VHF).

A complete line of VHF equipment was also on display in the various exhibits, while a multitude of other products, ranging from custom-built antennas by Andrew to electric power generators by Caterpillar were shown. Recording, sound, monitor systems, side-band filters, microwave relay link, cameras, amplifiers, generators, AM transmitters and accessories were also to be seen. Du Mont, at a private showing held during the convention, un-

veiled a new 16mm. film system. Films were run off on a developmental model, and the equipment was announced as "a page from the 1954 Du Mont catalog." The TV film system will be available in 18 to 24 months.

A new 16mm. Synchro-Lite television film projector and a new film camera channel were displayed by General Electric.

## NBC-TV Seg Given Stations

NEW YORK, April 5.—The National Broadcasting Company this week decided to return the 10:30-11 p.m. Sunday night TV time to the stations, instead of programming it on the web. The slot has been occupied by "Cameo Theater," which has lost its alternating sponsors, Regents and Hazel Bishop.

Only about six stations had been clearing the station option slot for the web for "Cameo."

## Kersta-Mullen Form New Firm

CHICAGO, April 5.—Frank E. Mullen, formerly executive vice-president of the National Broadcasting Company, and Noran E. Kersta, director of NBC television until 1949, this week set up a complete consulting service for television broadcasters.

## Swezey Heads

Continued from page 4

on the board were: Alexander Stronach Jr., ABC; Herbert V. Ackerberg, CBS; Chris J. Witting, Du Mont, and Frank M. Russell, NBC. All four have previously served terms on the board.

Following a move by the board which authorized NARTB President Harold E. Fellows to renew the contract of Thad H. Brown Jr., as television department director of the association, Brown made a full report to the meeting on the activities of the past year, revealing that all four networks and 89 of the 108 TV stations now in operation were members of the association.

Predicting that the entire ultra high frequency band, from 470 to 890 megacycles, will be allocated to television, Brown estimated that the ending of the freeze would be announced about mid-April. Granting of NARTB's petition to permit written rather than oral testimony in specific allocations here, Brown said, had speeded the ending of the freeze by 18 months, according to Federal Communications Commission authorities. In one other prediction, Brown said he thought the present ratio of 10 per cent for allocation of frequencies for non-commercial, educational purposes, would be maintained.

Calling for full co-operation by all members in answering the soon-to-be-distributed questionnaires relative to the desirability of amending and updating FCC rules to bring them in conformance with television operations, Brown said the FCC was receptive to suggestions. Brown said he believed the theater TV hearings would be long and involved, then gave a rundown on the status of current legislation which might affect the industry.

Before concluding, the board voted to hold its next meeting in June.

## NEWS CAPSULES—COAST TO COAST

# Life, WNBT Brief Out-of-Towners On 'Schools'; WLIB Ups Negro Air

NEW YORK, April 5. — Life magazine and WNBT here met with representatives from seven out-of-town TV stations this week to confer on details of their forthcoming presentations of Life's "Inside our Schools" series. Execs were briefed on the Life-WNBT operation in New York, which is at the midway point of a 70-program month. Out-of-town station visitors included Edward Weston, program director, WCPO-TV, Cincinnati; Gene Ragle, program director, WLW-C, Columbus, O.; Mean Van Ellis, program director, WLW-D, Dayton, O.; Richard Fischer, program director, WJBK-TV, Detroit; David Milligan, promotion manager, WFDM-TV, Indianapolis; Don Faust, assistant general manager, WDTV, Pittsburgh, and Martha Gabel, representing Philadelphia Board of Education and three Philadelphia stations.

### WLIB Now 14½ Hours With Negro Shows . . .

NEW YORK — With the addition of an hour and 45 minutes of new time, local AM indie WLIB is now programming 14½ hours of Negro shows. New time additions include the Phil Gordon show, Monday thru Friday, 6-7:15 p.m., and Joe Bostic's "Harlem Serenade" from 6:30 to 7 a.m., six days a week. Over-all schedule includes Ruth James, Nipsey Russell, Lorenzo Fuller, "Harlem Y' Hour," Poppy Cannon, "Brooklyn Spotlight," "Washington Byline" and a special Sunday show, "The Negro Sings."

### CBS-TV Quits Affils From 1 to 5 Sundays . . .

NEW YORK — The Columbia Broadcasting System will cease feeding TV programs to its affiliated stations between 1 to 5 p.m. on Sundays, with the cancellation of "Television Workshop," "Quiz Kids" and "Where Do You Stand" on April 20. Several other programs now presented during that time (including "See It Now," "Man of the Week" and "What in the World") will be moved to later time periods, and "Mr. I. Magination" will be moved from Sunday evenings to Saturdays at 1 p.m., effective April 19. Oncoming baseball airings are believed a major reason.

### "Alley Oop" Heads for TV Pix Via Phildan . . .

HOLLYWOOD — Still another comic strip is headed for a TV version with Phildan TV productions this week acquiring telepic rights to V. T. Hamlin's "Alley Oop." Production of 12 half-hour films is skedded to get underway in early summer. The deal was closed by Michael Phillips, head of Phildan, and Mead Monroe, veepee of NEA Service, Inc., syndicate which owns the strip. The deal provides for Phildan to participate in merchandising revenue resulting from "Oop" characters exploited via the tele filmed series.

### Gilford to Do Panto For "DJ Toons" . . .

NEW YORK — Comedian Jack Gilford this week signed to appear in four TV "Disk Jockey Toons," which will be filmed here by Screen Gems, Inc. All four will be done in pantomime, with Gilford playing four different roles including a romantic lover, a cowboy and a park bench habitue. Panto-routines will be geared for use with pop record releases of major recording companies.

### Auto Union Offers WDET To Wayne University . . .

DETROIT — Shuttering of WDET, FM outlet operated for three years by the United Automobile Workers, has been set back a month to May 1, with the union offering to donate the whole operation to Wayne University. Detroit Board of Education, which already operates WDTB-FM, has given the plan informal approval. The gift (which

includes land, tower, transmitter, studio building and equipment) is estimated at a minimum worth of \$125,000. Dr. Paul Rickard, in charge of radio-TV operations for Wayne, will presumably handle management of WDET, and the station will discontinue sale of commercials. In line with the latter plan, Rickard commented, "We will not compete with the taxpayer, using his money to do it."

### RTMA Reports 43 Per Cent Drop in Sets . . .

WASHINGTON — The Radio Television Manufacturers' Association reported a decrease of 43 per cent in the production of radio and TV receivers during the first two months of 1952, as compared with the same period of 1951. Combined radio-TV set output totaled 2,206,178 units, compared with 3,845,537 in same period of last year. TV production totaled 814,270 sets during the two-month period of this year, compared with 1,391,908 radio receivers. Radios with FM circuits manufactured during January and February reached 78,724 sets, while 13,884 TV receivers with FM facilities were produced.

### Norman Moves to KHJ-TV For Snader Series . . .

HOLLYWOOD — Deejay Gene Norman, who for the past year has been emceeing Snader Telecriptions on KNBH, will move to KHJ-TV, where he will similarly gab between the musical film

(Continued on page 10)

Profitable TV Audience exclusive with

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Only TV station in—only TV station seen—in this large, rich Pennsylvania market area.

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Your Top TV Sales Opportunity

# WDEL-TV

Wilmington, Delaware

In the Market which has highest income per family in the country.

Represented by

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# TV Hurting U. S. Reading Habits? Not at All, Says RTMA Report!

## Predictions That Video Would Cut Into Printed Media, Entertainment, Not So

WASHINGTON, April 5.—Entertainment and reading habits of the U. S. public can be expected to grow apace along with TV's rise, according to a report submitted today to Radio-Television Manufacturers Association by Jerry Jordan, researcher, who has been making a "continuing study" the last three years. The TV freeze-lift and the subsequent multiplying of TV stations "should greatly increase the total income for sports and other forms of entertainment, while not con-

flicting seriously with the long-established media of communications," stated the report.

Jordan stated that "the gloomy predictions that TV would cut heavily into newspapers, magazines and radio, and threaten the very existence of sports, movies and other recreation, have not proved true." He added that "nearly all are enjoying good years—many hitting an all-time peak in 1951 as the novelty of TV wears off."

TV, the report indicates, may have made it more difficult for the mediocre attractions to survive, but the interesting events, games and shows are better off with it than without it. "After the novelty effect of television wears off," according to Jordan's summary, "it is proving to be a promotional and educational force like newspapers, magazines and radio. It should help, not harm, other forms of recreation."

His report stated that newspapers not only held their record circulation last year, but gained

more advertising revenue since 1947 than the entire volume of TV itself. Magazines and radio both hit the highest peaks in their history last year in numbers as well as total income, continued the report. Sports attendance equalled the pre-TV year of 1947, only slightly below the biggest year in history. Major league baseball games that televised regularly had a gain of 234,169 admissions over 1950, while those that reduced or eliminated TV had a loss of 1,485,070 admissions.

College football teams on TV had a loss of 1,485,070 admissions, but college football teams in TV areas drew better in 1951 compared with 1950 than did those in non-TV areas. Professional football, racing and boxing all had gains. Only minor league baseball showed a serious loss of about 20 per cent, and this could not have been due to TV because only 40 out of 350 clubs were near enough to be affected and the loss was general in 46 out of 50 leagues, said the report.

## BUILDS COMEDY

# Plan of NBC Heads for Big Hiatus Splash

NEW YORK, April 5.—The Comedy Development Plan of the National Broadcasting Company this week bought TV material for use by Gene Rayburn, comic-deejay of the Rayburn and Finch team of indie AM outlet WNEW, New York. This marks the third comic for whom special material is being processed, the others being George Hopkins and Nancy Andrews. Joe Bigelow, head of the plan, expects it to start paying off this summer, via web airings. The brainchild of TV veepee Pat Weaver, the blueprint also calls for ultimate use of the "NBC Trout Theater" and "NBC Variety Theater" on Broadway.

Currently, auditions of young comics are being held on alternate Thursday nights before web producers, directors and other execs. These miniature revues are produced by William Gargan Jr., and already have processed such comics as Eddie Foy Jr., Jan Carroll, Jol Gray, Guy Raymond, Kaye Ballard, Christine Nelson, Dick Bernie, Danny Richards (Sr. and Jr.) and a team of NBC guides, Dana and Wood.

# TV Cancelings Bring Y&R Cuts

NEW YORK, April 5.—In the wake of TV program cancellations by several of its clients, Young & Rubicam this week slashed its radio and television staff by 15. Among those to leave the agency were producer-directors Paul Franklin, Bob Schuler, Ed Duerr, Jim Sheldon and script editor Florence Britten. About five people in the radio and TV commercial department were axed. In no sense were the firings a reflection upon the talents of these individuals, but merely the paring down of an overstaffed operation.

# Chester Gives Notice to CBS

NEW YORK, April 5.—Edward Chester, director of radio news and public affairs for the Columbia Broadcasting System, this week gave the network notice he would resign shortly.

A veteran CBS exec who was involved in its old South American operation, Chester is believed to be taking a broadcasting post with the new Cuban government. No replacement has been named by the web.

# Procedure Delays Probe of Radio-TV

WASHINGTON, April 5.—Snafued temporarily by a parliamentary quirk, the Gathings Resolution to probe TV-radio programs is headed back to the House Rules Committee which had reported it favorably last week (The Billboard, April 5). The resolution, however, appears sure to get another okay, this time authorizing that the probe be undertaken by a subcommittee of the House Interstate and Foreign Commerce Committee instead of by a 15-member House select committee as voted by the House Rules Committee.

The mix-up over the Gathings Resolution occurred when the House Interstate and Foreign Commerce Committee early this week protested that it had failed to get a chance to be heard on the legislation prior to the House Rules Committee's vote. House Interstate asserted that the legislation properly belongs under its jurisdiction. Rep. E. C. Gathings, sponsor of the resolution, quickly agreed to the protocol of letting the House Interstate Foreign Commerce Committee have a voice in the legislation, and House Rules Committee leaders plan to co-operate.

To expedite matters, Representative Gathings introduced a sep-

arate resolution this week calling for an investigation and study of "offensive and undesirable books, magazines and comic books." This subject matter had been included in Gathings' original resolution also calling for the TV-radio programming probe. The House Rules Committee is expected to discharge the comic book probe resolution and okay the TV-radio probe resolution for House Interstate.

Under the revised parliamentary approach, the subcommittee investigating TV-radio will be limited to five members. The resolution seeks to study immoral or otherwise offensive matter on TV and radio programs.

# Radio May Buy Nielsen Data

NEW YORK, April 5.—A commercial rating service may be used for the first time in the promotion of AM radio as a medium if Broadcast Advertising Bureau, Inc.'s contemplated purchase of the Nielsen Radio Index service becomes a reality. BAB added 125 new stations to its membership roster this month, which gives outfit largest operating budget in its history—more than \$563,000—as compared to last year's \$340,000.

The Nielsen buy, if it goes thru, will be in line with BAB's plan to strengthen its entire operation as result of its upped budget. Nielsen deal will embrace research firm's basic national AM usage data; plus data including breakdown of listeners in TV and non-TV homes and by areas and income groups, family size, etc.

# KNBH Head For Norman

NEW YORK, April 5.—Donald A. Norman this week was named manager of KNBH, Hollywood TV outlet of the National Broadcasting Company. Norman, formerly sales manager of the station, replaced Thomas B. McFadden, who has been named director of national spot sales for the web, and has returned to New York in the wake of his newest promotion.

# Radio Webs Heartened as CBS Holds Night Rate Line

NEW YORK, April 5.—Virtually all network radio execs drew a sigh of relief this week because

of the decision by Procter & Gamble to keep its 6:45-7:30 block of three radio strips on the Columbia Broadcasting System, reportedly at the same rates. P&G had demanded daytime rates in the nighttime slots under threat of cancellation.

Despite the fact that other radio networks would have liked the P&G business, it was generally recognized in the trade that if the soap company's maneuver succeeded, the entire rate structure of nighttime network radio

# Reynolds Co-Sponsor Of 'B'dway TV Theater'

NEW YORK, April 5.—Recent interest shown by national advertisers in the local TV was highlighted here this week when R. J. Reynolds Tobacco signed to co-sponsor, with General Tire & Rubber, WOR-TV's new hour-and-a-half "Broadway TV Theater" series across-the-board, beginning April 14. Buy is considered particularly significant in the trade, in view of the show's experimental format of airing full-length former Broadway dramatic successes, with the same play presented nightly thru the week from 7:30 to 9 p.m.

Sponsor-interest was so great, according to Pete Maddux, WOR-TV sales veepee, that 10 other national and local advertisers offered to sponsor it before Rey-

nolds bought it for Cavalier Cigarettes. Adjacent time periods also are selling out as Miller Hi-Life Beer signed for all spots following the dramas; and Mohawk Carpets is buying a nightly minute participation in John Wintgate's five-minute news seg at 9 p.m. On Wednesday nights, the TV Auction Club is sponsoring the 30-minute period preceding "Broadway TV Theater" from 7 to 7:30. All contracts are for 52 weeks.

With General Tire, as the outlet's new owner, scoring in its first major effort to retread WOR-TV's programming, an early move into TV, anticipated for some time, is now anticipated for the Mutual Broadcasting System. MBS-General Tire president Tom O'Neil discussed TV plans for the web last Saturday (29) at the Mutual Affiliates Advisory Committee's all-day session in Chicago. Altho he was vague about details, exec indicated that "based on studies now under way, Mutual may shortly be in a position to make available a TV service, and that this service would undoubtedly offer in many respects the same programming advantages to both small and large stations in the field of TV as are enjoyed by Mutual affiliates in the field of broadcasting."

# 'Luigi' Pic Plan Nixed by CBS; Seg Going Live

HOLLYWOOD, April 5.—Under-scoring Columbia Broadcasting System's policy to de-emphasize filming of TV shows was the net's decision this week to drop its film plans for the TV version of "Life With Luigi" and instead air the Cy Howard package live. CBS Programming Veepee Harry Ackerman this week cast the show for a kine audition print to be shot Sunday (6) at the Earl Carroll Theater.

Ralph Levy serves as producer-director, with J. Carroll Naish in the featured role, and Alan Reed, Mary Shipp and Jody Gilbert. Estimated production budget is pegged at \$25,000. Web originally intended to film "Luigi" a la "I Love Lucy." Reason given for switching to live is to hold down the cost.

# Admiral Options Burns and Allen

NEW YORK, April 5.—Admiral this week optioned "Burns and Allen" for alternate weeks on the Columbia Broadcasting System's TV network next season. The program is currently sponsored by Carnation in the Thursday night 8-8:30 spot alternate weeks.

Ronson, which programs "Star of the Family" in the same CBS-TV slot alternate weeks, is said to be considering cancellation of the program. Burns and Allen costs \$40,000 a week gross for talent alone. Erwin-Wasey is the agency.

# TV Thaw Subject For RTMA Confab

WASHINGTON, April 5.—Canadian and United States directors of Radio-Television Manufacturers Association from both countries will discuss the anticipated effects of the lifting of the TV freeze at their ninth international conference in General Brock Hotel, Niagara Falls, Ont., Can., April 24-25.

# Ernie Kovacs To WCBS-TV

NEW YORK, April 5.—Ernie Kovacs takes over the 12:45-1:30 p.m. strip on WCBS-TV here beginning April 21. The deejay moves over from WPTZ, Philadelphia, where his "3 to Get Ready" stanza was ousted in favor of Dave Garroway's "Today."

Kovacs will bring with him the top personalities in his Philly unit, including vocalist Edythe Adams, Tryg Lund and Andy McKay. The format of his former deejay-gimmick program will practically be duplicated on WCBS-TV, but the show will be slanted more toward the women's audience. Should Kovacs click here, there is every possibility that he may return to haunt Garroway in an early-hour time slot.

# CBS 2½-Hour Eyed by Gulf

NEW YORK, April 5.—Gulf Oil this week was considering the purchase of the projected two-and-a-half-hour Sunday afternoon show on the Columbia Broadcasting System's radio web. The summer program will have a safety theme, use disks, baseball scores, live music and be directed toward Sunday's out-of-home listening audience.

# Realemon Takes AM Godfrey Time

NEW YORK, April 5.—Realemon this week replaced Ovaltine as alternating sponsor of the 10-10:15 slot of the Arthur Godfrey morning radio strip on the Columbia Broadcasting System's radio web. Realemon will share sponsorship of the period with Toni.



Detroit's Newest TV Star—

## DON BLASIOLA

Pianist — Singer  
in "Basically Piano," WWJ-TV  
and Nightly at

CLUB BURGUNDY, DETROIT

# WWJ

NBC AFFILIATE  
in DETROIT

Owned and Operated by

THE DETROIT NEWS

National Representative

THE GEORGE P. HOLLINGBERG COMPANY

when answering ads...  
say you saw it in  
THE BILLBOARD!



# Radio Double, TV Up 35% in N. Y. Sez Pulse

NEW YORK, April 5.—A Pulse survey this week showed that radio listenership in TV homes for March practically doubled since 1949 in New York, while TV listenership during the same period increased less than 25 per cent. Surveys were taken to determine the weekly ratio of radio to TV listenership in TV homes during the average quarter hour from 12 noon to midnight.

The 1952 Pulse report for March shows that a total of 47.7 per cent of TV set owners tuned in their radio and TV sets last month, with 32.3 watching video and 18.7 listening to their radios. A survey for same month in 1949 put TV audience percentage at 26.7 and radio at 9.7, with combined radio-TV figures at 34.9. In March, 1950, TV listenership rose to 33.2 and radio to 12.8. Last year the TV percentage figures rose to 35.4, while radio listenership shot up to 15.5.

# KTLA for Free To Candidates For President

HOLLYWOOD, April 5.—KTLA's Klaus Landsberg, always eager to grab tele exclusives, will open free time to presidential candidates provided KTLA is the only outlet carrying these campaign speeches. First to avail himself of the cuff time offer is Sen. Estes Kefauver, whose first major campaign address in the State will be carried exclusively by KTLA Tuesday (8) night.

While the area's other outlets are seeking to cash in from such time sales, Landsberg intends to benefit from audience promoting exclusives. Freetime policy, however, will be restricted only to presidential nominees. Landsberg is classifying these telecasts as special events. He explained that his station's policy will allow area's voters to see their candidates face-to-face and thereby be able to better determine whom to support.

Indie outlet will also carry live both the Republican and Democratic conventions from Chicago thru arrangements with the TV pool covering the conclaves.

# Du Mont Pix Discount Plan

NEW YORK, April 5.—Du Mont Television Network's film department here is readying a "summer hiatus" sales plan, whereby the web will syndicate films to sponsors, stations and agencies at a special cut rate during June, July and August. Film price tags will be shaved from 15 to 50 per cent and for every purchase of the "Illustrious Feature Films" series, Du Mont will throw in a free feature film as a bonus. A second bonus-flicker will be included with the booking of "Pathy-Hy-Lights," a human interest series.

Rate concessions are offered in a special "summer hiatus" brochure, which the network distributed to more than 1,000 agencies, sponsors and station managers this week. The brochure, designed to encourage the programming of film in summer hiatus spots, includes special promotion ideas, selling tips and merchandising aids to help station managers promote action with sales staffers and advertisers.

# Zenith, Pure Buy Chi Segs

CHICAGO, April 5.—Two AM network news show sales were chalked up here this week. Zenith Radio Corporation, for its hearing aid division, purchased the final 10 minutes of the American Broadcasting Company's "Monday Morning Headlines" heard each Sunday at 6:15 p.m., EST. Agency was Batten, Barton, Durstine & Osborn.

Pure Oil Company, thru Leo Burnett Company, renewed for 52 weeks the Kaltenborn-Harkness Pure Oil news time on the NBC net Mondays thru Fridays.

# SUN SHIPYARD BUYS TV TIME

PHILADELPHIA, April 5.—Another indication of TV's ability to accomplish almost any kind of a selling job was shown here this week when the Sun Shipbuilding & Drydock Company, Chester, Pa., signed with WPTZ to sponsor the "Sunday Baseball Scores" thruout the 1952 season. The shipyard plans to use its video advertising solely to recruit specialized labor and technicians. The Sun Ship contract marks the first time here at least that a major industry has used a regular TV program for such a purpose.

For the past few weeks, Sun Ship has been sponsoring shared station identifications on WPTZ for help wanted pitches. The Sunday score show, conducted by Norman Brooks, had the order placed thru the Benjamin Eshleman ad agency.

# Benny to Do 10 TV Shows for Lucky Strikes

NEW YORK, April 5.—Jack Benny will do 10 shows next season on TV for Lucky Strike Cigarettes. This will give him a one-a-month schedule in contrast to the six video shows he will have done in 1951-'52.

Benny, of course, will continue to use for his TV appearance the 7:30 p.m. Sunday evening slot, which is regularly occupied by Lucky Strike's "This Is Show Business." His contract to continue on radio next season for the tobacco company is virtually firm.

Meanwhile, Lucky Strike has decided to replace "Hit Parade" on TV this summer with "Assignment Manhunt." The mystery program will be doing its stint for the second year in a row in the Saturday night 10:30-11 period on the National Broadcasting Company's TV web.

# FCC to Query UPT Directors

WASHINGTON, April 5.—A number of directors of the United Paramount Theaters, Inc., will be recalled when the Federal Communications Commission resumes open hearings on the proposed American Broadcasting Company-United Paramount Theaters, Inc., merger April 14. FCC's broadcast hearing bureau chief, Frederick Ford, has said he hopes to question them on specific subjects. General aspects of the proposed merger were examined in earlier hearings. Also to be questioned for the first time is UPT Director A. H. Blank.

Probably first to take the witness chair when the hearings resume will be Gordon Brown, owner of WSAY, Rochester, N. Y. Brown has protested the merger, charging monopoly. Chris Witting, director and general manager of the Du Mont network, will be called to the stand early in the resumed hearings. Representatives of New Orleans station WSMB also will present their case for a renewal of license.

# Pepsi Axes Faye Emerson

NEW YORK, April 5.—Pepsi-Cola this week dropped Faye Emerson and paid her off for the rest of her contract unexpired after the April 19 show in the Saturday, 9-9:30 p.m. slot on the Columbia Broadcasting System's TV web. The soft drink sponsor is searching for new show for the same time period.

Axing resulted from the client's dissatisfaction with ratings all thru the season. CBS-TV now is urging the advertiser to take another time period next season so it can put Jackie Gleason on Saturday night, 9-10.

# Auto Firms Eye TV for Fall As Steel Prospect Brightens

## Dodge Dealers, De Soto, Willys Buyers; Buick, Pontiac, Studebaker, Ford Eager

NEW YORK, April 5.—Auto companies this week were casing the market for video properties, preparatory to going back into network TV in the fall on a large scale. So far, this TV resurgence by car makers has been felt only on a local level, but web activity is expected to break out shortly. The Metropolitan Dodge dealers this week bought a 15-minute program featuring Laraine Day before the New York Giants baseball games on WPIX, here, a \$100,000 purchase for time and talent. And on the same station, De Soto and Willys have bought spots around telecasts of the baseball games.

Among those auto companies searching for network shows are Buick, Pontiac, Studebaker and Willys. Ford already has taken an option on the "Look Magazine of the Air" for slotting Thursday National Broadcasting Company's TV web. It may also pick up half the tab on "Toast of the Town." Oldsmobile surrendered sponsorship of "Doug Edwards and the News" on Tuesdays and Thursdays via the Columbia Broadcasting System TV web to Columbia Records, but may return to bankrolling of the entire strip at the end of the new client's

# Plastics Used At NBC Lower Costs of Tele

NEW YORK, April 5.—A new development leading to lower TV production costs has been put into use by the National Broadcasting Company. This involves new uses for plastics in flats, props and other settings. The project was developed by Studio Alliance in conjunction with the web.

The use of plastics is expected to make some items virtually permanent in use, besides being water-proof, fire-proof, shatter-proof and warp-proof. Flats, for example, are now treated with plastic over the wood, instead of using canvas which must be replaced frequently. The plastic takes paint easily and repeatedly. Expensive props no longer must be rented, but can be duplicated permanently in plastic.

# Liberties Union Hands Blacklist Plaint to FCC

NEW YORK, April 5.—The American Civil Liberties Union this week filed a complaint with the Federal Communications Commission against the blacklisting of performers in the radio and television industry, based on their alleged past or present associations and-or beliefs. The complaint cites persons, stations and networks and is based on Merle Miller's book, "The Judges and the Judged."

The FCC must serve the com-

plaintants and require formal answers, so that the entire issue of blacklisting is apt to be thoroughly thrashed out before it is settled. Miller originally was commissioned by the FCC to draft a report on blacklisting, but the report snowballed into his book. The Authors League already has written a letter to the FCC asking for an investigation of blacklisting, but no action has been forthcoming.

cycle. Willys is considering a participation in "Stop the Music," via American Broadcasting Company.

# Illness Cancels Winchell for Indefinite Time

NEW YORK, April 5.—Walter Winchell is out of his regular Sunday night radio period for an indefinite period, effective immediately, because of continued bad health. Acting on his physician's advice, Winchell is bowing out until a turn in his health permits. Effective next Sunday (13), Drew Pearson moves from his own 6 p.m. slot into Winchell's 9 p.m. period for the duration.

The switch is being made at Winchell's request and with the mutual consent of the American Broadcasting Company and Winchell's sponsor, Warner-Hudnut. Pearson brings along his own sponsor, Carter's, to the Winchell time. George Sokolsky will move from his own 10:30 p.m. slot to Pearson's 6 p.m. period, also on April 13. Winchell has missed the better part of this year on the air, due to his reported heart condition.

# Mystic Foam For "Today"

NEW YORK, April 5.—Mystic Foam Corporation this week bought a weekly five-minute participation in "Today," the 7 to 9 a.m. TV show of the National Broadcasting Company. The firm will plug its rug and woodwork cleaners on the 8:15-8:20 a.m. portion of the Wednesday shows, starting April 9.

The agency is Carpenter of Cleveland.

pected to develop because of war contracts has failed to materialize. Assuming that the steel strike expected to come off next week does not create an entirely new material problem, auto companies can expect an even higher allotment of steel in the last half of the year. The Korean situation gives every indication of being straightened out, making even more steel available for autos.

This could mean that the auto manufacturers would have even more cars on the market later in the year than now. Since they have been unable to move even the limited number of cars now in stock, the problem becomes one of a buyer's rather than a seller's market. The car makers, therefore, must start throwing their advertising weight around on TV as they would do in normal times.

The auto companies also hope that Regulation W, which does not allow credit to be extended beyond 18 months, will be eased. This will mean that a larger number of buyers for new cars will appear and will bring spirited competition for their dollars. Because network TV is a primary advertising weapon, its use by auto companies later this year is assured.

# WPIX, WBNX Ask Renewals

WASHINGTON, April 5.—Two New York radio stations, WBNX and WPIX, are the latest to file requests for license renewals with the Federal Communications Commission in connection with racing complaints. The stations are insisting on renewals without open hearings on the subject advised by the FCC.


WPIX and WBNX said they dropped all broadcasting of horse-racing information except for some mention of the subject on an irregular basis. Altho it formerly broadcast racing news for five minutes on the hour and half-hour, WBNX said it now has eliminated all but a 15-minute racing summary at 5:45 p.m. on weekdays. This summary, it declared, "could be of no conceivable use to those engaged in illegal gambling."

During 1951, WPIX admitted it had broadcast four or five races from local race tracks in the harness racing season, but the station said it did not plan to continue the practice this year.

# McFadden Gets NBCO&OSpots

CHICAGO, April 5.—Tom McFadden, for the past two years general manager of Station KNBH, Hollywood, is taking over as director of national spot sales for National Broadcasting Company, it was announced last week by Jim Gaines, vice-president for NBC's owned and operated stations. McFadden has worked his way up from NBC page boy to his present post.

+++++ SOLUTION +++++



**Detective PLUS, the master sleuth,**  
Has pockets full of clues.  
He also has a sponsor-booth  
Equipped for you to use!

**More mystery shows, and better ones,**  
We broadcast all week through.  
The cost is light, response weighs tons —  
These finger-prints fit you!

— the difference is MUTUAL

+++++ FOR DETAILS, THE MUTUAL BROADCASTING SYSTEM • NEW YORK 18, N.Y. +++++



# House Cuts \$45 Mil. From 'Voice' Budget

### Efforts Called Inept and Incompetent; Work of Radio Free Europe Is Praised

WASHINGTON, April 5. — In one of the most strongly worded Capitol Hill rebukes ever delivered against the Voice of America, the House late yesterday (4) slashed \$45 millions from the Voice appropriations and warned the State Department to end its "incompetence," "waste" and "ineptness" in the propaganda war against Communism. One after another, Congressmen from both sides of the aisle rose to express their disgust with Voice's handling of its operation, and one House member, Rep. Harris Ellsworth (R., Ore.) praised the Radio Free Europe operations as having set an example on shoestring-funds that puts to shame the

heavily-budgeted efforts of the Voice.

An effort to restore some of the cuts is likely to be made when the appropriation bills reach the Senate. Last year Congress trimmed the State Department information set-up's funds by 30 per cent on a similar complaint.

The House by a 160-109 vote yesterday (4) slashed \$24,491,000 from the Voice outlays leaving \$86,565,000 in the Voice coffers, an amount nearly equal to the current appropriations. After slashing the propaganda funds, the House voted 106 to 96 to eliminate \$20.5 millions set aside for construction of radio transmission facilities. Last year's bill contained no such construction funds. The State Department this year, in addition to asking for the \$20.5 millions construction money, had sought more than \$133 millions for other phases of the propaganda war, and this latter had been pared to \$111,066,000 by the House Appropriations Committee.

Chairman John J. Rooney (D., N. Y.), chairman of the subcommittee which looked into the Voice outlays request, said he favored establishment of a "fighting new type of policy" in the Voice. At the same time, he opposed the slash.

Rep. George Bender (R., Ohio) told the House that in a recent trip to Germany he was impressed by the propaganda job being done by the Communists and he said, "we can't get anywhere reciting fairy tales, telling funny stories or describing American folklore."

## Dine Resigns NBC for Ziv

NEW YORK, April 5. — Joe Dine, director of the National Broadcasting Company press department, has resigned that post to join Ziv Television Programs, Inc., as director of its newly created public relations department.

Ziv prexy John Sinn described the new department as "another step in the expansion of Ziv's extensive publicity, promotion and exploitation service." Dine joined NBC six years ago. As yet no replacement has been made for Dine at the web, where he was second in command to veepee Syd Eiges.

## Hot Session

Continued from page 5

read an inaccurate account in a newspaper.

Landis concluded by stating he felt TV could bring about greater reform in the judiciary than all the bar reports have done to date. "Television is a beautiful medium for educating the people," he said. "It would be utter folly not to use this God-given instrument for better purposes in these United States."

Waldman started off his portion of the debate by immediately clarifying that he was "opposed to the telecasting and broadcasting of congressional hearings where witnesses are required to attend and give testimony under compulsion of subpoena and am most emphatically opposed to the telecasting and broadcasting of any judicial proceedings."

### Hearings a Circus

Referring to the Kefauver hearings as "a Barnum and Bailey performance which has provoked a public reaction," Waldman reiterated the stand of the New York Bar Association, as well as the national group, in condemning the TV coverage of such hearings, stating that the Kefauver hearings were a "disgraceful performance—men were convicted before millions of people." He then discussed the Bill of Rights and what it meant to Americans.

Waldman had no fight with the telecasting of hearings which did not involve human rights—such as coverage of the United Nations, congressional hearings on passage of laws, etc. That, he stated, was within the legitimate sphere of the medium.

Waldman concluded with the statement that he felt this was a very serious matter—not just a subject for a debate, and that there should be a better understanding between the organized bar and the TV and radio industry.

## CAB Reps See Phonovision

CHICAGO, April 5.—A special showing of Phonovision was held last week before representatives of the Canadian Association of Broadcasters by Pieter Van Beek, of Zenith Radio Corporation. Demonstration was requested by the CAB, who felt Phonovision might be especially adaptable to the TV picture in that country, where majority of the towns are in rural areas with populations of less than 25,000.

High costs of establishing television stations, operating costs, etc., were among subjects discussed at the CAB meet. TV is expected to hit Canada this fall.

# TVA, AFRA Talks Held in 10 TV Cities

NEW YORK, April 5.—Television Authority this week was conducting negotiations with video stations in Cleveland, Philadelphia, Detroit and Cincinnati to set wages and working conditions for TV performers in those cities. Its brother union in the Associated Actors and Artistes of America, the American Federation of Radio Actors, also was holding sessions with stations which jointly operate in both radio and TV to get contracts for announcers who work in both mediums. These sessions are being held in Dallas, Charlotte, New Orleans, Rochester, Salt Lake City, Minneapolis and Philadelphia.

TVA is seeking to establish a local performer pattern of pay in cities throught the country which will roughly approximate those already established in Pittsburgh and St. Louis, two single-station markets. In St. Louis, actors speaking more than five lines get \$50 for a half-hour show and \$68 for an hour program. The station is allowed four hours of rehearsal for the 30-minute stanza and six hours of rehearsal for a 60-minute dramatic show.

Specialty acts for variety shows on KSD-TV, St. Louis, receive \$100 for a one-performer routine, \$150 for two performers, \$200 for three performers and \$250 for a four-performer unit. Each additional entertainer is to receive \$50. These rates include four hours of rehearsal within two days.

Announcers and performers

## NEWS CAPSULES

# Life-WNBT Briefing of 7 TV Stations on 'Schools'

Continued from page 7

shorts. KHJ-TV recently acquired the Snader series, sharing the local run with KNBH. Zeke Manners conducted the Snader program on KHJ-TV and is being replaced by Norman. Norman's five-year pact with KHJ-TV also calls for services of his frau, model June Bright (Miss Bast-side), with whom he will conduct a Mr. and Mrs. - type show in tying together the Snaders. The fare will be on across-the-board from 4 to 6 p.m.

### Kling Signs 4 Accounts For TV Commercials

CHICAGO—Kling Studios here this week signed to film a series of TV commercials for the following national accounts: Stopette; Oh Henry candy; National Radiator, and Mitchell Air Conditioners. Fred Niles will handle all four accounts for Kling.

### Education Council to Urge Tele Applications

WASHINGTON — Educators will be urged to speed applications for non-commercial educational TV channels at the annual meeting of the American Council on Education in Chicago, May 2 and 3. With the freeze-lift nearing, ACE officials are hoping to put into high gear a drive to interest colleges and universities in bidding for as many TV grants as possible under the reserved quota. Rev. Theodore M. Hesburgh, executive veepee of the University of Notre Dame, will preside over the TV-education discussions where council projects will be reviewed and a future course charted.

### Foley on Talent Hunt For 'Tales' Roles

NEW YORK — In a move to present "new faces" on TV, George E. Foley, Jr., producer of "Tales of Tomorrow" on American Broadcasting Company-TV, is launching a series of semi-annual talent hunts for "unknowns" to play leads on his science-fiction video show. First auditions will be held to find an actress, 20-25 years old, to play Marion in "The Golden Ingot" which will be aired Friday, May 9. Preliminary auditions will be conducted under supervision of "Tales" executive producer, Mort Abrahams; casting director, Jim Lister, and director, Don Medford, who are geared to audition as many as 2,000 applicants dur-

ing the next three weeks at the Sherman Square Hotel studios from 7 to 10 p.m., Monday thru Friday, effective immediately. Applicants need not be represented by agents.

### The Restless People And the Revolving Door . . .

Frank Nesbitt has been upped to director of sales presentations for the CBS radio network, effective immediately. . . . Du Mont's head man, Chris Witting, was elected to represent broadcasting industry on the Advertising Council Board of Directors. . . . Frankie (Tom Corbett, Space Cadet) Thomas abandons the "future" temporarily Thursday night (10) to play a 20th century citizen on "Mr. Chameleon" for CBS. . . . James Cornell was appointed manager of NBC Radio Network Research, succeeding Howard Gardner, who has transferred to the radio network sales department as assistant manager, sales planning section. . . . News editor George Brown was promoted to manager of the WOR, New York newsroom. . . . H. W. Bumpas, veepee in charge of programming and production for the Liberty Broadcasting System, has resigned that post to join the Texmen Corporation, Dallas. . . . Carleton D. Smith was appointed director of operations for NBC's owned and operated stations division. . . . Robert Clear, ex-Young & Rubicam staffer, has joined the radio-TV department of Doherty, Clifford & Shenfield, Inc. . . . Marguerite Higgins has started a weekly TV news program over KPIX, San Francisco, on Sunday nights. . . . Leon Fromkess and Harry Rothchild of Arrow Productions, Inc., have signed movie actor Jon Hall for a series of TV jungle adventure films, titled "Ramar of the Jungle."

## Charge Trade Restraint to Radio Firms

WASHINGTON, April 5.—A trade association, five corporations and six individuals have been charged with a conspiracy to restrain and monopolize trade and commerce in the wholesale distribution of radio and electronic parts. In an indictment filed by a federal grand jury at San Francisco, Attorney General J. Howard McGrath named the National Electronic Distributors Association, Associated Radio Distributors; Frank Quement, Inc., Kaemper & Barrett Dealers Supply Company, Tilton Industries, Inc., and Zack Radio Supply Company.

Indictment charges that the defendants conspired to prevent wholesale distributors who are not members of their association from engaging in the wholesale distribution of radio and electronic parts in Northern California. In announcing the action, McGrath said: "It is a basic tenet of our American economic heritage that a man be free to conduct his business as he chooses within the framework of the law. By boycotting manufacturers' representatives who sell to their wholesale competitors, the defendants have unlawfully taken into their own hands the power of determining who has the right to do business."

## THE WINNERS

in The Billboard's Radio & Television Promotion Competition will be announced

NEXT WEEK

You are CORDIALLY INVITED to an EXHIBIT

of the entries at the Jansen Suite of the WALDORF-ASTORIA HOTEL, Park Avenue & 49th Street, New York City

from 2:00 to 4:30 p.m.

TUESDAY  
APRIL  
8  
1952





THE BILLBOARD

Radio-TV Show Charts

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

Top 10 TV Shows Each Day of the Week in PHILADELPHIA

... According to Videodex Reports

Table listing stations and their affiliations: WCAU-TV (Philadelphia Bulletin), WFIL-TV (Philadelphia Inquirer), WPTZ (Philco Television Broadcasting).

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

COLUMBIA BROADCASTING SYSTEM thru WCAU-TV had the leadership in evening televiewing in Philadelphia the first week in February.

7 P.M. TO SIGN-OFF

Table of top 10 TV shows for Sunday 7 P.M. to sign-off, including 'Red Skelton' and 'What's My Line!'.

MONDAY

Table of top 10 TV shows for Monday, including 'Talent Scouts' and 'I Love Lucy'.

TUESDAY

Table of top 10 TV shows for Tuesday, including 'Texaco Star Theater' and 'Fireside Theater'.

WEDNESDAY

Table of top 10 TV shows for Wednesday, including 'Godfrey and Friends' and 'The Web'.

THURSDAY

Table of top 10 TV shows for Thursday, including 'Big Town' and 'Racket Squad'.

FRIDAY

Table of top 10 TV shows for Friday, including 'Man Against Crime' and 'Mama'.

SATURDAY

Table of top 10 TV shows for Saturday, including 'Your Show of Shows' and 'Ken Murray Show'.

\*NBC estimate for February, 1952.

Share of Total Audience Radio vs. TV

PHILADELPHIA

... According to Pulse Reports

Jan.-Feb., 1952

7 P.M. to Midnight

Table showing share of total audience for radio vs. TV from 7 P.M. to midnight, including daily and weekly averages.

NEXT WEEK

Videodex and Pulse Studies of NEW YORK

Top 10 TV Shows Each Day

... According to Videodex

Top 5 Radio Shows Each Day

... According to Pulse

Share of Total Audience RADIO Vs. TV

... According to Pulse

FOR FULL INFORMATION

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

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 BUREAU, National Press Building, Washington.

Old Gold Likely To Keep 'Stop'

NEW YORK, April 5.—With negotiations about to enter their second week, indications this week were that the American Broadcasting Company was likely to retain the Old Gold billings on the TV version of "Stop the Music."

A final decision is due next week on the renewal, covering the 8:30 to 9 p.m. Thursday slot.

Top 5 Radio Shows Each Day of the Week in PHILADELPHIA

... According to Pulse Reports

Table listing radio stations and their wattages: KYW (50,000 watts), WCAU (50,000 watts), WDAS (250 watts), WFIL (5,000 watts), WHAT (250 watts), WTBG (10,000 watts), WIP (5,000 watts), WJMJ (1,000 day), WPEN (5,000 watts).

Pulse radio surveys are conducted monthly in 18 markets, and reports are issued bi-monthly (except for New York, which is monthly).

COLUMBIA BROADCASTING SYSTEM made the strongest showing during January and February of this year in Philadelphia radio listening.

7 P.M. TO MIDNIGHT

Table of top 5 radio shows for Sunday 7 P.M. to midnight, including 'Jack Benny' and 'Amos 'n' Andy'.

MONDAY

Table of top 5 radio shows for Monday, including 'Lux Radio Theater' and 'Godfrey's Talent Scouts'.

TUESDAY

Table of top 5 radio shows for Tuesday, including 'Bob Hope Show' and 'Fibber McGee & Molly'.

WEDNESDAY

Table of top 5 radio shows for Wednesday, including 'You Bet Your Life' and 'Great Gildersleeve'.

THURSDAY

Table of top 5 radio shows for Thursday, including 'FBI in Peace and War' and 'Counterspy'.

FRIDAY

Table of top 5 radio shows for Friday, including 'Jack Smith Show' and 'Ozzie & Harriet'.

SATURDAY

Table of top 5 radio shows for Saturday, including 'Gangbusters' and 'Gene Autry'.

6 A.M. TO 7 P.M.

MONDAY-FRIDAY

Table of top 5 radio shows for Monday-Friday 6 A.M. to 7 P.M., including 'Arthur Godfrey' and 'The Breakfast Club'.

SATURDAY

Table of top 5 radio shows for Saturday 6 A.M. to 7 P.M., including 'Stars Over Hollywood' and 'Grand Central Station'.

SUNDAY

Table of top 5 radio shows for Sunday 6 A.M. to 7 P.M., including 'The Shadow' and 'True Detective Mysteries'.

\*Sales Management estimate for 1951



## Schlitz Playhouse

**TELEVISION**—Reviewed Friday (28), 9-10 p.m., EST. Sponsored by Schlitz Beer, via CBS-TV, New York. Supervising producer, Felix Jackson. Producer-Director, Joseph Scibetta. Writer, David Shaw. Cast: Lillian Gish, Russell Hardie, others.

The Schlitz Playhouse dramatization of the life of Grandma Moses (the 90-year-old New England painter of prize-winning primitives), had all the unprofessional qualities characteristic of the artist's work, but none of its compensating quaint charm or fresh, bright color.

The teleplay was dull and lifeless with a static pace and stilted unnatural performances by everyone but Lillian Gish as Grandma. Miss Gish, who took the part over on short notice from Helen Hayes, brought a bird-like inquisitiveness and subtle strength of character to the role, which certainly was never suggested by the cloying script. The viewer believed in her.

Schlitz elected to handle the life-story via flashbacks, which put most of the acting burden on two younger fems, as earlier editions of Miss Gish. They both tried hard, but the script defeated them and young Grandma Moses never emerged as a human being.

The idea of bridging a 90-year span of time via transpositions from Grandma Moses' paintings to various periods in her life was a good (albeit obvious) gimmick. Unfortunately tho, black and white didn't do her primitives justice, and the follow-up live vignettes were equally unexciting.

The producers may argue that this was as much the fault of Grandma as the script, since the saga of a simple farm woman, who worked from the time she was 11 and didn't start painting until her eightieth year, is hardly an exciting one. However, this argument was refuted by the script itself, which inexplicably relegated the truly dramatic moments of the biography (e.g., she had 10 children, five of whom died) to throw-away narration, while devoting entire scenes to such inconsequential activities as churning butter.

The pace picked up a bit when Miss Gish took over in the last act, but even here the scripter botched up his best opportunity for human interest with an ineptly written and staged account of Grandma's first New York exhibit in 1940. The play made her out to be a regular Pollyanna of the Primitives... a good woman, but a dull one. This is as unfair to Grandma Moses as the greying hues of the TV screen were to her colorful canvases. CBS's "Mama" has proved that TV can make warm entertainment out of a simple, old-fashioned story. There's no reason why the life of Grandma Moses couldn't have been treated with equal artistry.

June Bundy.

## Television-Radio Reviews

## Johns-Hopkins Science Review

**TELEVISION**—Reviewed Monday (31), 8:30-9 p.m., EST. Sustaining via Du Mont Network. Originated from WAAM, Baltimore. Producer, Lynn Poole. Director, Paul Kane. Narrator, Joel Chaseman. Guests, Dr. Malcolm Moos, Lewis Bean.

The question posed for discussion was, "Can We Predict Elections?" Starting from an unstated tho implied affirmative answer, the program settled down to an academic harangue on how to predict elections via statistics. Asking the questions was Mr. Malcolm Moos of the Hopkins faculty, with Lewis Bean, well-known statistician of the Department of Agriculture, on the firing line.

Disclaiming any part of being a political pollster, Bean embellished his theory of political tides, which he believes to be a study of the relative strength of the two major political parties rather than the more popularly held concept of liberal or conservative swings. Bean advanced this theory via a series of charts showing the consistent relationship between local and regional political results and the national picture as well as the established pattern of the party controlling the House of Representatives after the biennial elections following thru with a presidential victory two years later. Despite the fact that Truman upset this pattern in 1948, Bean somehow managed to predict the outcome correctly.

The format of across-the-desk questions and answers in the setting of a professor's office was stiff thruout and neither participant was able to get the discussion on an informal level. As a result, what interest this analysis of political statistics might otherwise have had, suffered because of the heavily academic approach. Granted that the Hopkins "Science Review" is shooting at a higher level than the average TV fare, a more relaxed and informal handling is needed to build greater audience appeal. Past programs of this series show that this can be done.

Nev Gehman.

## Stars in Khaki 'n' Blue

**RADIO**—Reviewed Sunday (30), 10-10:30 p.m., EST. Sustaining via the National Broadcasting Company. Producer-director, Parker Gibbs. Writer, Bob Condon. Emcee, Faye Emerson. Guests, Pvt. Eddie Fisher, others. Music, Bernie Leighton and orchestra. Announcer, Jack Costello.

"Stars in Khaki 'n' Blue" is a professional "amateur" show, the gimmick being that the acts are in uniform. Idea, of course, goes way back to Irving Berlin's "Yip Yip Yaphank" of World War I. This time NBC is making a contest out of it, with four or five acts rounded up from various branches of the service and a "Champ of the Week" chosen by audience vote. The winner appears on following Sunday show to defend his title.

Talent on the show caught included a legit-voiced baritone; a triple-threat musician, who played drums, vibes and piano; two G.I. thespians in a scene from "Winter-Set," and the Sampsonaires. The latter act (with 35 members) was adjudged "champ" via a show-of-hands balloting by the studio audience. Faye Emerson was a gracious emcee, and RCA recording star, Eddie Fisher (now an Army private) was piped in from Washington to warble a few bars of "Any Time" and urge listeners to support the Red Cross Blood Bank.

## Very Assured

All the G.I.'s were competent performers and perhaps a bit too assured at the mike for maximum audience appeal. Miss Emerson's obviously scripted, coy banter was better suited to the "hello-Ma" school of G.I. interview types (e.g. Miss Emerson: "Call me Faye, Colonel." Colonel: "I'd call you often if I had my way." Miss Emerson (giggling): "Why Colonel! Listen to the Colonel, boys!")

June Bundy.

## CAPSULE COMMENT

**Inside Our Schools Teen-Age Congress (TV), WNBT, New York, Saturday (22), 2:30-3 p.m., EST.**

"Teen-Age Congress," a part of the "Inside Our Schools" public service series, showcases the viewpoints of five high school panel members about problems that are faced in daily school life. Program is basically well conducted and is a good example of what can be done to build greater community interest in schools. (See full review this issue.)

**Stars in Khaki 'n' Blue (Radio), NBC, Sunday (30), 10-10:30 p.m., EST.**

This is a professional "amateur" show, the gimmick being that the acts are in uniform. Idea, of course, goes way back to Irving Berlin's "Yip Yip Yaphank" of World War I. Faye Emerson was a gracious emcee, and all the G. I. performers were competent, tho perhaps a bit too assured at the mike for maximum audience appeal. (See full review this issue.)

**Celanese Theater (TV), ABC-TV, Wednesday (2), 10-11 p.m., EST.**

The adaptation of Elmer Rice's "Street Scene" was the sort of job that puts Celanese Theater in the top rank of TV drama projections. It was a brilliant piece of work, combining brain and taste. Cast overall was excellent, but particularly fine performances stemmed from Coleen Gray and Michael Wager as the pair of troubled youngsters. (See full review in this issue.)

**Johns Hopkins Science Review (TV), Du Mont, Monday (31), 8:30-9 p.m., EST.**

Switching from the normal pattern of physical and natural sciences, this program delved into the statistical analysis of political elections. An overly stiff and academic handling of the show lessened viewer interest. (See full review this issue.)

**Toast of the Town (TV), CBS-TV, Sunday (23), 8-9 p.m., EST.**

Sunday (23) spotted over-all good variety program, combining a little of everything from straight vaude to culture. The latter stemmed from appearance of Rex Harrison and Lilli Palmer in a scene from Broadway's current "Venus Observed" and was easy to take via excellent performances by stars. As a whole the bill was quite up to the seg's standard. (See full review this issue.)

**Colgate Comedy Hour (TV), NBC-TV, Sunday (23), 8-9 p.m., EST.**

Currently the hottest pair of comics in America, Dean Martin and Jerry Lewis continue to be among the most successful laugh producers on TV. Their odd variety of comedy does not depend on material or characterization, but is much more related to the frantic antics of Lewis, the buffoon. Their two skits, for example, were far from being uniformly funny, but there were a few moments of genuine humor. Martin supported the comedy with two songs, neither of which he gave a stimulating treatment. The fact of the matter is that Lewis' semi-psychotic laugh-making carries the burden of the program, but does it successfully. The Colgate commercials were good. (See full review this issue.)

**Schlitz Playhouse (TV), CBS-TV, Friday (28), 9-10 p.m., EST.**

The Schlitz Playhouse dramatization of the life of Grandma Moses had all the unprofessional qualities characteristic of the artist's primitives, but none of their compensating quaint charm or fresh bright color. The teleplay was dull and lifeless with a static pace and stilted, unnatural performances by everyone but Lillian Gish as Grandma. (See full review this issue.)

## Toast of the Town

**TELEVISION**—Reviewed Sunday (23), 8-9 p.m., EST. Sponsored by Lincoln-Mercury Division, Ford Motor Company, thru Kenyon & Eckhardt, via Columbia Broadcasting System TV. Producer, Marlo Lewis. Director, John Wray. Music, Ray Bloch. Emcee, Ed Sullivan. Guests: Rex Harrison and Lilli Palmer, Virginia Grey, Lew Parker, Eddie Fisher, Jackie, the Harmonicers.

The Sunday (23) line-up built to an all-round good variety program. Viewers got a little of everything from straight vaude to culture, and the culture was easy to take via its projection by Rex Harrison and Lilli Palmer in a scene from Broadway's current "Venus Observed."

Personally, this reporter is at odds with the selection of the Harrison-Palmer material. As a whole, "Venus Observed" puts a terrific strain on the attention, since author Christopher Fry never uses one word where 30 will do, and to watch and listen to it is a fatiguing mental exercise. Just how much a viewing audience got out of a single scene from it seemed a question. However, there is no question whatever as to the curiosity the stage production has provoked, and undoubtedly it served as fine program interest bait. Mr. and Mrs. Harrison are a wonderful husband and wife team with any material, and the scene selected at least gave them both a chance for the witty cross-fire that they do so well together.

## Neat Scene

Emcee Sullivan opened the hour in time-honored vaude style with an educated pony. Followed an amusing sketch, featuring Lew Parker and Virginia Grey, one of those bedroom charades of domestic bickering, with Parker trying to get to sleep after a hard day as a street car jockey, and Miss Grey giving him the needle. Phil Rapp was credited with authoring the script which was extremely well put together.

But, Eddie Fisher, currently on a local recruiting mission for the Army, contributed a couple of vocals, "Any Time" and "Forgive Me," which apparently laid the gallery teen-agers in the aisles. A young man, billed simply as "Jackie," late of London's Palladium, added a terrific hand-balancing routine. He combined fine stunts with an ingenious salesmanship that ought to win him plenty of popularity over here.

## Harmonicicers

The final act comprised an excellent duo, styling themselves the Harmonicers. Both lads are excellent musicians and wound up with a George M. Cohan medley which was sharp showmanship.

Commercials for Mercury and Lincoln cars followed the recent pattern of plugging the 1952 models on the basis of their design for modern living, ease of visibility, etc. Sullivan emceed competently, as usual. A reporter, however, does get a bit worn down with his projection that practically every act is a personal discovery. Bob Francis.

## Mac and Jack

**TELEVISION**—Reviewed Sunday (23), 7:15-7:30 p.m., EST. Sustaining via WOR-TV, New York. Produced by Emjay Productions. Director, Slater Barkentin. Script, Mac Perrin and Jack Kilty. Talent, Jack Kilty and Mac Perrin.

This is one of the better programming efforts of WOR-TV. It is a simple, unpretentious singing show which features two vocalists who have voices, styles and stage presence sufficient to sell their 15 minutes. Now the sales staff of the station must take over.

Both Jack Kilty and Mac Perrin are competent vocalists. Kilty, because of his youth and pleasant sounding baritone, is the more appealing of the two. But Perrin does right well with a novelty

## Colgate Comedy Hour

**TELEVISION**—Reviewed Sunday (23), 8-9 p.m., EST. Presented by the Colgate-Palmolive-Peet Company thru Sherman & Marquette via National Broadcasting Company TV. Producer, Ernest D. Glucksman. Director, Kingman T. Moore. Script, Norman Lear and Ed Simmons. Music, Dick Stable and ork. Announcer, Hal Sawyer. Costumes, Kate Lawson. Stars, Dean Martin and Jerry Lewis. Talent: Danny Lewis, Tommy Wonder and Margaret Banks.

Currently the hottest pair of comics in America, Dean Martin and Jerry Lewis continue to be among the most successful laugh producers on TV. Their odd variety of comedy does not depend on material or characterization, but is much more related to the frantic antics of Lewis, the buffoon. With his queer big-city expressions and his weird mugging, the crew-cut hyper-active comedian somehow has evolved his own brand of humor. It may be wacky, but it's commercial.

Two of the important skits were about a commercial photographer and a baseball manager out to sign a top rookie. In the first skit, Martin played the photog and Lewis, a peeping window cleaner, who later became his model. After some inane running around screens, Lewis parodied a stripping routine and made a production out of his being fired.

## Contrived Antics

The premise of the baseball skit, that both the manager and the rookie would be nearly blind, would be hard to support. But if what was derived from this premise were funny, the audience might have been inclined to go along. Instead, what they witnessed was some contrived stumblings, gropings, misunderstandings, batting, pitching and eating in a vein of low comedy. Still there were humorous moments in both skits. Lewis' solo stints into the camera were the best part of the stanza. The flicking of his eyes, the twitching of his face, the idiotic expressions were all part of his semi-psychotic laughmaking which catches and holds in spite of the intellect.

To contrast the comedy, Martin sang two songs in his usual crooning style. Of the two, "You Made Me Love You," was better than his "Rainbow 'Round My Shoulder." The singer might sound better with newer tunes. The dancing was handled by Tommy Wonder and Margaret Banks. Altho the camera work was entirely inadequate for their "Organ Grinder" number, their dancing had an old-fashioned flair. It may be that the current emphasis on ballet hurts their old-style hops, kicks, whirls and acrobatics.

## Father Presented

The show also presented Danny Lewis, the father of Jerry, singing "That's My Boy." This new piece of songfashioning was fairly good, but the elder Lewis hasn't the pipes or the style to rate this kind of spot.

The Colgate-Palmolive-Peet Company unveils practically its entire line of products to pay for the extravaganza. There were filmed commercials for Halo shampoo, Ajax cleanser, Fab and Palmolive shave cream which were followed by live spiels. The copy was well formulated and presented. Leon Morse.

tune and besides plays a live piano to complement their singing. The team also handles joint vocalizing in a very harmonious manner. Kilty's best was "Kentucky Babe," while Perrin had the ivories jumping when he intoned "Way Down Yonder in New Orleans."

## Comedy NSG

The combo tried its hand at comedy with "Mother Murphy's Muffin' Mix." The effort was hardly sparkling, and unless they can do better they should stick to their chanting.

But the boys have a strong potential, because they work together well and sing acceptably individually and as a team. They might try spotting a guest each show and accenting a barber shop-type song to attract viewers interested in close-harmony. Leon Morse.

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### Inside Our Schools (Teen-Age Congress)

TELEVISION—Reviewed Saturday (22), 2:30-3 p.m., EST. Sustaining via WNBC, New York. Producer, Allen Luddens in association with Leonard Patricelli. Moderator, Allen Luddens.

This public service series in association with Life Magazine is being produced by NBC's New York radio and TV outlets in cooperation with the New York City Board of Education in an effort to better acquaint the public with what goes on in the city schools. Series has already been carried in abbreviated form in Schenectady and Louisville and is currently being offered to other outlets.

Telecasts caught was the first of two segments in this series entitled "Teen-Age Congress." Format was the time-honored discussion panel, this time in a school-room setting. Panel consisted of five students (three boys, two girls) from New York high schools. Discussion moderated by Allen Luddens, centered around problems which exist in school life and panel attempted to come up with solutions. Luddens, from the "Mind Your Manners" network radio show, put the questions to the panel and kept the program rolling.

Four different problems which came from fellow students were handled: How cliques, which sometimes tend to break down class spirit, can be kept in proper focus; how schoolwork can be better organized so homework could be eliminated; what to do about cheating, and the problem of over-age students leaving school to join the service. All are problems worthy of consideration, only the second seeming remote. Panelists were all vocal and acquitted themselves well. Because the discussion in the main was centered within the circle of panel members and Luddens, the viewer has the feeling of looking in. This resulted in a heightened impact. Luddens, however, who otherwise handled the panel capably destroyed this impression from time to time by quick glances at the camera.

As it stands, this is an interesting and worthwhile program warranting more than passing interest on the part of parents. Livelier discussion might be stimulated, resulting in greater viewer interest by the injection of problems of a more controversial nature. As it was, the panel was in agreement on all questions from the outset, with the only spark of controversy surprisingly enough arising in the discussion of cheating. Another thought which might be considered for future panels of this sort is to strive for more give-and-take among the panel members themselves rather than to depend completely on the moderator to draw out each member in turn. A proper blending of these two techniques would be ideal.

Despite these seeming shortcomings, however, if "Teen-Age Congress" is typical of the "Inside Our Schools" series, stations in other communities would do well to round out their public service fare with a series of this type. Nev Gehman.

### Celanese Theater

TELEVISION — Reviewed Wednesday (2), 10-11 p.m., EST. Sponsored by Celanese Corporation of America, thru Bellington and Company, via American Broadcasting Company-TV. Producer, Burke Croft. Director, Alex Segal. Writer, Samuel Carter III. Cast: Paul Kelly, Ann Dvorak, Coleen Gray, Michael Wager, Janet Fox, Eda Heineman, Ronnie Alexander and others.

Continued from page 3 they gave "Scene" the sort of moments that make it the play it is.

In sum, it is a production of this kind that keeps Celanese Theater in the top bracket of TV dramatic projection. If a criticism of the seg is in order, it should be pointed at the commercials for Celanese products. Their selling approach is scientific to the point of dreariness, and their content seems to have been conceived in a copywriter's ivory tower. A little more human interest and simplicity stirred into their brewing could help the program no end.

### Lights Out

TELEVISION—Reviewed Monday (24), 9-9:30 p.m. EST. Sponsored by Admiral via National Broadcasting Company TV thru Erwin Wasey. Producer, Herbert Swope Jr. Director, Grey Lockwood. Technical director, Fidelis Blunk. Writers, Ruth and Gregory Morton. Narrator, Frank Gallop. Announcer, Ralph Paul. Cast: Yvonne de Carlo, Tom Avera, Richard Abbott, Gregory Morton, Pat Hemmick, Stefan Schnabel.

The final edition of "Lights Out" under the Admiral banner featured the video debut in a dramatic role of Yvonne de Carlo. In this show Miss de Carlo played a gal from another century who materialized in the living room where a musical trio was performing Beethoven's "Geister (Ghost) Trio." The young pianist-composer, played by Tom Avera, fell madly in love with her, but the story had him able to win her only in death.

Seems that Miss de Carlo once was Beethoven's beloved, but they could never wed because she was slated to die shortly from an incurable disease. She'd been down on all men in her ghostly life because the composer blithely forgot her after she passed on, his only token being the dedication of his "Ghost Trio" to her. Thus, although she materialized to the young pianist, it was only by joining her that she would have him.

#### Real Trio

Apart from Miss de Carlo's appearance, the other interesting aspect of this show was its use of an actual musical trio to handle those chores as well as to read the dramatic lines called for. One of these was the co-author of the script, Gregory Morton, who played a pretty good fiddle. Avera was adept at the keyboard as well as in the male lead role, and Richard Abbott did okay on the cello. Stefan Schnabel portrayed Beethoven in the flashback.

Miss de Carlo was excellent in her role, giving it not only the physical beauty and spiritual compassion called for, but also a touch of the ethereal. She made the nicest ghost TV has had in quite a while, but hardly the type to use for scaring the kiddies. More likely they'd welcome more of the same, as who wouldn't?

Sam Chase.

### All-Star Revue

TELEVISION — Reviewed Saturday (22), 8-9 p.m., EST. Presented by Kellogg's, Pet Milk and Snow Crop thru Kenyon & Eckhardt and Gardner & Maxon via National Broadcasting Company TV. Producer-director, Joseph Santley. Script, Charles Isaacs and Jack Elinson. TV director, Sid Smith. Music, Roy Barge. NBC production supervisors, Pete Barnum and Hal Kemp. Lighting, Parker Oliver. Cast: Jimmy Durante, Eddie Jackson, Margaret Truman, Jack Roth, Jules Buffalo, Candy Candido, the Lancers, Jac George, others.

Margaret Truman is a polished performer. At least that's the impression she gave on her second TV appearance with Jimmy Durante. Maybe her singing isn't particularly exciting, and perhaps she isn't a Betty Grable. She is, however, an extremely personable young lady with the ability to toss off a comedy line, hoof a bit and, in general, do more than creditably as a foil for Durante's nonsense. Papa Truman should have been real proud of his little girl.

#### Can't Do Wrong

As for the rest of the show, to this reviewer—and to many thousands of home viewers—Durante can do no wrong. His ingratiating demeanor, way of reading lines, method of punching his songs and general deportment on stage are delightful. A bit built around a jam session in his home was typical Durante and yockful. The routine with Doctor Hoffman, mixologist, was laugh-loaded. The quiz show satire, tho less effective in many ways, was still first-class showmanship and comedy. It was in this segment that Miss Truman impressed with her ability as a performer. When she went into a song dance with Durante and Jackson, it was the high spot of the show. Perhaps that was partly because she is the President's daughter, but it was also a neat combination of three talents.

Commercials were of the filmed and live variety for the three products. Durante's pitch for Kellogg's was as strong a commercial as has been seen in many a moon.

Joe Martin.

### CAPSULE COMMENT

Inside Our Schools (Television), WNBC, New York. Thursday (3), 9-11 a.m., EST. Two-hour coverage of 57-year-old Public School 168 was superior to same job done on brand new P.S. 33 two weeks ago. This was mainly because the TV personalities were less conspicuous. Ben Grauer handled the commentaries in a quiet, amiable manner. NBC and Life magazine gave themselves a vital and tough assignment here, but the methods they brought forth were not always up to it. (See full review this issue.)

Mac and Jack (TV), WOR-TV. Sunday (23), 7:15-7:30 p.m. EST.

A live little singing show with good commercial potential. Both Jack Kilty and Mac Perrin harmonize well as a team and handle their individual chanting stints in a most acceptable style. The boys, in addition, have poise and know-how that sells the 15 minutes. Show needs a few guests to make for greater change of pace, but is sufficiently entertaining to get by as is. (See full review this issue.)

Lights Out (TV), Monday (24), NBC-TV, 9-9:30 p.m. EST.

Yvonne de Carlo made her TV dramatic debut on this stanza, last of the series under the Admiral banner. She gave it the physical beauty and spiritual compassion called for in portraying a ghost, but it's hard to conceive of Miss de Carlo's ghost frightening anybody. (See full review this issue.)

### Songs for Sale

TELEVISION — Reviewed Saturday (22), 9:30-11 p.m., EST. Sustaining via Columbia Broadcasting System TV network. New York. Producer, Al Span. Director, Frank Satenstein. Musical director, Ray Bloch. Announcer, Hal Sims. Emcee, Steve Allen. Guests, Ink Spots, Richard Hayes, Joan Edwards. Panelists, Charlie Cantor, Eileen Barton, J. Fred Coots, Nick Kenny, Ben Barton.

Music business and disk business trade interest in "Songs for Sale" continued at a hot pace this week. In addition to quick phone calls from various publishers interested in the amateur songs presented on the show, such disk names and radio-TV names as the Ink Spots, Bobby Breen, Kyle McDonnell, Dolly Dawn and Ella Fitzgerald showed interest in performing various ditties. Morty Palitz, Decca's a.&r. chief, agreed to record one of the tunes with the Ink Spots. Panelist Charlie Cantor, important Midwest coin machine operator, offered to publish one of the tunes and promised a King Record. Panelists J. Fred Coots and Nick Kenny made gestures to help polish some of tunes. In all, it was a big night for the amateur writers—and, in turn, a big night for the video show. The myriad amateur tunesmiths who follow the show got proof that there is hope for their efforts.

As usual, the performances handed the tunes were slick. Each was strong enough to have been taped and mastered and turned into a phonograph record which would stand a chance in the current disk market. Producer Al Span and director Frank Satenstein came thru with some strong production ideas and the whole affair was a fast moving show considering the 90 minutes it's in view.

### VOTE CHASERS—8

## "Press" Lucky Scoop Spots Gov. Stevenson

By SAM CHASE

This edition came up with a real news beat in its interview with Gov. Adlai Stevenson of Illinois on the day following President Truman's sudden announcement that he would not seek reelection. This was a fortuitous coincidence, inasmuch as the interview had been scheduled some time earlier. Thus, with Governor Stevenson prominently mentioned as Truman's heir apparent, the show had considerably more significance in the light of the announcement which preceded it than it otherwise could have had.

Stevenson proved himself likely presidential timber in his bearing and speech and in his ability to side-step or straddle some difficult questions. Nevertheless, he finally was backed so far into the corner by the newsmen on the show that he refused to make a flat refusal to accept the presidential nomination, should it be offered him by the Democratic convention. He continued to maintain, however,

that his sole interest now is in gaining re-election as governor.

#### Skirts Issue

Stevenson showed unusual grace for a politician in skirting dangerous issues, for the most part. Asked to take a position on the Taft-Hartley Law, he opined that the law has about 100 provisions, some of which have proved good and others unwise. It needs substantial amendment, he said, but not repeal, but he did not go into detail, pleading lack of time.

On the subject of a compulsory Fair Employment Practices law, Stevenson said he believed this should be a matter for the States, since he does not believe in concentration of authority in Washington. Should the States ultimately refuse to take action, however, he said the federal government must, since it "must move progressively to realize our professions of faith."

#### Hiss Question

A question that might have thrown a less self-assured politico left Stevenson unruffled. Asked why he had been a character witness for Alger Hiss, he replied that his testimony was requested by the court and not submitted voluntarily. Furthermore, he stressed that he was asked what he had heard about Hiss, not what he knew about him personally. Finally, he said that he had hardly known Hiss, and was not in Washington during the period in which Hiss' alleged wrongdoings occurred. As to the verdict in the Hiss case, he straddled by saying, "We must have faith in our jury system."

Stevenson did speak with some firmness about responsibilities of witnesses, however. He declared that it will be an unhappy day when people become too timid to state in court what they think and know in behalf of a defendant, for fear that the defendant may be convicted and the conviction might reflect upon such witnesses.

#### Good Personality

By and large, it can be said that Stevenson showed himself to be a man who gives an impression of sincerity, integrity, earnestness and intelligence, an impression which certainly will do no harm to his campaign, whether or not such campaign is personally disavowed. He also flashed a sense of humor, which is something some of the other campaigners thus far have not shown too frequently. In terms of personality, he would seem to rank behind only Gov. Earl Warren among those candidates who have made themselves available to this point in the campaign. Of course, General Eisenhower has yet to begin open stumping, but Stevenson gives every indication that he could make a formidable opponent.

### Meet the Press

TELEVISION—Reviewed Sunday (30), 4-4:30 p.m., EST. Sponsored by Revere Copper & Brass via National Broadcasting Company TV thru St. Georges & Keyes. Producers, Martha Rountree and Laurence Spivak. Director, Carl Degen. Moderator, Laurence Spivak. Guest, Gov. Adlai Stevenson. Panelists: May Craig, Rosco J. Drummond, Edwin Leahy and Richard Wilson.

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## Biltmore Bowl, Los Angeles (Tuesday, April 1)

Capacity: 850. Price policy, \$1 cover week nights; \$1.50 Saturdays. Shows at 9 and 12. Booking policy, Joe Faber, exclusive; publicity, Maury Folodare. Estimated budget this show, \$5,000. Estimated budget last show, \$5,000.

This well-rounded revue is a sure bet to pull consistently. The comedy is accentuated, individual performers spice their stints with enough of the serious to make this a swift-running hour. The Wideler Brothers, who have graduated from the lounge business, have the makings of a top nitery act. Brothers of ex-child star Virginia Weidler offer good vocals, excellent three-part sax numbers and top showmanship. Their opening "Mr. and Mrs. Sippi" was enhanced by ukes, which when reversed and held in front of their faces became strobe Negro faces. In "Holiday for Strings," done as a sax concert arrangement, they fingered the melody on each others' sax and did a twist on the tangled ballroom dance bit. A high spot was their Hopalong Cassidy parody, in which they came on on their knees, to which tiny boots had been strapped, giving the impression that they were three moppets. Closed with a straight "Flight of the Bumble Bee." They won continuous salvos.

Anthony, Allen and Hodges did their standard serious and comedy adagio. As usual, males' handling of their elastic fem partner brought startled gasps and top mitting.

Alto Gali Gali hasn't changed his act essentially, his talk and his pace are even faster and more effective. Working in this room, where he's exposed on almost four sides, his magic eclat was evident. His audience participation bit with the chicks was a high spot and the show's heftiest mitt.

Dorothy Dorben's Adorables (10), with Jane Fischer and Wilson Morelli doing the specialties, contributed three excellent production numbers, best of which was a "Carmen" modernization. Hal Derwin did a sock emsee job. His 12-piece played good show and intermission dancing.

Johnny Sippel.

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# Night Club-Vaude Reviews

## La Vie En Rose, New York

(Tuesday, April 1)

Capacity, 175. Price range, \$4-\$5 minimum. Shows at 9:30, 12:30 and 2:30. Operator, Monte Proser. Booking, non-exclusive. Publicity, Virginia Wicks. Estimated talent budget, \$2,500. Previous estimated talent budget, \$3,000.

Two new singers, Jan Arden and Janet Jones (latter working only the 2:30 show), are doing their part to keep the spot one of the busiest in town. The chief handicap the club is under is insufficient capacity.

Jan Arden, Tony Arden's brother, showed a lot of basic promise with a clear bary plus an ingratiating personality that sold most of the way. Like most youngsters, however, he has a tendency to overstay his welcome, which will undoubtedly be remedied as he gains experience. Arden did equally well on ballads and rhythm tunes. He showed heart on ballads and a sense of musical beat on the fast ones. His material consisted of equal parts of pops and standards plus a couple of Italian songs.

### Thrush Can Sing

Janet Jones, pretty young brunette, showed one of the best young voices caught in a long time. Backed by her coach-arranger, Fred Katz, who incidentally did an outstanding job, the gal showed a feeling for lyrics and melody that was little short of amazing. A room full of late cafe goers, certainly not the easiest people to work to, hushed up so one could hear a pin drop. Miss Jones has warmth, plausibility and a rich clear voice that pointed to more than run of the mill potentials. On voice, projection and routine the gal looks like she's bound to happen. She'll now have to acquire a rep. Her act consisted of blues, pops, standards and little known country songs arranged for modern audiences, each pulling tremendous applause.

Van Smith Trio is rapidly becoming one of the best show cutting combo's around. Smith, on piano, has a solid beat backing up Jan Arden in skillful style. Phil Moore's Trio, one of the established groups, backed up Dorothy Dandridge in wonderful fashion.

Dorothy Dandridge and Robert Clary, holdovers, have been reviewed previously. Bill Smith.

## Frank Ferrara's Sho Bar, New Orleans

(Friday, March 28)

Capacity, 300. Price policy, no cover; no minimum. Operator-owner, Frank Ferrara. Booking, non-exclusive. Four shows nightly starting at 9 p.m. Estimated budget, \$2,500. House orchestra, Lou Dillon.

Lenny Gale returned here after a long absence and scored solidly with a routine which ranged from fast gags to excellent mimicry. Working to a capacity second show audience composed mostly of tourists and conventioners, Gale pulled yocks and yowls with impressions of Winston Churchill, Eleanor Roosevelt and radio and television names. His audience participation take-off on the "Amos 'n' Andy" television show rocked 'em. He also emseed in good style.

Cupcake Terri O'Mason did a fine job with her sophisticated song job. The gal really out "risky" the risky." She uses her cute personality to overpower an audience in approaching borderline lyrics.

### Dancers

Jeanine, a tassel tosser making a first appearance here, uses electric bulbs on her chest and derriere with precision, adding to the effect with black lighting.

A nifty number with an alluring torso, Terry Vanezia, was impressive with a strenuous acrobatic act. Hayes and Ginger Hebert, hoofers with a ballroom routine, were also well received. Bobby Rebell, a magician, handles his act in slick fashion. Jack Brooks, a young comedian, does a panto-record act, which scored.

Jac Ziegler, piano, and Chris Martin, songstress, do a fine warm-up job before the first show with duo styling. Cliff Abbo.

## Empire Room, Palmer House, Chicago

(Thursday, April 3)

Capacity, 500. Price policy, \$1-\$1.50 cover charge, with \$2 minimum. Shows at 8:30 and 11:30. Owners, Conrad Hilton Hotel. Publicity, Fred Townsend. Production and exclusive booking, Merriell Abbott. Choreography, Robert Frellson. Original music, Hessie Smith. Wardrobe, John Baur. Estimated budget this show, \$10,000. Estimated budget last show, \$9,000.

The combination of Kay Thompson and the Williams Brothers proved one of the most sensational acts to play the room this year, and the precision production of Merriell Abbott makes this bill difficult to top.

This, her third time in the Empire Room, is by far and away Miss Thompson's greatest effort. There isn't a slip in the dizzy pace which is maintained thruout the four numbers performed, and, despite a tough audience, composed of Chicago's top society figures who took over the room opening night for a charity drive, show was literally stopped cold after each of the group's presentations. And, for the first time in years in a local spot, the audience was on its feet at the close of the act and remained there for a full 10 minutes while Miss Thompson took bow after bow.

### Opens Swiftly

Group opened swiftly with their "Goody Good Evening" bit, then went into "The Ballet," with Miss Thompson portraying Peaches as she has probably never bounced and bumped before. The spicy "Suzette" turn was a winner from the first four bars, and, after several moments of applauding the boys and Miss Thompson finally got into their closer, "Broadway." Each number was perfect, with the Williams Brothers, four good looking and talented boys, deftly complementing the striking fem lead.

Despite the obvious marquee strength of the top act, Miss Abbott has wisely built a strong supporting bill. In the second spot are Pierre D'Angelo and Ana, an excellent terp team which does a top-selling job. Team opened with "Holiday for Strings," following with "Speak Low," "Tico-Tico" and a slow, but effective, short bit. Closed to a medley of French songs. Excellent lighting did much to strengthen the turn.

### Clown Puppet Sells

Martin Brothers, last caught at the Chicago Theater, also pulled strong. Using their standard bits, including the Conga dancers, skeletons and musicians, the Martins grabbed an especially big mitt with their old clown bit.

The Merriell Abbott Dancers are on for two production numbers designed to display the versatility of this highly trained group. Eddie O'Neil's band cut the show and played the dance sets, with O'Neil again doing a commendable emsee job.

Norman Weiser.

## Flame Room, Hotel Radisson, Minneapolis

(Thursday, March 20)

Capacity, 150. Price policy, no minimum; no cover charge. Shows at 8:30 and 11. Management, John Daniels Jr. Room manager, Harvey McKinley. Publicity, Betty Lexow. Booking policy, non-exclusive. Estimated budget this show, \$1,000. Estimated budget last show, \$1,150.

Felix Knight, a good looking lyric tenor, sells okay to good hands. He stresses Irish songs, but does justice to operatic arias, spirituals and semi-classics, too.

His intro chatter is homey and good for extra smiles and applause. But tho he does excellently with his offerings, he could add zest if he included some pops to his routine. Thirty-five minutes on stage without a pop tends to slow up his act.

Arthur Ravel's seven-piece ork cuts the show well and plays for dancing. Jack Weinberg.

## Village Vanguard, New York

(Tuesday, April 1)

Capacity, 125. Price policy, \$3-\$3.50 minimum. Operator, Max Gordon. Booking policy, non-exclusive. Publicity, Jay Russell. Estimated talent budget current show, \$800.

The current show starts slowly and builds to a peak with Albert Dekker's dramatic readings from Edgar Allen Poe a highlight. Dekker's act, an artistic success, wasn't too exciting as a draw, tho word of mouth might increase future business.

Dekker, known for his Hollywood work but new to cafes, had an otherwise lukewarm audience in his palm for a full half hour. Reading from a script he opened with the poem, "Annabelle Lee," and followed with a letter of Poe's explaining why he turned to drink. Then came the ace, a poignant reading of "The Tell-Tale Heart," a horror yarn that was full of shivers. Dekker caught the mood of the story perfectly and raised many a goose pimple. Dekker's voice is rich and full, and his sense of dramatic timing is precise. It was powerful performance.

Show opened with the subdued rhythmic arrangements of the Clarence Williams Trio, the only part of the show with previous night club experience. Following the trio was Oscar Brand, folk singer, who warmed up slowly on songs about the Erie Canal and a coal mine. He hit his stride with self-styled lyrics of "Chandler's Wife," the forerunner of "The Thing," and closed with a suggestive set of lyrics to "A Guy Is a Guy," the current pop click, which he penned.

Gloria Warner in her first date showed much promise. Discovered in Miami only a few months ago, Miss Warner displayed excellent poise for one so new. Her voice comes thru well and, altho there is a need for further training, she showed fine voice control. Flashing a varied repertoire of pop and show tunes, she registered best with a torchy styling of "Come Rain or Come Shine." Nev Gehman.

## Roxy, New York

(Friday, April 4)

Capacity, 6,000. Price range, 80 cents - \$2. Four shows daily. House booker, Sam Rauch. Producers, Arthur Knorr and Gae Foster. Show played by house band.

Roxy has put together a solid show for the Easter season. It pulled hands all the way with Bill Hayes and dancer Nanci Crompton carrying the main load in fine fashion.

Hayes, a standard singer on Max Liebman's TV-"Show of Shows," got big hands for a smooth job on "You're Just in Love" and "Please Mr. Sun." For a pace changer "Georgia Brown" was excellent followed by a tremendous "Wonderin'." Hayes sold each number with charm and finesse, coming back for a production number, "Spring Fever," with an assist from Miss Crompton. The troupe then went into a dance turn, and the show wound up with Miss Crompton and Hayes in a buggy, the latter singing "Easter Parade."

Miss Crompton opened the show in a production number to "Here Comes Peter Cotton Tail." The line then did a routine with bouncing beach balls, followed by a fast prep twirl from Miss Crompton that built a big hand at exit.

Clifford Guest did his standard ventriloquism act, including throwing echoes, drinking water and stuffing the dummy in the suitcase, winding up to heavy mitting.

Divena, in her Stem theater preem, was brought on in a tank in a blacked out house via a production framing. Tank lit up and she went into her underwater ballet with a choral accompaniment. She started her routine veiled, getting down to a red swim suit while doing faster twists and turns. She wound up seated on top of the tank to good hands. Pic, "With a Song in my Heart." Gene Plotnik.

## Beverly Hills Country Club, Newport, Ky.

(Wednesday, April 2)

Capacity, 700. Price policy, \$3 minimum weekdays; \$4 Saturdays and holidays. Operators, Beverly Hills Country Club, Inc.: John Stoffel, maitre de. Booking, Frank Sennes, exclusive. Publicity, Silverstein & White. Estimated budget this show, \$8,500. Estimated budget previous show, \$3,500.

● Continued from page 3

tributed by Meribeth Olds, shapely redheaded acro-contortionist. A well-thought-up routine rates her way above average in her line. Ben Yost Colleens, attractive foursome, register handily with their subdued harmonizing in various spots during the running. Gals sell well and in one spot, a medley of old pops, virtually stopped the show.

One of the brightest items in the show, and one not even listed in the club's newspaper ads, is the magic turn presented by Chop Chop and Charlene. Chop Chop is the former Tung Pin Soo; in real life, the Irishman, Al Wheatley. He opens with the cigarettes to cigar to pipe routine, and follows with the untying knot, dove production, chicken vanish and ball and half a dollar on the parasol. Lewis serves as a comedy foil thru-out to good results, and himself does a trick or two. As a closer, Chop Chop does a bit of fire-eating, a novelty for a night club.

The Ted Lewis ork, led by Sol Klein, does well with the show and dance chores.

## National-Scala Copenhagen

(Wednesday, March 5)

Capacity, 1,500 in cafe-cabaret; 2,000 in Scala-Salen ballroom. Price policy, no cover, no minimum. One show nightly, Wednesday and Sunday matinees. Booked by Ernst Sahlstrom. Publicity, Edel Winkel-Petersen.

This is an outstanding bill of vaude and circus acts. It gets off to a good start with two nifty fems, Gerd and Gisella, who warm things up with fast-paced and good tumbling, followed by exceptionally fine routines of control and contortion feats, to big hands.

Barny, novelty juggler, draws laughs with his comedy tossing of three balls. He changes pace by doing a couple of difficult tricks with six balls and with hoops, and garners more laughs and a good hand with his closing stunt in which he gets 18 plates spinning simultaneously on flexible sticks in a long rack. He gets nice assists from an attractive fem.

Julie Enoch is one of the best aerialists caught here in a long time, even tho the fine points of some of her trapeze feats are not fully appreciated by the audience, but her spectacular one-arm planges, which she makes more difficult by a full twist of her body at the end of the pull-up, get her a solid hand. The act is a show-stop.

### Comedy Duo

Marianne and William Blacker stack up as one of the best comedy duos in Europe. Without any (Continued on page 49)

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## Week-End Pay Hikes in Works For Cafe Acts

Rank-File Assured Board Push; May Double Week-Day

NEW YORK, April 5.—Scales for performers doing week-end or Saturday night jobs in clubs that formerly operated with shows on a full-week basis will be increased in the near future, if the rank and file movement gets the action from the American Guild of Variety Artists that board members promised they would give.

At present a club that used to pay \$150 a week for a small comic, finds it can buy him for a Saturday night or a week-end on a pro-rata basis. There may be instances where the figure is increased slightly, but in the majority the pro-rata salary is paid.

Members claim that if a spot were forced to pay a higher rate for a one-night or a week-end, the clubs might find it feasible to stay open all week because the difference in pay would be small.

At present AGVA permits a \$175-a-week act to work for \$25-\$30 on a Saturday. Under its new plan the Saturday night pro-rata would be twice the daily rate. A week-end rate would be one and a half times the regular daily salary.

### Action on Docket

Jack Irving, AGVA head, said he would push the plan when it appeared for action before the board at its next meeting.

The plan will apply to all week-end and Saturday night clubs, whether or not they ever played full-week stands. Members feel that an increased scale will keep clubs open full weeks, giving members more work. If the full-week stand is not accepted by clubs open full weeks, giving week-end scales will at least increase the salaries of small performers so hard hit today.

## TV Shots Build Acts in Clubs

NEW YORK, April 5.—Standard acts who get television guest shots on good shows apparently get increased buyer attention from out-of-town cafes which would ordinarily not be familiar with their work.

The most recent demonstration was the reaction to the Will Mastin Trio who were on the Eddie Cantor show, March 16. They were bought out of the show by the Copa, Pittsburgh, and, according to Len Litman, Copa op, "They gave us the biggest Lenten week we've had since we have been in business."

The strange thing was that the Cantor show of March 16 was not available in Pittsburgh; another show came in that night on the single channel. But enough word of mouth business was generated from the surrounding area to make it pay off.

Where the Mastin group is established, it gets \$3,000 and up. In spots where it is untested, it may sell for considerably less. But with TV giving them a boost, the higher figure is now generally their salary.

## NITE CLUB HINT: BOOK PATRONS

PHILADELPHIA, April 5.—The night club business being what it is these weeks, a booking agent came in the Tahiti Musical Bar the other night and told Owner Marty Goldberg: "I got a live customer out in the car. The guy ought to be good for \$100. Will you cut me in for my commission." Marty told the percenter to come back when he was booking acts—not patrons.

## EDITORIAL

### How Silly Can Ya Get?

American Guild of Variety Artists has passed a lot of rules in its years of existence. Many have been so impractical they were never enforced. Now AGVA is playing with another one—that a member can't go on a disk-jockey show originating from a restaurant or a cafe unless he gets paid.

If the board passes this one, it will simply add another to its list of unenforceable rules. Policing disk-jockey shows and penalizing offenders is a job that AGVA can't do. To ask its members to forego free publicity or prevent them from plugging their own records is so impractical as to become ludicrous.

Those against the deejay freebies claim that all mike interviews from cafes and restaurants are entertainment, thereby coming into AGVA's jurisdiction. Following this logic, all interviewees furnish entertainment of one sort or another and should be AGVA members and get paid. Carrying this still further, politicians and other non-show folk who come on such programs therefore are "entertainment." It is obvious this can be carried to absurdity.

AGVA has enough on its hands without getting into a mess about disk-jock shows. It would be a lot smarter to forget the whole thing.

## Chi Politicos To Tighten Up On Loop Strips

CHICAGO, April 5.—With more than 60 strip spots now operating within a five-mile radius of the Loop, some, like the Silver Frolics on a major scale which includes the interspersing of legit acts between the exotics, local politicians are quietly instituting a tightening-up campaign which will be culminated prior to the start of the Republican National Convention here in July.

Move, it was learned, has the silent backing of most Loop restaurants, hotels with entertainment policies and straight niteries, which have long felt the strip spots have been skimming off much of the cream of the convention spending—and at the same time, have been eating into their local business as well.

In the past few weeks a definite tightening-up on the B-Girl situation has been noted, with about five locations losing their licenses when it was found the dancers were doubling as bar lures. This program, conducted by the police, will be intensified in the future.

At least two large strip houses, the Silver Frolics and the 606 Club, do not come under the crack-down, having met with all legal requirements in their operation. However, the numerous locations on West Madison Street appear to be headed for an early shutdown, and at the present time it is anticipated that only a handful will survive the axings.

## Cafes Seeking Legit Actors

NEW YORK, April 5.—The use of legit actors in cafes, which was started by Max Gordon at his Village with the booking of John Carradine some weeks ago, will continue, thereby opening a new market for legit actors in a field strange to them.

Canada Lee is due to follow Albert Dekker, who opened a week ago on a two-week basis. Lee will do extracts from shows he's been in, including "Othello" and "Native Son." Following Lee it is possible that Basil Rathbone may come in to so far the money is the chief obstacle.

In the meantime, however, Carradine, who broke in his readings here for \$500 a week, is working clubs out of town and getting \$1,200 and upwards.

## 3-Year Nov-Elites Pact

MIAMI, April 5.—Jack Goldman, Clover Club op, this week took a three-year option on the Nov-Elites, musical trio who worked the Five O'Clock Club in Miami Beach most of the past season. The trio opened at the Clover Club Wednesday (2) on a show topped by comedian George DeWitt.

## DRUNK TEST PROVES WHAT?

PHILADELPHIA, April 5.—Altho nobody as yet has dared step forward to question the constitutionality of the recently enacted law of the New Jersey Legislature covering motorists accused of drunken driving, Dave Dushoff, one of the owners of the Latin Casino, made a private test. New Jersey act requires the suspected motorist to say: "Around the rugged rock a ragged rascal ran"—without stuttering. Just for the curiosity, Dushoff says, he tried it out on an even 20 of his acquaintances, making sure in advance whether they'd had anything to drink.

"Most of them couldn't even read it thru without a mistake, let alone repeat it," he said. "The only one who gave the whole thing clearly was a guy who just had five martinis. The others were cold sober."

## Canada Bars Mastin Trio

NEW YORK, April 5.—The Will Mastin Trio, headed for a date last week at the Chez Paree, Montreal, were stopped at the Canadian border and prevented from entering the country.

Canadian immigration officials refused to specify the reasons for the exclusion except that there was a 10-year-old charge against one of the trio which was being investigated. No details were available.

Meanwhile, the Chez, minus its attraction, managed to get Larry Adler, who was in the territory, to jump in for two shows and then flew up the Blackburn Twins and Pam Cavan to take it up from there.

The Will Mastin Trio, meanwhile, were put into Harry Altman's Town Casino, Buffalo.

## O&J Package Kicks Off in Chez Paree

CHICAGO, April 5.—Cast for the Olsen-Johnson package which will play niteries for the next few months, starting with the Chez Paree here April 11, will include Marty May, the Pitchmen, the Konyots, Leonard Sues, Norma Miller dancers, J. C. Olson, June Johnson, Chickie Johnson, Ivor Boden, Maurice Millard, Shorty Renna, George Day, Nina Verella, Jean Olsen, Billy Kaye, John Ciampa, Billy Young and Charles Senna.

Completing the Chez presentation will be Brian Farnon and the Chez Paree orchestra, and the Arden-Fletcher line.

Dave Halper, Chez operator, closed the deal whereby Jimmy Durante will come in June 13, following his London date. Eddie

## AGVA Vote on Pay For D-J Guestings Brings 10 Yes, 3 No

Two-Union Clash Looms as AFRA Claims Jurisdiction in Club Airings

NEW YORK, April 5.—The possibility that members of the American Guild of Variety Artists would be barred from cuff-eroo disk jockey shows originating from restaurants or cafes appeared much closer last week after a partial return of a referendum ballot from the union's national board.

AGVA has 44 members on its National Board. Three weeks ago they all received a questionnaire on two subjects. The first was a resolution calling for performers to get their minimum club date salaries if appearing on a disk show originating from places in AGVA jurisdiction. Night clubs and restaurants are in that category; studios are not included. On the last count (Thursday April 3) 14 ballots were returned. Ten votes were in favor of the resolution; three against, with one abstaining.

The second subject dealt with National Board approval for a \$25 fee to be paid each member of the executive board for each meeting attended. AGVA has been in constant difficulties because of its lack of quorum at executive board meetings. Jack Irving, national AGVA topper, claimed this has stymied union business. To get attendance, a resolution was introduced by the executive board to compensate board members at the rate of \$25 per meeting. Executive board meets once a month except for emergencies.

The count on the \$25 payment was also 14 of which 11 voted for the payment; one voted "no" and two abstained.

The reason for the small return, said Irving, was that many board members were on the road and mail hadn't caught up with them. While no deadline has been placed on the return of ballots, it is understood that April 30 may be the last day.

Should the anti-disk jock rule go into effect it will create a series of problems with recording people and a jurisdictional problem with the American Federation of Radio Artists. AFRA's topper, Frank Reel, already has notified AGVA that broadcasts come under AFRA jurisdiction and if any payment is demanded AFRA's minimum of \$110.40 will take precedence. Under the AGVA resolution its members

## Lynch to Try Private Clubs

PHILADELPHIA, April 5.—Jack Lynch, one of the pioneers among local operators, will go into the private club field for the first time in taking the post of greeter at the newly-opened Cambridge Club. Long associated with the lavish supper clubs, including the clubs in the Adelphia and Walton hotels and more recently the Latin Casino, Lynch until last week operated the Zodiac Room in the Warburton Hotel.

The Zodiac will close with the purchase of the hotel by the Dominican House of Retreats and Catholic Guild which will operate it as a residence for business girls.

Cambridge Club is strictly an eat and drink spot, with no facilities for any entertainment.

Jackson and Candy Candido will work with Durante during the Chez run.

would get the club date (\$25) minimum per disk jock interview.

Recording artists already have raised objections. Many have notified AGVA they will go on D.J. shows whenever it will help them sell more records. It was also pointed out that a record name playing spot theater dates, opens houses, thereby giving work to other performers on the bill. To boost business in theater areas record names do a number of local disk jock interviews.

## New Shows and Films Aid Stem In Lenten Lull

NEW YORK, April 5.—New shows and fresh film fare took the curse off Stem takes last week, notwithstanding the seasonal Lenten slump.

Radio City Music Hall (5,945 seats; average \$103,250) drew \$145,500 for the first week of its annual Easter show, with Bela Krems, Andrea Dancers, and its flick, "Singin' in the Rain."

Roxy (5,880 seats; average \$71,000) wound up its three-weeker with Gloria DeHaven and "Deadline U.S.A." with \$50,000. Show started with \$78,000 followed by \$60,000. New show opened Friday (4) with "Song in My Heart" plus stage show.

Paramount (3,654 seats; average \$52,000) did \$64,000 for its first week with Frank Sinatra, Buddy Rich, June Hutton and "Meet Danny Wilson."

The Warner (ex-Strand) opens Monday (7). The Palace will light up Saturday (12).

## Extra Added

### New York

Phil Foster will be on Bill Miller's opening Riviera show with Jane Froman if the billing can be worked out. . . . The Mayo Brothers are breaking in a girl for their new act. . . . Bobby Lucas will get the La Vie en Rose before the month is over. . . . The Red Caps, a solid hit in Miami Beach's Copa City, will go into the Riviera May 6. . . . AGVA's New York branch committee writes it is ready to accept all rank and file grievances and asks that members do their beefing to them rather than in restaurants.

Chateau Madrid will drop its three-shows-a-night policy for one act on each half hour, a la Blue Angel. . . . Pete Steel, ex-agent and ex-booker, is now getting an

(Continued on page 49)

## WAITRESS SPARS WITH DE WOLFE

DETROIT, April 5.—Comedian Billy De Wolfe, is headlining at the Elmwood Casino in Windsor, Ont. Returning from work, he stopped at a waterfront hamburger spot in Detroit and tried to pay a 56-cent bill in Canadian currency. The waitress insisted on 2 cents more, claiming a discount on Canadian money. De Wolfe insisted American money was at a discount, as confirmed by currency reports in the financial pages.

According to the police report, De Wolfe tossed a sugar bowl, the waitress whacked his nose with an unidentified weapon, he visited the local lockup and she the hospital for wrist injuries.

Night Club-Vaude reviews appear on preceding page. More Night Club-Vaude News, as well as Hocus-Focus and Burlesque Notes, appears on page 49. Radio-Television Reviews on pages 12 and 13.



## Justice Dept. Sifts ASCAP Complaints Against BMI

### Anti-Trust Unit Probes Charge That Org Is in Restraint of Trade

Continued from page 1

as ASCAP, are placed at an unfair disadvantage.

Whether the Anti-Trust Division will proceed beyond an investigation of the complaint is an uncertainty, but Justice Department is indicating that a lengthy exploration is in process. Ordinarily the division receives numerous complaints each month on all types of issues from both individuals and organized groups, and many a complaint is quickly found to be in the nature of a "crank letter" which is quickly dismissed. Complaints from organizations with the stature and prestige of ASCAP, however, carry considerable weight. The documents concerning BMI were filed while Robert Patterson, the late secretary of war and special counsel to ASCAP, was still alive.

A fast-growing rivalry between BMI and ASCAP has held the attention of D. C. officials for

some time. A major climax in this rivalry was reached at the collapse of ASCAP's negotiations on TV per-programming fees. Noteworthy was an oft-heard ASCAP

complaint that BMI had been spared similar negotiations allegedly because of its kindred background and interests with the broadcast field. Washington officialdom has repeatedly heard echoes of a Broadway refrain that a life-and-death struggle was in the making between the titans in the music licensing field and presumably the showdown battle is evinced by this latest development against the Potomac backdrop. The Capitol has watched with singular interest the expansion of BMI in the fields of foreign as well as domestic licensing (The Billboard, April 5). Anti-Trust Division officials have kept in close contact with the situation as it concerns both ASCAP and BMI inasmuch as both societies have had anti-trust prosecutions and are operating under Federal Court consent decrees.

## Lombardo Tour May Gross Half Million

NEW YORK, April 5.—Guy Lombardo, currently on the Midwest seg of his annual ork tour, grossed \$360,800 on 42 dates as of Thursday (3), and is expected to pass \$400,000 by next week. By tour's end, April 26, the attraction is expected to hit or pass the half-million mark.

Average take per night on the non-dance junket is close to \$8,600. The band's share is 60 per cent. If income per date holds, the Lombardo group stands to earn some \$300,000 for two and one-half months of work.

Next week the combo has dates skedded in Michigan, Illinois, Indiana, Kentucky and Ohio. It then heads for a brief swing thru Canada, before returning south thru New York, Massachusetts and Rhode Island. Lombardo is slated to open at the Roosevelt Grill here May 5.

## Schwann Denied Stay Against Goody

NEW YORK, April 5.—William Schwann, publisher of the Schwann LP catalog, was denied a pre-trial injunction in District Court here this week (1) in his complaint against Sam Goody. Schwann had asked for an injunction to stop Goody from selling an LP catalog which Schwann claimed was an infringement on his. The case is expected to go to trial.

## CAPAC Takes Issue on CAB Cartel Statement

Continued from page 3

the habit for the past 15 years. Formerly, the stations paid a fixed fee based on the number of licensed radio sets in the country.

Exception was also taken by the CAB to the granting to CAPAC the right of inspection of books by "a publishers' organization which is a subsidiary of United States interests."

Meanwhile, Low told The Billboard, there was no intention of going after the motion picture theaters for some years yet.

He said it wasn't known as yet just what the effect of TV would be on the motion picture theaters.

"We know the weak sisters will be weeded. There seems to be still a place for the motion picture exhibitors. Undoubtedly, we will do something toward getting some part of the exhibitors' revenue, since he is using our product, but we won't do anything until the picture jells a little more."

### Warns Theaters

He warned the theaters, however, that if they tried opposing "our present rate, we will break them." He insisted that the theaters stay in line for the time being.

Low pointed out that his organization didn't tax the night clubs in Canada until the liquor licensing opened up in the province of Ontario, altho liquor was being sold over the counter in Quebec. "We didn't want to make it especially difficult for the Quebec owners," he said. After the night

## Capitol Mapping H. B. 1-Nighters

HOLLYWOOD, April 5.—Capitol Records is laying the groundwork for a second and much longer all-star h.b. and Western one-nighter junket, which, it's hoped, will start around June 1. Diskery is contacting its roster of artists, attempting to find a suitable cast of approximately four to six acts, which could make the circuit, which it's hoped will be nationwide. The first Cap venture in a h.b. and Western sweep last year went only about 10 days thru California, for artists were available for only this short period. It's understood that Cap would like to put the entire venture into the hands of one, or, if necessary, a group of promoters to work the tour from coast to coast.

The Cap h.b. trek would in no way correlate with a separate pop name concert package, which the local firm is contemplating for later in the year to appear in auditoriums and arenas (The Billboard, March 15).

## PERTINENT DATA IN RE ASCAP'S BMI PLAINT

NEW YORK, April 5.—Filing of a complaint against Broadcast Music, Inc., by the American Society of Composers, Authors and Publishers is a milestone in the Society's history. It spells out what has long been believed by many ASCAP pillars, to wit: The progress made by BMI has set in motion an erosion which menaces the foundation of the Society's position and prestige. The erosion is indicated by the increasing number of ASCAP-publishers, heretofore pillars of the Society, who are willing to lend an ear to BMI blandishments. It is indicated by the constantly growing popularity of BMI tunes on the best-seller lists.

ASCAP has apparently tried to live with the BMI competition; but it is no secret that a segment of Tin Pan Alley's upper crust has come to the conclusion that the battle must be to the death.

### Per Program Fold

Collapse of the TV per program negotiations (note separate story) after protracted talks covering some two years, is regarded as the catalytic agent which finally precipitated the ASCAP complaint. Publishers and writers must regard the TV medium as of utmost importance. Yet ASCAP has made little headway in licensing the medium. The networks and their owned and operated outlets, it is true, hold ASCAP licenses, but only a fraction of the indies are licensed. The matter of setting rates for the per program use of music is now in the courts.

ASCAP was obliged to offer a per program deal by a provision in the Consent Decree. Last fall, ASCAP asked out on this provision, stating that BMI was not obliged to offer a per program license.

### Varying Structures

While the Society has endeavored to set itself up solidly in TV, and while it has been fighting to re-establish itself in films, it has been constantly losing ground on another front—promotion. As an old-line performing rights Society it has steadfastly refused to promote itself to music users. The result has been that BMI, whose catalog admittedly is not nearly the equal of ASCAP's, has run the latter a very fast race. BMI, of course, is a wholly-owned corporation, the structure of which permits money to be freely expended for promotion. ASCAP has always taken the position that such funds as are collected must be distributed to the membership, with only the bare necessities set aside for administrative purposes.

About 12 years ago, Nile Trammell, then president of the National Broadcasting Company, stated, with regard to the broadcasters' war with ASCAP: "We will smoke them out!" The battle is now joined.

## Bryson-Kefauver Bill All But KO'd

### House Committee Dooms Any Further Legislative Action for This Session

WASHINGTON, April 5.—Doom of the Bryson-Kefauver Copyright Bill was sealed tighter this week when the House Judiciary Subcommittee on Copyrights, Patents and Trademarks failed to arrive at a solution after a lengthy closed door session. Further executive deliberations have been deferred indefinitely, but it is more certain than ever that no legislation on the subject could be passed this session, and it is unlikely that the House Judiciary Committee will be able to report a bill to the floor.

With time having run out for any floor decision by Congress, deliberations from now on will be largely in the nature of what steps might be undertaken, if any, to introduce legislation next session. Members of the subcommittee, headed by Rep. Joseph Bryson (D., S. C.), are unwilling to undertake any such long-range planning at this point, preoccupied with more immediate

problems, which include not only major legislation on other topics but also the upcoming election campaigns for which Congress will go into an earlier-than-usual adjournment.

Some of the subcommittee are avowedly intrigued by the idea of inviting the various interested segments of the music industry to stage a conference in seeking a solution either via a compromise bill or thru procedure which would not require Congressional authorization. This possibility was explored during the final session of public hearings (The Billboard, April 5), and witnesses from the disk-making industry voiced willingness to join in any such confabs. However, there was uncertainty among other segments, particularly in the leader-

(Continued on page 144)

## 2 Firms Release Brahms' Concerto

NEW YORK, April 5.—By an odd coincidence two recordings of Brahms' Double Concerto for Violin and Cello will be released very shortly by Colosseum and Symphonic Releases Records, both with the Russian violinist David Oistrakh as soloist. The Symphonic Releases disk also features celloist Milos Sadlo and the Prague Radio Symphony.

The Colosseum platter has the Prague Symphony Ork. At the present time there are three other recordings of this work on the market.

## Coral Launches Expansion Via Owned Distrib Branches

NEW YORK, April 5.—Coral Records launches an expansion program next week with the opening of company-owned distribution branches here and in Chicago. The next step for the Decca subsidiary may be the establishment of a similar branch in Newark, covering the Northern New Jersey territory, according to Milton R. Rackmil, Decca president.

The move by the diskery toward ownership and operation of distribution facilities in these key markets follows the policy long followed by the parent company. Decca has some 20 owned-and-operated branches cross-country.

One significant variation by Coral of the Decca pattern is its plan to have its branches also handle a limited number of outside indie labels such as kidisks, folk and square dance records and

other specialty items. This may be the first time any company-owned distrib has moved in such a direction.

### Douglas-Bruce

The store and inventory of Douglas-Bruce, local distributor which has handled the Coral line, will be taken over by the diskery. Coral personnel, completely separate from the Decca branches, will manage the outlet, under the supervision of Frank Holland, division manager. Charles Michaels, manager of Tell Music, the present Coral distributor, will run the Chicago branch. Slated for the supervisor's post is Al Oldrich, Midwest division manager.

Coral, formed in November, 1948, still has distributing pacts with more than 40 independent outlets thruout the country. The company is estimated to have grossed about \$2,000,000 last year.

## Briggs Group Buys 4 Bands

DETROIT, April 5.—The sixth annual dance sponsored by the Briggs Management Club, automotive plant employees' group, will use a total of four bands in a two-hall date at the Michigan State Fairgrounds Saturday, May 3. Booked for the event are Vaughn Monroe, Stan Kenton, Ray Anthony and Ray Gorrell. Monroe will originate his "Camel Caravan" show from the grounds.

Booking was set by Ray Gorrell, partner in the Delbridge & Gorrell booking office here, with a talent budget figure of \$12,500 for the four bands. Both the Coliseum and the adjoining Agriculture Hall will be used, with two bands alternating in each building. Tickets are being sold at \$1.20, with benefits going to provide sports equipment for Briggs workers. Grosses in past years are said to have run around \$30,000.

See Page 47 for THE BILLBOARD'S NEW WEEKLY "WHERE-TO-FIND-IT" SERVICE

The Market Place for the Music-Record Industry

Consult this new reader service for all of your special music-record needs.



## 3-Speed Disk Players Of RCA, Col. Detailed

NEW YORK, April 5.—More complete details are now available on the three-speed players soon to be introduced by both RCA Victor and Columbia Records.

As previously reported (The Billboard, March 29), RCA Victor is prepping a complete line of automatic phonos, featuring two interchangeable spindles, one being a regular 45 r.p.m. spindle and the other for use with LP and 78 r.p.m. disks. The line includes four separate models—a plug-in player, a self-contained table model, a portable unit and a combination radio-phonograph. It is understood that the suggested list prices of these sets will range from about \$50 for the attachment to approximately \$130 for the combination model.

## Needles Point To a Shrinking Market for 78

NEW YORK, April 5.—A gradual shift in the ratio between 78 r.p.m. and slower-speed home phonographs was reported here this week by Gail S. Carter, vice-president of Permo, Inc., who estimated that of the 26,000,000 players in American homes about 6,000,000 now require special-shank needles.

Carter, here to launch a major promotion on Permo's Fidelitone needle line, stated the conventional 78 r.p.m. field represents a shrinking market. The 78 to slower-speed ratio, now about 80-20, should narrow to 70-30 in 1953, he predicted. Of the 6,000,000 players requiring special-shank styli, half are said to be RCA Victor 45 r.p.m. machines.

### Merchandising

The 110-needle Fidelitone line began moving to distributors this week in a new merchandising package which includes special tools and instructions for insertion into cartridges. Retail stores will receive new display material and an automatic inventory and re-order system, plus a recommendation of which needles to stock to meet average consumer demands. The entire program will be backed by a national advertising campaign.

## Trek to Japan For Krupa Trio

HOLLYWOOD, April 5.—The Gene Krupa Trio becomes the first American name music group to work Japan, when Krupa, Charlie Ventura and Teddy Napoleon open a Japanese junket April 19 to May 1. Joe Glaser, of Associated Booking Corporation, set the deal with Tom Foley, who is set to promote other jazz names in the Japanese area. Foley has also sought Louis Armstrong's All-Stars, who will probably play the dates late this year. In addition to working Tokyo and other Japanese cities, Foley intends to fly the trio to the Korean front, where they'll do two days for servicemen. Foley operates a nitery in Tokyo and will utilize auditoriums and arenas for concerts. The Krupa trio also has been set to do five Snader Telescriptions when they return to the States. The Don Palmer, manager of the trio, who'll make the Japanese hejira, would not disclose price the trio gets for the Japan swing, the pact guarantees transportation for five people from Honolulu to Japan at \$927 per person for the round trip. The Krupa combo plays for Eddie Sartan, the Hawaiian promoter, from April 4 to April 16.

The Krupa trio just broke all records at Joe Saletta's Silhouette, Chicago, the week-end of March 29. They also did \$4,915 April 2 in a concert for D.J. Gene Norman at the Pasadena Civic Auditorium.

Venturo has installed his brother, Ben, as leader of the house combo at his Open House, Linden Wold, N. J., nitery. The trio goes into the spot May 14 to June 15 with a CBS remote wire installed for the engagement.

These players employ two needles on a single tone arm.

The manufacture of these instruments has already begun, and shipments to distributors will start on all but the portable unit late in April, this latter model being scheduled for a May shipping date. Details for a strong promotion campaign to introduce the phonos now are being set. In merchandising these new units the emphasis will be placed on the 45 r.p.m. system. The use of the normal 45 spindle eliminates the need for inserts in the mini-disks. This, according to an RCA Victor exec, has worked to the disadvantage of the 45 system on most of the present three-way players. This spokesman also emphasized that the firm will continue to market the 45 players now available.

The Columbia three-speed unit, set to retail for \$12.95, is a manual attachment employing a single-purpose needle. It will be announced to distributors on Monday (7). The diskery has set aside a special budget for introducing the player. Included in the program is TV promotion, special mailing pieces and point of sale material dealers. It is expected that shipments will be made some time this month.

Altho both Capitol and Decca have been in the three-way player business for some time, this marks the first time for either Columbia or RCA Victor to market such a unit. Columbia, which introduced the LP system several years ago, has sold LP attachments exclusively while RCA Victor, pioneers of the 45 method, has concentrated on a line of players designed solely to handle these disks.

## AFRA to Extend 'Code' to Pops?

NEW YORK, April 5.—American Federation of Radio Artists is now moving to extend to the entire pop disk industry its Code of Fair Practice containing minimum terms and conditions for recording artists. Last year, AFRA and five companies amicably signed the Code. The five companies covered are RCA Victor, Columbia, Decca, Capitol and MGM. The Code covers engagements of actors, narrators and singers, (chiefly choral groups), cutting disks in New York, Chicago and Los Angeles. Excluded are disks which are hillbilly, folk or native rhythm and blues.

This week, AFRA sent copies of the Code to the industry generally, with request that the diskeries sign. In the event some companies refuse to co-operate, AFRA will take steps to restrict its members from cutting disks for those diskeries.

Code, which is effective until July 1953, has a no-strike, no-lockout clause, an arbitration

(Continued on page 46)

## AFM Moving Against Fringe Diskeries Accused by 802

By BOB ROLONTZ

NEW YORK, April 5.—As the result of charges brought by Local 802, American Federation of Musicians, the licenses of several fringe diskeries have been revoked by the AFM during the past two weeks. The charges were made to the AFM after intensive investigation by Local 802 of the recording practices of a number of record companies. These investigations showed that innumerable violations of union regulations were taking place at sessions by fringe diskeries, one-shot firms and those outfits—considered sharp—who have been making record deals that flaunt union rules. The investigation is continuing.

Tho to date only a few of these diskeries have felt the wrath of the Local, action is pending on many others. Some of the violations found to date include: the use of rehearsal time to make recordings; the underscaling of musicians; the practice of certain diskeries with AFM licenses to

## ONE AD SELLS 25G IN LP'S

NEW YORK, April 5.—Two weeks after a one-shot ad promotion, the record department of Ludwig-Baumann has moved about \$25,000 worth of low-cost LP's. Paul Sklar, manager of the department, said a full-page Sunday supplement ad in color plugging 98-cent LP's pulled business from 35 states. Mail orders accounted for two-thirds of the volume.

## RCA Boosts Playing Time Of 45 Disks

NEW YORK, April 5.—Recent engineering developments by RCA Victor have made it possible for the diskery to put as much as seven minutes of playing time on a 45 disk instead of the five-minute limit formerly imposed. This has been accomplished by adding additional cuttings per inch of record while still maintaining the normal width of the grooves as well as the present quality of performance. This technical advance enables the firm to reduce the number of 45 r.p.m. disks in an album, thus permitting the diskery to market lengthy Red Seal items at comparable prices in both the 45 and LP versions. At the present time many of the shorter-length albums are less expensive on 45 r.p.m. than in LP form. In longer performances, however, because of the number of 45 platters involved, the price differential favors the LP.

The recently released complete opera of "La Boheme" is the first example of the record company making use of this new technique. While this advance will continue to be used in producing new lengthy album selections, an RCA Victor exec pointed out that this change would not affect the average size album and that the firm had no plans at the moment to re-record anything in the present catalog. At the same time this spokesman said, in answer to recent rumors, that no thought is presently being given to the marketing of 10 or 12-inch 45 r.p.m. disks.

## Henri Rene in N. Y. For RCA Confabs

NEW YORK, April 5.—Henri Rene, West Coast a.&r. topper for RCA Victor, is in New York for a routine visit at the diskery's headquarters. He plans to return to the Coast in about a week. Altho Dave Kapp, pop a.&r. chief for RCA Victor, has been looking for a Hollywood recording chief for some weeks so that Rene can be moved East to join Hugo Winterhalter and Hy Grill permanently, no suitable replacement has yet been found.

## MGM Also Waxing LP "Pops" Albums

Is 4th Diskery to Combine Current Hits; Plan Seen as Profitable Recording Item

NEW YORK, April 5.—MGM Records this week became the fourth diskery to issue 10-inch LP disks containing eight current hit tunes. Already in the field to varying degrees are Columbia, RCA Victor and Capitol; while several other labels are known to be considering similar LP packages. MGM, Capitol and Columbia all use previously released single masters to make up their LP disks, while RCA Victor's only release of this type has Frankie Carle playing solo piano versions of eight current tunes. The first such LP, "Popular Favorites," was issued about four years ago by Columbia and contained current hits as performed

for the diskery by Frank Sinatra, Les Brown, Dinah Shore, Frankie Carle, Doris Day, Frank Yankovic, Dorothy Shay and Arthur Godfrey. Since then the diskery has released similar disks at the rate of about one a year. Most recent one was issued last Christmas. Diskery claims that the albums sell better than the average pop LP, but has no immediate plans for a new album even tho ready to turn one out on short notice.

The new MGM release "Pop Parade," features such song titles as "Blacksmith Blues," "That's the Chance You Take," "I Hear a Rhapsody," "Tulips and Heather," "I'll Walk Alone," "Forgive Me," "Festival" and "Be Anything." Tunes are performed by Art Mooney, Ted Straeter, Fran Warren, Bill Hayes, LeRoy Holmes, Tommy Edwards, DeMarco Sisters and Alan Dean. The package is being rushed to market currently.

Capitol is currently claiming heavy sales for its fourth "Top Hits of the Day" album which contains Ella Mae Morse's "Blacksmith Blues," Les Baxter's "Please, Mr. Sun," Kay Starr's "I Wanna Love You," Ray Anthony's "Bermuda," Kay Starr's "Wheel of Fortune," Les Baxter's "Blue Tango," Norman Kaye's "Tell Me Why" and Les Paul and Mary Ford's "Tiger Rag." Still a big seller, according to Capitol is the

(Continued on page 46)

## Anthony Core Of Plugs for Cap & Selmer

HOLLYWOOD, April 5.—For the first time, two important segments of a well-rounded music store, phonograph records, represented by Capitol Records, and musical instruments, in the picture thru Selmer, the Elkhart, Ind., manufacturer, are combining to plug their wares thru trumpeter Ray Anthony. Hal Cook, national promotion manager of Capitol Records distributing adjunct, and C. N. Light, of Selmer, worked out the combined plug, with the ex-Glenn Miller trumpeter as the focal point. Selmer is sending out 4,000 window display plan packages, containing a large show card which carries plugging for the various Selmer instruments used by sidemen in the Anthony band and the leader himself, plus counter streamers. The show card also plugs Anthony's "House Party Hop" album. The suggested window display would include a variety of Selmer instruments and Anthony's latest album.

The Anthony band is set for the Palladium here July 15 to August 10; the Thunderbird, Las Vegas, Nev., October 2 for two weeks, and a date at the Statler, New York, about December 1. Anthony has added the "Anthony Choir," made up of Tommy Mercer and Marcell Miller, the regular vocalists, plus two new gal sopranos who are being chosen in local D.J. contests, with a third to be picked during the band's forthcoming run at the Aragon, Chicago.

## Herman Jazz Disk to MGM

NEW YORK, April 5.—MGM Records has acquired from Woody Herman the rights to re-release recordings of the Woody Herman ork jazz concert staged at Carnegie Hall in March, 1946. According to the diskery's a.&r. chief, Harry Meyerson, the Herman concert will be released on two or more LP disks.

Musicians featured on the concert were such names as Flip Phillips, Pete Candoli, Sonny Berman, Chubby Jackson and Red Norvo. Ralph Burns and Neal Hefti penned most of the arrangements for the Herman herd. Among the selections to be issued are "Caledonia," "Your Father's Mustache," "Red Top," "Mean to Me," "The Good Earth," "Panacea" and "Blowin' Up a Storm." Diskery is also completing a deal for releasing several Lionel Hampton concert sessions.

## Plant, Bourne Set Up French Pub for Songs

NEW YORK, April 5.—Jacques Plant, French pubber and songwriter, has made arrangements with Bourne, Inc., to publish the firm's songs in France via a new company called Bourne Editions. Plant concluded similar arrangements last week with Regent Music, to exploit their tunes in Europe.

Plant is taking back to France a number of tunes from Regent, including "While We're Young" and a number of old Benny Goodman and Harry James instrumentals. He also picked up Lee Finburgh's "I Wanna Love You" and Howie Richmond's "Glamenco." The pubber leaves for Europe, April 10.

## ISR to Pitch At Biz Abroad

HOLLYWOOD, April 5.—International Sacred Records here is making a pitch to fulfill its name, when Andrew Nellis, secretary-treasurer of the firm, starts the first of two international trips April 6. Nellis will cover seven countries, including Mexico, Central America and parts of South America. Upon his return, he and Paul Hewett, executive v.-p., will meet in New York to set up Eastern headquarters.

In mid-May, Nellis will embark on a trip to Hawaii, New Zealand and Australia to probe the sacred market in these areas. Nellis intends to set up distribution points with local record manufacturers in these countries and attempt to set up reciprocal exchange of masters with these firms. In addition, he hopes to take leading sellers on the ISR catalog and recruit them by native artists in countries where English language is not widely spoken.

act as "fronts" for firms who do not possess union licenses.

The latter is one of the practices that the Local is determined to stop. It involves the licensed diskery making recordings with union personnel, then turning the master over to a non-union firm that works with it, or offering the master to all on a first-come, first-served basis. The diskery, which rarely presses any records itself, never informs the union of the sale of the master.

It is no secret that the execs of the Local are getting wise to these dodges. They are aware of the method used to get more than the regulation four sides out of a three-hour session. One of these methods is for the a.&r. man of a "sharp" diskery to call for continued run-thrus of a tune at a recording session. One run-thru is to see how it sounds with a girl singer, another with a male warbler, and another as an instrumental. Meanwhile the tape recorder is whirling all the time.

Often times two of these "discarded" versions turn up on other labels.

One of the heads of a diskery brought up before the executive board of the Local on charges of underscaling, replied: "I was not born with wings. I am a chiseler and you have caught me. I admit that I made two extra sides at the session."

Possibly one of the most upsetting practices, as far as the New York local is concerned, is the wrinkle now being used by fringe diskeries to deliberately record out of the jurisdiction of 802 where regulations are not as strict. Local 802 usually demands payment in advance for musicians when a session is to be held by a new firm or one whose record of payment is spotty. These companies do much of their recording "across the river" or up in Westchester County, where no advance payment is required by the Local, and the session is not supervised too closely by the union representative.



VERY THANK YOU, AUTOGRAPH

Japan Note Epitomizes Disk Names' Foreign Popularity

NEW YORK, April 5.—Altho it is a common thing for disk stars to be deluged with mail from fans in this country, the growing popularity that some artists enjoy abroad is not always fully appreciated.

Sweden, Australia, Ireland and Japan. One letter from England was forwarded to Mitchell via the White House in Washington.

Japanese Note

Of particular interest is a letter from Kyoto, Japan, which is reprinted in full:

"Dear Sir, Mr. Guy Mitchell, I have long known you by name, for I am your fan. You will be my do to be zentolman to beg pardon, it is a fan of letter. I was all hear you song, but I am think every time admiration your very good song. I am to do ornament my on the desk, your a photograph, but this photograph is to cut out of a music books. I was did to sought more good you're a photograph, the con not to sought. I think, very thank you, if you in the signature of photograph your, you sender to me, I am to wait impatiently for amusement every day in the signature of photograph your, you sender to me.

"I am to pray to good you to expand and happiness. Yours faithfully.

(signed) Satoru Yamano."

Cincy Jocks Deny Payolas

CINCINNATI, April 5.—Local disk jockeys and juke box operators this week denied reports published in another trade paper that the payola practice is flourishing in Cincinnati, ridiculing the idea that it extends beyond an occasional free meal or a bottle at Christmas time.

In denying the report some d. j.'s said that they work all-request shows. Others said their programs are made up in the station music library and they don't know what the songs will be until they report for work. Walter Phillips, WCPO, said that if there is payola in Cincinnati it couldn't be any worse here than in any other city. Nelson King, WCKY, cracked, "They didn't finish it. It didn't tell where to go or who to see to get my money." Will Lenay, WSAI, and Don Davis, WLW, both said they had never been offered gratuities. Jack Remington, WKRC, said the whole story was "sour grapes on the part of someone who didn't meet his record sales quota or had padded an expense account and needed an excuse."

Col. Records Fall Promotion Will Push Classical LP Disks

NEW YORK, April 5.—Columbia Records' promotional and merchandising program is being expanded in several directions as the diskery prepares for another major push in the classical LP field next fall. Among the promotions skedded are sampling of new releases to key dealers and sales people, sales contests, radio advertising, and co-operative exploitation with major musical groups and the introduction of a new three-speed phono attachment (see separate story).

The sampling program has the diskery sending out seven-inch LP disks containing excerpts from new releases and usually with a special spoken greeting from a Masterworks artist. Disks are sent to the homes of key retailers. Thinking behind the move is that most dealers receive so many new releases that it is physically impossible for them to listen to each disk in order to become familiar with newly issued items. Thus far, two mailings have been made.

Beginning with this issue the Music Publishers' Record Scoreboard will list weekly only Sides in Current Releases and the two summary charts. The listing, Total Sides Per Publisher Per Label for the Year to Date will appear in future issues only at the end of each month.

TRY-OUTS

Met Singers In Blindfold Identity Test

NEW YORK, April 5.—Nine RCA Victor Red Seal artists tried out a new twist of the old cigarette "blind-fold test" by attempting to identify the voices in the new Red Seal "Ten Tenors, Ten Arias" album. The stunt, which was staged at a press session (4) was inspired by the difficulties certain critics previously had had in recognizing the high-C boys.

Trying their hand at distinguishing the voices were distaff opera stars Rise Stevens, Marguerite Piazza, Paula Lenchner, Margaret Roggero, Regina Resnik and Elaine Malbin, together with Metopera Mischa Elman. To further complicate the issue, disks of two "ringers"—Messrs. Martinelli and Tony Martin—were included.

When the ballots were counted, the returns showed that Maestro Cellini, Paula Lenchner, Regina Resnik and Moscona rang the bell with 12 for 12. The rest of the gals hit for either 10 or 11 of the 12 while Elman, more at home with a violin, brought up the rear with four misses.

Victor Signs Two New Disk Artists

NEW YORK, April 5.—RCA Victor has added two new artists, Lily Ann Carol and Bobby Williamson, to the label. Miss Carol, who was recently pacted by Signature, has signed a pop contract. Her first sides have already been waxed and the disk is being rushed to the market.

Williamson is a country singer who is best known in Texas for his radio and TV work over Dallas stations. This is his first disk contract.

Sides in Current Release

Week ending March 29

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.

Table with columns: PUBLISHER, TUNE, ARTIST AND LABEL. Lists various record releases from companies like ACUFF-ROSE, ARDMORE, ARK-LA-TEX, etc.

Coast Tootler \$\$ Up Sharply Due to Video

HOLLYWOOD, April 5.—While musicians' radio earnings here during 1951 dipped slightly, their earnings skyrocketed from television with money from TV films contributing a substantial amount, according to a survey completed by American Federation of Musicians Local 47 Veepee Phil Fischer. During 1951, Local 47 members earned \$3,772,727 from radio as compared to radio earnings the previous year amounting to \$3,789,393.

From TV films, musicians received \$493,119 as compared to a slim \$87,753 the previous year. TV film money includes revenue received from both TV film production and funds received from rescoring completed theatrical pix for their TV release under terms of the rescoring-5 per cent royalty formula governing TV release of feature films.

Fischer said money was split approximately 50 per cent between TV film production and the rescoring revenue. Since the rescoring-5 per cent royalty formula was established in September, 1950, a total of 275 feature films have been rescored.

During the past year, Local 47 members received \$236,774 from network TV, \$508,847 from local live TV and \$47,511 from local TV station staff jobs. Total TV earnings for the year amounting to \$1,247,822, more than doubling the previous year's TV earnings of \$580,000.

Capitol Signs Trio of Artists

HOLLYWOOD, April 5.—Capitol Records this week snared a trio of artists, with former Cap 88-er Freddy Slack leading the field. Acquisition of Slack is doubly important to Capitol for the boogie Steinwayite rejoins the Hollywood firm with his ex-singing mate, Ella Mae Morse, is riding the hit crest for the same firm.

Coincidentally, Cap is celebrating its 10th anniversary this year. The first big Cap hit in the firm's history was "Cow-Cow Boogie," which was done by Slack and Miss Morse. Initial plans don't call for merging the duo, as Slack's first releases will be done by him and his combo.

The Lancers, four local youths who quit working in aircraft plants in this vicinity after they did background vocalizing with such Cap artists as Dean Martin, Kay Starr and Jan Garber, have inked a Cap contract. Boys will do their first session next week for release within three weeks. The quartet is now working as part of the Kay Starr nitery act, but get individual billing. They have inked with the Ray Cooper agency.

Jean Sablon, the Parisian singer, last with Victor, has been inked by Cap to do albums.

ADVANCE DATA AND TRADE ACTION ON "SONGS FOR SALE"

SONGS TO BE AIRED APRIL 12 OVER CBS-TV

Table listing songs for sale with columns: YOU BROKE ALL THE RULES, THAT'S ALL BROTHER, I'LL TAKE MY CHANCES, NEVER AGAIN, FAT MAN, COFFEE POT SONG.

LATEST TRADE ACTION ON SONGS

"At a Gypsy Fortune Stand," to be published by HIT & Range. "Things Will Be Different From Now On," to be published by Howard Richmond. "Under the Honeyuckle Vine," to be published by Supreme Music.

Total Sides for Week Released by Each Label

Week ending April 5

Table showing total sides for week released by each label (Capitol, Columbia, Decca, Mercury, MGM, RCA) categorized by Popular, Folk, and Rhythm & Blues.

Total Number of Sides Released by Each Label

January 1, 1952, to Date

Table showing total number of sides released by each label (Capitol, Columbia, Decca, Mercury, MGM, RCA) categorized by Popular, Folk, and Rhythm & Blues.





**FORECAST**

JEANNINE  
and  
INDIAN LOVE CALL  
by Louis Armstrong  
and Gordon Jenkins  
28076\*

**DECCA DATA**

YOUR WEEKLY GUIDE

TO  
AMERICA'S FASTEST SELLING RECORDS



TO BUILD SALES

Vol. II

Published in the Interests of Decca Dealers and Music Operators

No. 15

TO BUILD PROFITS

**TOP SELLERS**

...based on this week's actual sales

WEEKS ON LIST	COUNTRY	RECORD NUMBER
19	WONDERING NEW SILVER BELLS	46364* Webb Pierce
42	PEACE IN THE VALLEY Where Could I Go But To The Lord	14573* Red Foley
13	MISSING IN ACTION A HEARTSICK SOLDIER ON HEARTBREAK RIDGE	46389* Ernest Tubb
17	TOO OLD TO CUT THE MUSTARD I'M IN LOVE WITH MOLLY	46387* Ernest Tubb and Red Foley
49	JUST A CLOSER WALK WITH THEE STEAL AWAY	14505* Red Foley
12	YOU KNOW I'M STILL IN LOVE WITH YOU I'M GONNA SEE MY BABY	46385* Webb Pierce
-	** HONEST AND TRULY Warm'd Over Love	46405* Roland Johnson
5	SOMEONE TO CARE I WON'T HAVE TO CROSS JORDAN ALONE	14596* Jimmie Davis
22	IT IS NO SECRET He Bought My Soul At Calvary	14566* Andrews Sisters and Red Foley
23	ALABAMA JUBILEE	27810* Dixie Red Foley

**SEPIA**

6	PEACE IN THE VALLEY NEAR THE CROSS	48279* Sister Rosetta Thorpe with Anita Kerr Singers
5	I'M GONNA JUMP IN THE RIVER TIL MY BABY COMES BACK	27947* Buddy Johnson
1	HONEST AND TRULY I FOUND A NEW LOVE	48284* Little Donna Nightower
10	A MAN AIN'T SUPPOSED TO CRY I DIDN'T SLEEP A WINK LAST NIGHT	27871* Arthur Prysock
-	** SIT DOWN SERVANT DOES JESUS CARE	48285* Marie Knight

\*Also available in 45 RPM (add prefix '9-' to record number)  
\*\*Another Decca 'Best Bet' makes the 'Best Seller' list this week!

**BEST BETS**

...the coming hits as indicated by actual sales.  
Stock these fast-moving Decca Records now.

POSITION LAST WEEK	POSITION THIS WEEK	POPULAR	RECORD NUMBER
1.	1.	THE GANDY DANCERS' BALL AROUND THE CORNER	The Weavers and Gordon Jenkins 28054*
2.	2.	MY HERO SPRING IS A WONDERFUL THING	Four Aces 28073*
5.	3.	A GUY IS A GUY That Old Feeling	Ella Fitzgerald 28049*
4.	4.	THAT EVER LOVIN' RAG WHY WORRY?	Andrews Sisters 28042*
11.	5.	WILD SIDE OF LIFE IT'S SO-LONG AND GOOD-BYE TO YOU	Burl Ives and Grady Martin 28055*
6.	6.	THE BLACKSMITH BLUES ANY TIME	Sy Oliver with Trudy Richards 27972*
7.	7.	HAMBONE COME WHAT MAY	Tommy Dorsey 28057*
8.	8.	THE PENNY-WHISTLE SONG HORSE AND BUGGY	Leroy Anderson 28037*
9.	9.	THERE ARE SUCH THINGS WHAT IS TIME?	Tommy Dorsey with Gordon Jenkins 28035*
13.	10.	LONELY WINE ALONE AND FORSAKEN	Bill Darnell 27994*
11.	11.	MISTAKES My Castle In Spain (Is A Shack In The Lane)	Al Morgan and Frankie Froba 28040*
12.	12.	I WILL NEVER CHANGE The Sweetheart Waltz	Music by Camarata and Don Cherry 27755*
-	13.	JEANNINE (I Dream Of Lilac Time) INDIAN LOVE CALL	Louis Armstrong and Gordon Jenkins 28076*
14.	14.	BE ANYTHING (But Be Mine) SINCERE	Buddy Stark 28039*
-	15.	THE BOOM SONG LITTLE TRAIN A-CHUGGIN' IN MY HEART	Jane Turzy 28062*

**COUNTRY**

2.	1.	AN ANGEL IN DISGUISE I'M OLD KENTUCKY BOUND	Charlie Monroe 46406*
4.	2.	THE FIRST WHIPPOORWILL I'M ON MY WAY TO THE OLD HOME	Bill Monroe 28045*
3.	3.	I'M GOING BACK TO BIRMINGHAM DON'T TRADE YOUR LOVE FOR GOLD	Orval Prophet 46404*
5.	4.	MUSIC MAKIN' MAMA SECOND HAND LET OLD MOTHER NATURE HAVE HER WAY #2	Lonzo and Oscar 28060*
6.	5.	LET'S TAKE THE LONG WAY HOME I HOPE TOMORROW NEVER COMES	Autry Inman 46407*
-	6.	SOMEBODY'S STOLEN MY HONEY MY MOTHER MUST HAVE BEEN A GIRL LIKE YOU	Ernest Tubb 28067*

**SEPIA**

5.	1.	LOST IN A FOG AMBER	Coleman Hawkins 27999*
-	2.	BLOW-TOP BLUES MIDNIGHT SUN	Lionel Hampton with Dinah Washington Lionel Hampton 28059*
4.	3.	I NEVER LOVED ANYONE BUT YOU WORRIED OVER YOU	Joe Medlin 48283*
-	4.	LET'S TALK ABOUT JESUS COME UNTO ME	Sister Rosetta Thorpe with The South Wind Singers Sister Rosetta Thorpe 28075*
-	5.	WISHIN' TRUST IN ME	Coleman Hawkins 28056*

\*Also available in 45 RPM (add prefix '9-' to record number)

**TOP SELLERS**

...based on this week's actual sales

WEEKS ON LIST	POPULAR	RECORD NUMBER
11	BLUE TANGO Belle Of The Ball	27875* Leroy Anderson
6	PERFIDIA YOU BROUGHT ME LOVE	27987* Four Aces
4	EASTER PARADE Always	23817* Guy Lombardo
18	TELL ME WHY A GARDEN IN THE RAIN	27860* Four Aces
12	BE MY LIFE'S COMPANION Love Lies	27889* Mills Brothers with Sy Oliver
2	HONEST AND TRULY One Little Word	27995* Guy Lombardo
9	WIMOWEH Old Paint	27928* The Weavers and Gordon Jenkins
4	BLUE TANGO AT LAST, AT LAST	28031* Guy Lombardo
4	EASTER PARADE I've Got Plenty To Be Thankful For	23819* Bing Crosby
2	HONEST AND TRULY All My Life	27996* Ink Spots
4	TULIPS AND HEATHER You'll Never Walk Alone	27964* Fred Waring
-	** I'LL WALK ALONE THAT'S THE CHANCE YOU TAKE	28038* Patty Andrews
30	A KISS TO BUILD A DREAM ON I Get Ideas	27720* Louis Armstrong
3	YOU'RE NOT WORTH MY TEARS High and Dry	28021* Mills Brothers
5	MILK BUCKET BOOGIE SALTY DOG RAG	27981* Red Foley

\*Also available in 45 RPM (add prefix '9-' to record number)  
\*\*Another Decca 'Best Bet' makes the 'Best Seller' list this week!

**NEW RELEASES**

**SINGLES**

Trouble In Mind	Tommy Dorsey	28064*
The Dirty Dozens		
Somebody's Stolen My Honey	Ernest Tubb	28067*
My Mother Must Have Been A Girl Like You		
Ramblin' Gambler Man	Gil Hoston and George Barnes and His Multi-Rhythm	28065*
Green Lilac Hill		
Pink, Plank, Plunk	George Barnes	28083*
Tin Whistle Blues		

In A Little Spanish Town (Twas On A Night Like This)	Cy Coleman	28093*
South		
Long John-Polka "Whoopie"	John Wilfahrt	28068*
Steirischer-Laendler		
Just A Little Walk With Thee	The Blenders	28092*
I'd Be A Fool Again		

NOW AVAILABLE IN 45 RPM

Nobody Knows Josephine	Lawrence Welk	23759*
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\*Also available in 45 RPM (add prefix '9-' to record number)

**ALBUMS**

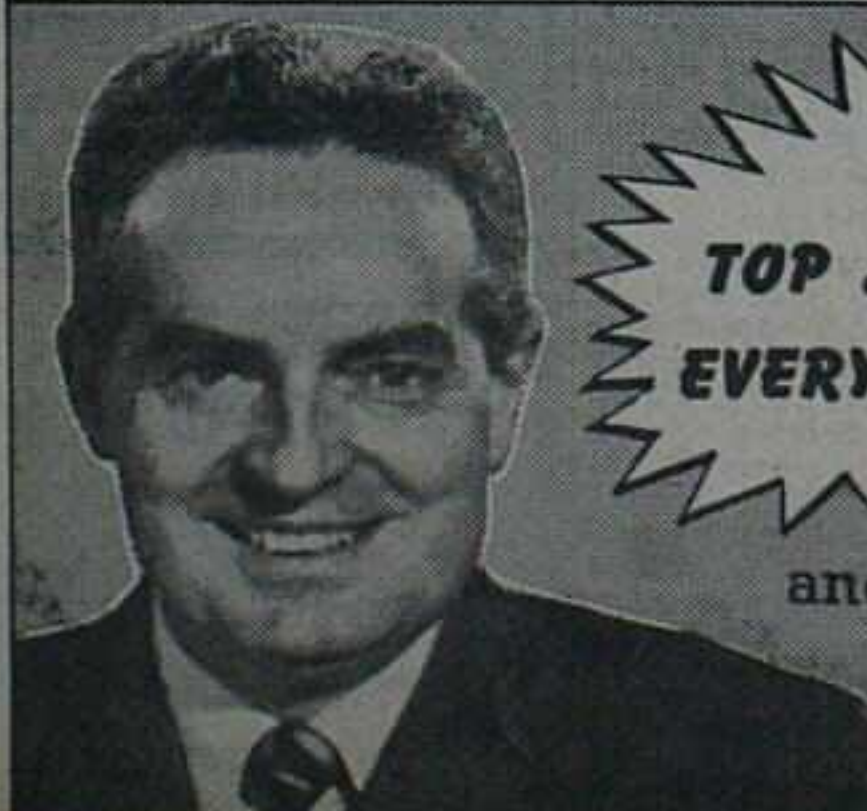
MAMBO WITH NORO	NORO MORALES and His Orchestra	9-315-\$3.75 • DL 5295-\$3.00
NOW AVAILABLE IN 45 RPM AND 33 1/2 RPM		
SONGS OF THE SOUTH AFRICAN VELD		
Volume 1		
JOSEF MARAIS and His Bushveld Band with Miranda and Chorus		9-134-\$3.75 • DL 5399-\$3.00
Also available in: A-471-\$5.25		

NOW AVAILABLE IN 45 RPM

STEPHEN FOSTER MELODIES	Volume 1
FRANK LUTHER and The Lyn Murray Quartet	9-247-\$3.75
Also available in: A-745-\$4.15 • DL 5149-\$3.00	

NOW AVAILABLE IN 33 1/2 RPM

VICENTE GOMEZ	SPANISH GUITAR RECITAL	DL 8017-\$4.85
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A  
**TOP SELLER**  
EVERYWHERE

**FRED WARING**  
conducts

**TULIPS AND HEATHER**  
**YOU'LL NEVER WALK ALONE**

Decca 27964 (78 RPM) and 9-27964 (45 RPM)



Quality Records to Distrib Mercury in Ontario . . .

Quality Records will look after Mercury Record distribution in the province of Ontario, it was announced this week by Don McKim, general manager of Quality. Earlier, Art Lipton, of Mercury Records of Canada, said that distributors had been appointed to look after their interests in Western Canada, Taylor-Pearson, of Calgary, for Alberta, and the Monarch Record Company for Manitoba and Saskatchewan.

Utah University To Get Concert . . .

Eugene Jelesnik, musical director for KDYL, Salt Lake City, will conduct a pops concert at Kingsbury Hall, University of Utah, May 23. Ork will comprise 35 pieces.

Mills Music Exec Sells Disk Masters . . .

Sidney Mills, Mills Music exec, has turned over eight Eddie Oliver masters to Mercury, and four Bill Krenz sides to MGM. Mills cut the sides for his American Recording Artists label. He flies to Chicago soon to wax the Star Noters, a group he recently signed.

King Disks Move to New Phila. Office . . .

Howard Budlow, Eastern district supervisor for King Records, has announced the moving of the King branch in Philadelphia to new quarters at 1242 N. Broad Street. Sam Trofee, formerly with Capitol, has been appointed branch manager.

New York

Sheldon Music is throwing a cocktail party for Broadcast Music, Inc., writers to meet the publisher's new professional manager, Goldie Goldmark. . . . Okeh Records' a.&r. topper, Danny Kessler, flew to Chicago to record Red Saunders and the Hambone Kids. . . . Carlos Gastel is flying in from Hollywood with the Billy May

that singing rage! Miss Patti Page "LOVE, WHERE ARE YOU NOW?" MERCURY 5816 ABC MUSIC CORP. 799 7th AVE. N. Y. 19, N. Y.

Bob Merrill's Latest Novelty THERE'S A PAWN SHOP ON A CORNER IN "PITTSBURGH, PENNSYLVANIA" Oxford Music Corp. 1619 Broadway, New York 19, N. Y.

A HIT! "TRY ME ONE MORE TIME" ROBERTA LEE—DECCA MARGARET WHITING—CAPITOL AMERICAN MUSIC, INC. 1576 Broadway, N. Y. • 9109 Sunset Blvd. Hollywood, CO 5-7880 CR 1-5254

Another BMI Pin-Up Hit! You're Not Worth My Tears Published by Marks Recorded by (Victor) Three Suns (Decca) Mills Brothers (Kings) Jack Richards (MGM) Art Mooney (Gublee) Dolly Dawn (Mercury) Rosemarie (Mercury) Exclusively licensed by BROADCAST MUSIC, INC.

Music as Written

crew, which makes its Eastern debut on the Perry Como video show Wednesday (9). . . . Nat (King) Cole guests on the Milton Berle TV show Tuesday (8) and on the "Cavalcade of Stars" Friday (11). Cole opens at the Paramount Theater on May 14 following a one-week stint at the Blue Mirror nitery, Washington. . . . Marty Forkins has taken over the personal management of singer Bobby Colt. Forkins handled the late Bill Robinson. . . . Hughie Winterhalter is back from a deejay exploitation trip to Detroit for his father Hugo's Victor disks. . . . MGM Records eliminated its Richmond, Va., distributorship and will cover the territory involved via the Gimbel Brothers distribbers in Baltimore and Mangold in Charlotte, N. C.

John McLeod, general supervisor of English Columbia's Paris branch, returns to Europe Tuesday (8). He's been visiting here on a study of the American record business.

Harry Link, professional manager of E. B. Marks, is back from a two-week visit to the West Coast. . . . Nat Brooks, just signed to a two-year pact by Rainbow Records, cut two mambo sides for the diskery this week. . . . The Four Aces will be the in-person attraction at the Casino Theater, Toronto, April 17-23. . . . Buddy Greco, Coral chanter, bows in at the Yankee Inn, Akron, O., April 14 for a week's stay. . . . Louis Armstrong moves into the Zanzibar, Denver, April 14. . . . It's a second daughter for Bernie Albert, contact man for Lion Music, MGM pubbery affiliate. Infant has been named Sharon.

Mindy Carson planes to Hollywood Tuesday (8) for movie conferences and in preparation for her opening at the Mocambo April 15. . . . MGM Records is staging a backstage cocktail party at the Paramount Theater on Wednesday (9) in honor of Billy Eckstine and Fran Warren who open at the house that day. Eckstine will be kudoed for his fourth consecutive Easter season appearance at the Paramount. . . . Coral Records signed Judy Lynn, ingenue in "Top Banana." She cuts her first four sides for the label next week. . . . Danny Stevens, Columbia Records' East Coast promotion manager will go out in advance of the Frankie Laine-Patti Page-Billy May-Illinois Jacquet tour to hype the Laine diskings. . . . Marshall Robbins has been named West Coast rep for the George Paxton pubbery. His brother, Buddy Robbins, is general manager for the firm. . . . Vaughn Monroe opens at the Flamingo, Las Vegas, Monday (7) for two weeks and then heads East on a one-nighter tour. . . . Guy Mitchell heading for California to visit with his family.

Doris Day's weekly CBS radio show began Friday night (29). . . . Elmore (Baron) White of Spitzer Music off on a two week deejay trip to the Midwest.

Dewey Bergman, pop a.&r. chief for King, has inked Steve Lawrence, 16-year-old winner of a Godfrey "Talent Scout" contest, to a contract.

Jimmy Blade and his ork open at the Camellia House of the Drake Hotel, Chicago, April 12, thru the summer. . . . Vaughn Monroe and his ork are scheduled for 10 one-nighters thru the Midwest after the ork leader finishes his flick, "The Toughest Man in Tombstone." The one-nighters start, May 21. . . . Marie Powers has just completed a new album for Atlantic Records. . . . Alfred Drake plays his first club date at the Thunderbird in Las Vegas, Nev., starting next month. The singer is booked for three weeks. The deal was set by the Gale agency. . . . Robert Merrill and Roberta Peters of the Metopera will be married Sunday (30).

Chicago

Mercury has issued an addition to its catalog which covers musical and book literature in recorded form. Tiny Hill on his way to Detroit, stopped off here March 24 to cut four new sides. Bobby Wayne, Merc chanter, planned out Wednesday (26) after closing a holdover run at the Blackhawk, and will rest in Boston for a week before opening the Seville Theater, Toronto. Wayne

made more than 100 personal appearances while here, with stops including disk jockey programs, department stores, Army and Navy camps and schools.

Gray Gordon, who left General Artists Corporation to take on personal management chores for Les Paul and Mary Ford, left Friday (28) to take up permanent residence in New York. . . . Four Keys moved into the Midwest for the first time last week, opening a two-week run at the Capitol Lounge. . . . Herb Krause, Ray Pearl slack, has added the Preview and Capitol Lounge. . . . The Blue Note putting a big push behind the Stan Kenton two-week run which gets under way April 4, following the current return engagement of the Weavers.

Don Reid, who opens at the Peabody, Memphis, July 7 for two weeks, gives McConkey Artists Corporation two bands in that city at the same time. Ray Pearl starts a two-week stand at the Claridge on July 4. . . . National Music Week will be celebrated starting May 4 with a flock of dealer ties to help the promotion. . . . Joe Malec, Peony Park, Omaha, stopped off last week on his way home from a Florida, Cuba and Mexico tour.

Don Reid, who opens the Edgewater Beach Hotel for four weeks April 11, follows with another major Midwest location date, with McConkey setting the band into the Muehlebach Hotel, Kansas City, Mo., for three weeks starting May 28. . . . Lake Shore Country Club here, with a record one-nighter budget for the date, has set Les Brown for July 4. . . . Jimmy Palmer cut four more sides for Mercury last week.

Carl Hoff's Singer's Rendezvous, Milwaukee, has lined up Herbie Fields, Muggsy Spanier, Nellie Lutcher, Ella Fitzgerald and Flip Phillips each for two-week stands, starting this month. Location currently features Anita O'Day and Zeb Billings. . . . Stan Kenton moved into the Blue Note here April 4 for his first stand at the leading jazz bistro. . . . Pee Wee Hunt started an indefinite run at the Preview last Thursday (3), with most of Chicago's music fraternity on hand for the opening.

Buddy Charles starts a two-week stand at Bogert's, Rock Island, Ill., April 15. . . . Danny O'Neil flew to New York Saturday (5) for an appearance on "Songs for Sale," then returned immediately after to Chicago. . . . Red Saunders and the Hambone Kids cut "Zek!-Zek!" last week. Lorry Raine appeared on Hal Tate's TV disk jockey seg over WBKB Sunday (6). . . . Circle C Boys will cut a transcription date for World Broadcasting April 8. . . . Blue Barron plays Galdy's, Montevideo, Minn., April 25, with location set to follow with Ray Anthony, Ralph Flanagan and Jimmy Dorsey.

Sonny Howard cuts his first date for Mercury on Wednesday (9).

Cincinnati

Catching on in a big way hereabouts is the youthful baritone Jack Craven, protege of Forrest Young, local advertising exec. Craven, who recently made his pro debut with Clyde Trask's ork at Castle Farm here, continues to job with the Trask combo in the territory. . . . The new songwriting team, composed of two old heads in the business, Erwin King and Harry Carlson, has an even dozen records coming up in the next few weeks, including special treatment on one of their latest ditties by one of the major wax names. . . . Dick Flora, who recently opened his own publishing firm here with his 68 songs of his own writing, has just released his first song, "Sons of Freedom," in the spiritual class, which Peacock Records is cutting. Flora collaborated with Burt Farber, local pianist, on "World Prayer," which has been waxed by King and Peacock. . . . Neal Burris, formerly with WLW radio and TV, has joined up with Pee Wee King's unit. Neal has a new record coming up with Columbia, "There's No Reason," which he wrote himself. . . . Ted Lewis, now in the midst of a four-weeker at Beverly Hills Country Club, Newport, Ky., takes his band and show to his hometown, Circleville, O., April

25, for a benefit performance in the Pickaway County Fairgrounds Coliseum. Proceeds will go to Berger Hospital and the city's Ted Lewis Park. It will mark Lewis' first appearance with his band in his hometown. . . . Burt Farber, town's top 88-er, has been granted a leave of absence from WLW and heads for New York to play for Jane Froman when she opens at Bill Miller's Riviera in Fort Lee, N. J., April 22.

Detroit

The Del Dot Trio is now in the Crest Lounge. . . . Frankie Marshall, of the comedy vocal team of Frankie and Danny, worked thru her engagement at the Broadway-Capitol Theater, Detroit, despite a bronchial infection and temperature of 102.

Hollywood

Stan Freberg, hot with his parody disk of "Try" on Capitol, is turning down lucrative theater and nitery offers because of his daily commitment with the "Time for Beany" TV kiddie show on KTLA. Freberg does the serpent characterization. . . . The priest who married Paul Weston and Jo Stafford here recently was Rev. Joseph Kearney, who was road manager with the original Bob Crosby Bob Cats band in the '30's before he entered the seminary. . . . Willie Smith, veteran alto singer, now with Duke Ellington, will join Billy May's band within the next two weeks. . . . Lawrence Welk's band drew 18,355 at the National Orange Show, San Bernardino, Calif., in a one-day date last week. It was an unusually hefty Tuesday, with rain thruout the day.

Charlie Barnet married Betty Reilly, the nitery chirp, in Las Vegas March 26. Barnet goes back to batoning May 6 when he takes a sextet into the Royal Room, Hollywood, following Jack Teagarden. . . . Capitol is dickering with Jean Sablon, the Parisian warbler. . . . Howard Hughes called off the contemplated flicker, "Song Forever," which would have starred Tony Martin. Liberate was being eyed for a major supporting role in this one. . . . Hill & Range has inked Lone Pine, the Canadian Victor warbler who is now being distributed in the U. S., to a writer's pact, along with Don Grashey and Jim Amadeo, another Canadian song team.

Harry Geller, the ex-Mercury a. and r. Coast rep, who is now doing many freelance scoring and recording dates, has been made a. and r. chief for the new Harmony Records. Noel Shanklin, the Hollywood pubber, is prexy. Art Morion, the ex-Cap singer, is the first artist acquisition for the firm. . . . Nat Vincent is slack for the San Fernando Kennel Club. The Southern Music exec is a long-time dog fancier. Walter Telley, who plays "Leroy" on the "Great Gildersleeve," is the club's prexy. The group is holding its second annual show at the San Fernando Ball Park April 27.

Jim Denny, the chief of the WSM, Nashville, Artists' Bureau, and Hank Williams, the MGM h. b. ace, will start a Coast tour soon for Marty Landau. Williams will make his MGM film test at the end of the 10-day tour. . . . Hilo Hattie, who scrambled the Harry Owens Hawaiian band about six months ago, doing a single for GAC, has returned to the Owens ork, currently on KTLA. . . . The Andrews Sisters have backed a gift venture here, called "operation Bunny," to raise money to send gifts to the women in the military services. . . . Scatman Crothers has been set as a regular member of the cast of the vid pic series, "Beulah."

Chirper Constance Moore and Dusty Walker, the h. b. warbler, will appear on the Eddie Cantor starter on the Colgate Comedy Hour April 13 on NBC. . . . Wesley Rose, of Acuff-Rose, visited town last week. . . . Fred Glickman, co-writer of "Mule Train," is re-activating his Superior record label. First artist is Robert Lee. . . . Val Irving is now managing Peggy Lee. . . . Tito Rivera and the Havana Mambo Orchestra, starring ex-Kenton trumpeter, Chico Alvarez, have inked with Secco. Rivera's crew is playing off-nights at several Hollywood

bistros. The Howard King agency is booking the band. . . . Charley Alpert, manager of the Bell Sisters, is shopping for a booking agency affiliation to route the Victor harmony duo when they start their personals in June. Kids are in grade school till then.

Philadelphia

Clem Horton's Las Vegas Orchestra gets a half-hour Tuesday night midnight remote via WCAU from the stand of the La Casa Llana Ballroom. . . . Tommy Purcell takes over the dancing chores at the Hotel Warwick. . . . Local 77, American Federation of Musicians, is mulling over the idea of setting up a five-day week at the local niteries, as in Chicago, in order to curb the prevailing under-scale working practices in many of the late spots. . . . The Variety Boys, featuring Jimmy Brown, appearing at Club 13, cut their "Wanted" novelty, with Terry Adrian handling the recitation, for the local Oscar record label. . . . Bobby Roberts is already set for a third summer season at the Round-the-World Room of the President Hotel in Atlantic City, with a pre-season warmer-upper taking in the Easter week as well.

New LP Firm Entering Field

NEW YORK, April 5. — The list of low-priced LP diskeries continues to grow, with the bow of the Plymouth label headed by Jack Meyerson, former general sales manager for Remington and president of Musicraft. The new label is entering the market with a release of 50 long-playing albums of classical music. Retail prices are set at \$1.49 for a 10-inch disk and \$1.89 for a 12-inch disk.

The Plymouth line will be merchandised directly to dealers on an exclusive, one-per-market franchise. A full 40 per cent discount and a 100 per cent return privilege are being offered. Disks will be packaged in multi-color, hard-cover jackets. According to Meyerson, the label will release an additional 20 records each succeeding month.

The first release consists of classical masters which have been available on other labels. Meyerson stated that the firm will continue to buy or lease classical masters from any and all labels. The diskery is offering co-op advertising to dealers carrying the line and is pressing all disks on a vinyl-type record considered unbreakable.

Watch for . . . "SMOKEY THE BEAR" HILL and RANGE SONGS, INC. BEVERLY HILLS, CALIF.

I'LL SING TO YOU Recorded by: DON CHERRY . . . . . DECCA TONY BAVAAR . . . . . RCA VICTOR JIMMY YOUNG . . . . . COMMODORE J. J. Robbins & Sons, Inc. 1619 Broadway, New York, N. Y.

"I NEVER KNEW I CARED SO MUCH" RUTH CASEY . . . CADILLAC David Weingarten Music Corp. 164 Alex St., Bridgeport 7, Conn.



Sensational  
Song  
Stylist... with 2  
Smash  
Sides...



# TRUDY RICHARDS

## • The Billboard Picks

I DON'T MIND ..... Trudy Richards ..... Decca 28084  
Miss Richards is teamed with herself (via dubbing) and a driving George Barnes group for a rutticking performance which should step out. (April 5th issue)

# 'I DON'T MIND'

featuring GEORGE BARNES  
at the Guitar

DECCA 28084 (78 RPM)  
9-28084 (45 RPM)

# 'I NEVER LOVED ANYONE BUT YOU'

also recorded by  
JOE MEDLIN  
DECCA 48283



*America's Fastest Selling Records*



## POTENT DRAW

## Draper's Long Nitery Stand Nets TV Seg

HOLLYWOOD, April 5.—Rusty Draper, new Mercury warbler whose rendition of "Just Because" was picked by The Billboard recently, has a bistro location record that's hard to beat. The 27-year-old ex-Kirkville, Mo., h.b. is in his seventh year at the Rumpus Room, San Francisco, for op Hermie King. Spot has drawn from 100 to 300 capacity since he started. Because of his draw locally, Draper has just started his own sponsored weekly TV seg over KGO-TV, San Francisco, on Sunday nights.

Draper started in the San Francisco territory at \$86 per week and now is making close to \$600 weekly.

Draper was interested in show business by his uncle, Cy Perkins, who created the "Uncle Ezra" characterization on the National Barn Dance, WLS, Chicago, and who has since retired. Draper is managed by Tony Valerio, who heads up Melody Sales, the Mercury San Francisco distributor. He is under contract at the Rumpus Room until December 31 when he completes seven and a half years at the spot. The guitar passages on his first Mercury pairing are by Draper himself.

## Libby Holman P.A.'s in Italy

ROME, April 5.—Accaimed last year by Italy's ordinarily staid critics as the "greatest blues singer of all time," American song star Libby Holman is back here making another tour that will carry her thru Turin, Milan, Florence, Bologna and Rome. Last year Miss Holman played to sellout audiences.

The "Moanin' Low" star opened at the Carinagni Theater in Turin recently, then moved to the famous Piccolo Theater in Milan for a one-night stand on Thursday (20). Wednesday (26) she opened for a one-night concert in Florence. From the Tuscany capital, Miss Holman went to Bologna, where she appeared at the Sala Moza on the 29th. The warbler ended her Italian tour with a concert at the Eliseo Theater in Rome on April 3.

Walter (Bud) Williams, Miss Holman's manager, told The Billboard the songstress is skedded to give two concerts at the Athenee in Paris on April 17 and 24, following which she will make a number of p.-a.'s in Switzerland. Gerald Cook is accompanying Miss Holman at the piano.

## Rev. Connor, Song Writer

WEST NEW YORK, N. J., April 5.—The death of the Rev. Joseph P. Connor Monday (31) brought to a close a career of outstanding songwriting as well as churchwork. He was 56. In addition to composing church music and movie scores, Father Connor wrote such pop songs as "By a Waterfall," "When I Take My Sugar to Tea," "The Far Green Hills of Home," "Love Sends a Little Gift of Roses," and "Honeymoon Lane." His pop tunes were published under the pseudonyms, "Pierre Norman" and "John Openshaw." Father Connor was born in Kingston, Pa.

## Colosseum to Get Italian Opera Disks

NEW YORK, April 5.—Colosseum Records, indie LP diskery, has signed an agreement with Istituto Fonografico Italiano, in Milan, for Italian opera recordings. According to Bruno Ronty, head of the diskery, IFI will produce two opera disks per month for Colosseum, using singers and musicians from the leading Milan opera companies.

Colosseum states it has already received from the Italian firm four complete opera recordings, which will be released in April and May. The diskery has also made new arrangements for symphonic platters for release here, with the Searlatti orchestra in Naples.

## LETTER FROM AN OBOEIST

NEW YORK, April 5.—Columbia Records' Masterworks Division mailed to dealers and distributors a letter from Mitch Miller about the diskery's newly acquired Metropolitan opera star, George London. Letter is addressed, "Say, man—" and reads, in part, as follows:

"It may be a little out of order for the head of the pop a.&r. to go around flipping over a Masterworks artist. I, as a man who plays a classic oboe now and then, keep in touch with these things, and man, if you want notices, he's got them. But more than that, he's got a voice. And such a voice! In a kind of flippant way, you could say he's the Johnnie Ray of the Met. Take my advice and catch this London now—you'll be glad you did."

Letter is signed: Mitch Miller, Oboe (Will Travel)."

## Tries Again for Distrib Assn.

NEW YORK, April 5.—A new attempt at forming a national distributors association started last week, when Jack Bergman, of Tempo Distributors here, acting for a temporary organizing committee that was appointed at the Music Convention last July, sent out a letter to distributors to meet to incorporate such an association. The temporary organizing committee consists of six distributor members including Bergman. The letter went to key distributors from coast to coast.

The letter stated, in part, "at the Music Convention last July, a meeting was held by about 30 of the country's leading distributors . . . a decision was made to form an organization known as the National Record Distributors Association. There is a definite need in our industry for such an association, whose purpose would be to foster our common interests, reform abuses. . . . Only thru an association can we hope to bring any degree of stability to our industry."

## Key Problems

According to the letter, the key problems which distributors need an organization for are: "Stop manufacturers from changing distributors without first taking back all inventory held by the jobber losing the line; exchange credit info on indie labels; arrange for distributors of the same labels to swap overstocks; a code of fair practices for the industry; stop transshipping to other territories; stop payolas to disk jockeys; co-operative programs with national juke box operator groups."

The letter called for distributors to join as charter members for \$50 to pay for incorporation expense, and which will be credited toward their dues. Proposed by-laws are to be sent to all who join for their approval, and recommendations. The first meeting of the NRDA is intended to be held at the Music Convention here this summer.

## Coral Issues New Singles

NEW YORK, April 5.—Coral Records is rushing out the first release of single disks from the Signature masters recently acquired. Diskery is making a special release of five singles on the Coral label and four jazz singles on the Brunswick label.

Coral platters will be "Hi Ho Trailus Boot Whip" and "Key Largo," by Anita O'Day; "Happy Birthday to You" and "Sweet Sue," by Johnny Long ork; "Oh, Marie" and "Judy," by Alan Dale; "Darktown Strutters' Ball," by Connie Haines and Alan Dale, coupled with "You Made Me Love You," by Connie Haines, and "Espanharlem" and "Harlem Nocturne," by the Ray Bloch ork.

Brunswick releases will be "Stumbling" and "When I Grow Too Old to Dream," by the Yank Lawson combo; "A Melody From the Sky" and "Stompin' at the Savoy," by the Flip Phillips Flip-tet; "I'll Remember April" and "Street of Dreams," by the Johnny Bothwell ork, and "I Got It Bad" and "Spang," by the Ben Webster combo.

## Tops Going to Standards Via Name Artists

HOLLYWOOD, April 5.—Tops Music Enterprises, which has been putting out two hit songs on a 10-inch platter for 49 cents retail for several years, is now going into standard releases by name artists and also increased LP releasing. Move by Tops is predicated on the purchase of a number of masters from the now defunct Black & White diskery (The Billboard, January 12).

Carl Doshay and Sam Dickerson, of Tops, have released 10 disks during the first month, but will release from four to six standard disks monthly from now on. Artists on the first release included Joe Venuti, John Laurenz, Al Sack and Henry King. They will subsequently issue masters by Lena Horne, Ella Logan and Jan Garber. LP releases will run the gamut from waltzes to mamboes. The standard releases will be on 78 and 45 r.p.m. and will retail for 49 cents, while the 10-inch LP line will go for 98 cents. Tops intends to set up headquarters in Chicago to supplement offices here and in New York.

Vogue Records has been started here by ex-orkster Johnny Anz and Frank Harper, local businessman. Bob Stephens, veteran a.&r. man with Decca before his retirement several years ago, has returned to the business to handle artist cutting. Firm will have a general catalog, with first sides cut by the Joe Rotundi Trio, Joe Yuki and a group of the original Dorsey brothers' sidemen, and the Rhythm Riders, a new musical group in the Western field, which will get a Republic film build-up. The firm has received the okay of the American Federation of Musicians to use the name, Vogue, which formerly was used by Tom Saffedy, Detroit manufacturer who put out the picture label. Lou Chudd, of Imperial, will handle distribution of the new pop label. Chudd intends to set distributing deals on the line with most of his Imperial distrib points.

## Les Paul Splits Disk-Date Sked

CHICAGO, April 5.—Les Paul and Mary Ford, who have been racking up sensational sales with their Capitol waxings during the past year, will divide their schedule between location, theater and club dates and recording sessions on an approximate 50-50 basis for the balance of 1952. Majority of the recordings will be cut at the home Paul recently purchased in Stroudsburg, Pa., which has now been equipped with \$15,000 worth of diskery equipment.

Recording and personal appearance schedule has now been completed thru August, with the following dates penciled in: April 3, Casino Theater, Toronto; April 12, Loew's Theater, Cleveland; April 25, Loew's Providence, Providence, R. I.; May 2, Loew's, Pittsburgh; several one-nighters at Coney Island, Cincinnati, following the Pittsburgh booking; May 12-27, recording at Stroudsburg; May 28, Perry Como TV show; May 31, Ken Murray TV show; 10 days off for recording; June 12, Fox Theater, Detroit, for one week, then recording sessions thru July 19; July 20, Steel Pier, Atlantic City; August 1, Chicago Theater, Chicago, balance of the month, recording. Team is tentatively scheduled to play a week in Honolulu in September, but may have to cancel out if transportation cannot be arranged so as to allow for other dates now being set.

Gray Gordon, who takes over as the team's personal manager starting Monday (31) left Chicago yesterday and will spend the week-end in Stroudsburg, then go into New York Monday to set up headquarters in that city.

## Gandy Dancer Ball Already Sold Out

NEW YORK, April 5.—The Gandy Dancer's Ball, April 11 clambake sponsored by deejay Martin Block and featuring Frankie Laine and the Billy May ork, was completely sold out by Tuesday (1). The Manhattan Center, where the ball will be held, can take 4,000 persons, and admission charge was set at \$1.50 each.

## "FIRST TIME" IN LONG TIME

NEW YORK, April 5.—The Irving Berlin pubbery is currently setting disks on the first pop ditty penned by Berlin in a long time. Tune is called "For the Very First Time."

In recent years, Berlin has confined his pennings to show and movie scores. The instances in which he has written a song for the pop market have become increasingly rare.

## Talk Rife Re ASCAP Prexy

NEW YORK, April 5.—The upcoming elections for the presidency of the American Society of Composers, Authors and Publishers continued to be the subject of much speculative talk among the Society's members this week, though neither the pubbers nor the writers have yet met in caucus to plan their campaigns. Virtually eliminated from consideration is the current president, Otto Harbach, who cannot succeed himself under present ASCAP procedure.

Until four years ago the president of ASCAP could be re-elected for an indefinite number of one-year terms. During the regime of Deems Taylor, the Society passed a resolution to the effect that the president can only be re-elected once, limiting the tenure of office to two years. At the end of that term, Taylor had to step down (in compliance with the resolution in ASCAP's minutes) and Fred Ahlert was elected to the presidency. Two years ago, Harbach was elected.

## General Manager?

Meanwhile, ASCAPers in both the pubber and writer groups were talking up the as yet unofficial proposal to hire a general manager. Tho the accomplishment of such a move is considered to be a long way off, some of the Society's key members are quietly seeking possible candidates for the position. One qualification is generally agreed upon by advocates of the re-establishment of a general managership—the man should be in his 40's, so that, if hired, he can be expected to guide ASCAP for 15 or 20 years.

## First Round To Metopera

NEW YORK, April 5.—The action against Wagner Nichols Recorder Corporation for making off-the-air recordings of broadcasts of the Metropolitan Opera re-appeared last week when New York Supreme Court Justice Benjamin Schreiber granted a motion by the plaintiffs for a summary judgment because Wagner Nichols failed to answer their complaint. The three plaintiffs are the Metopera, American Broadcasting Company and Columbia Records Inc., which has a contract for recording operas performed by the Metopera Company.

The plaintiffs had sought an order to assess damages due them under a ruling made last year by Justice Henry Clay Greenberg. Judge Greenberg had ruled that the off-the-air recordings were illegal, and had issued a preliminary injunction against Wagner Nichols.

Judge Schreiber said, however, that if Wagner Nichols gives a "meritorious defense" of its failure to answer the action, he would wipe out the summary judgment, which would allow the issue of damages to go to trial.

## Benecke to Start One-Nighter Tour

NEW YORK, April 5.—Following its appearance on the "Songs for Sale" TV show (5), the Tex Benecke ork embarks on a series of 18 one-nighters in West Virginia, Ohio, Pennsylvania, Connecticut and New York.

The tour ends with a three-week stay at the Meadowbrook in Cedar Grove, N. J.

## NAMM Picks Group to Run Trade Show

NEW YORK, April 5.—The National Association of Music Merchants has set up a committee of nine local members to handle the convention and trade show which opens here on July 28. Chairman of the group is Al S. Zeisler, vice-president of Krakauer Brothers. The rest of the committee is as follows: P. R. Bowers, Rudolph Wurlitzer Company; Frank H. Connor, Carl Fischer, Inc.; Charles W. Paul, Charles W. Paul Company; Clarence M. Pettit, William Knabe & Company; William R. Steinway, Steinway & Sons; Harry J. Sohmer, Sohmer & Company; Percy H. Temlett, Campbell-Temlett Piano Company, and John A. Weser, Weser Piano Company.

The schedule of events for the convention includes the opening luncheon and business sessions on July 28; the annual meeting, business session and ladies' luncheon on July 29; sheet music forum on July 30, and music industry banquet on July 31.

## 3-Web Salute For Anderson

NEW YORK, April 5.—Pubber Sid Mills is giving composer Leroy Anderson one of the most sustained build-ups ever accorded a cleffer. On March 3, Mills and Don Marcott, National Broadcasting Company Chicago program exec, arranged a half-hour salute to Anderson. This was broadcast over the web and repeated a few days later over stations which could not carry the original broadcast. Today, salutes to Anderson are being carried by the National Broadcasting Company, the Columbia Broadcasting System and Mutual. Mills estimates Anderson tunes will get a total of 30 performances today alone.

The CBS airer is scheduled to emanate from KMOX, St. Louis. Program will be aired from 3:15-3:30 p.m., and was arranged with the co-operation of musical director Stan Daugherty and program director Mark Russell.

WNBC, NBC flagship, will carry a Leroy Anderson program today at 2:30-45 p.m. Bobby Sherwood, Mutual disk jockey, also airs a Leroy Anderson show today at 3:30-4 p.m.

Tomorrow, the Sammy Kaye program over WJZ will play Anderson's Blue Tango, currently high in the best-seller lists.

Mills is arranging a number of other Anderson salutes from key cities across the continent.

## Victor Quarter 5% Over Xmas

NEW YORK, April 5.—RCA Victor's royalty statements to publishers for the quarter ended February 29 were approximately 5 per cent ahead of the previous quarter. The previous quarter, it is pointed out, included the Christmas season—and therefore the current statement is considered a good one.

The current quarter's statement is approximately 18 per cent below the corresponding quarter last year. Last year, it will be recalled, Victor's statement reflected sales of a number of exceptionally big sellers, such as "I" and "Be My Love."

## Expansion Set By Levington

CHICAGO, April 5.—Archie Levington, head of Alton and Midway music publishing firms here, is readying a heavy expansion move, with concentration in the Western and country music field. Cliff Parman, who has been associated with Levington in Chicago, will move permanently to Nashville and open up offices for the firm in that city.

At present Levington is one of the largest Chicago-headquartered publishers. His current plug tune is "Wishin'."



Ring around the "Rosie"  
 a-Pocket full of Profits

with

**ROSEMARY**

**CLOONEY**

SINGING . . .



**'Half as  
 Much'**

and . . .  
**POOR WHIP-POOR-WILL**  
 (Move Over, Move Over)  
 39710 (78 rpm)      4-39710 (45 rpm)

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 FOR MUSIC THAT SENDS 'EM—TO YOU!

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from the M-G-M film

# Singin' in the Rain

## EDDY HOWARD



# SINGIN' IN THE RAIN

backed with

# ALL I DO IS DREAM OF YOU



MERCURY No. 5832

## THE BILLBOARD Music Popularity Charts

For Reviews and Ratings of Radio and TV Shows See The Billboard Radio-TV Show Charts (Radio Section).

### HONOR ROLL OF HITS

#### The Nation's Top Tunes

The nation's 10-top tunes, THE HONOR ROLL OF HITS, is determined by a scientific tabulation of various degrees of each song's popularity as measured by survey features of The Billboard's Popularity Chart based on reports received April 2, 3, and 4.

Last Week

This Week

#### 1. 1. Wheel of Fortune

By Benny Benjamin and George Weiss—Published by Laurel (ASCAP)

RECORDS AVAILABLE: Bell Sisters-H. Rene, V 20-4520; Cardinals, Atlantic 958; F. Carle, V 20-4540; A. Costello-W. Scott, Crescendo C-104; Four Flames, Specialty 423; J. Hartman, V 20-4349; H. Humes, Dec 48260; S. Kaye, Col 39667; E. Light Ork, Prom 1010; K. Mah, Remington R-25024; S. McDonald, Cap 1993; A. Frysock, Dec 27967; J. Scott, Coral 60650; K. Starr, Cap 1964; T. Thomson, King 1051; D. Washington, Mercury 8267; B. Wynne, Mercury 5779; E. Wilcox-S. Gale, Derby 787; B. Williams, MGM 11172.

ELECTRICAL TRANSCRIPTION LIBRARIES: Dave Terry, Associated.

#### 2. 2. Blue Tango

By Leroy Anderson—Published by Mills Music (ASCAP)

RECORDS AVAILABLE: L. Anderson, Dec 27975; L. Baxter, Cap 1966; F. Carle, V 20-4541; X. Cugat, Mercury 5817; D. Hayman, Mercury 5790; G. Lombardo, Dec 28031; J. Thomas, Mercury 8268; H. Winterhalter, V 20-4518.

ELECTRICAL TRANSCRIPTION LIBRARIES: Julian Gould, Lang-Worth; Dave Terry, Associated.

#### 3. 3. Any Time

By Herbert Happy Lawson—Published by Hill &amp; Range (BMI)

RECORDS AVAILABLE: E. Arnold, V 20-2700; F. Carle, V 20-4538; E. Fisher & H. Winterhalter, V 20-4359; A. Halley, Mercury 6099; D. Haines, Dec 24506; Lee & Trio, Intro 6006; H. O'Connell, Cap 1895; S. Oliver, 27972.

ELECTRICAL TRANSCRIPTION LIBRARIES: Slim Bryant and Wild Cats, Thesaurus; Spade Cooley, Standard; Lenny Herman, Lang-Worth; Alan Holmes, Associated.

#### 4. 4. Cry

By Churchill Kohlman—Published by Mellow (BMI)

RECORDS AVAILABLE: E. Barten, Coral 60592; R. Casey, Cadillac 103; P. Chapman, Dec 27857; B. Farrell, MGM 11113; Four Knights, Cap 1875; S. Franklin, International 101; G. Gibbs, Mercury 5749; J. Gray, Dec 27966; (Little) D. Hightower, Dec 48254; A. Holmes, King 15145; Lip Tres Diamantes, V 23-5626; V. Lynn London 1169; B. McLaurin, Derby 785; J. Ray, Okeh 6840; C. Singleton, Atlas 1003; C. Taylor, Mercury 8262; J. Valli & H. Winterhalter, V 20-4388; B. Williams, V 20-4406.

ELECTRICAL TRANSCRIPTION LIBRARIES: Dolly Dawn, Thesaurus; Jerry Gray, Standard; Glenn Osner, Associated.

#### 6. 5. Blacksmith Blues

By Jack Holmes—Published by Hill &amp; Range (BMI)

RECORDS AVAILABLE: E. Britt, V 20-4532; B. Darnell, Dec 27968; T. Harper-H. James Ork, Col 39671; L. McAuliffe, Col 20907; E. M. Morse, Cap 1922; A. Mooney, MGM 11171; S. Oliver Ork, Dec 27972.

ELECTRICAL TRANSCRIPTION LIBRARIES: Julian Gould, Lang-Worth.

#### 5. 6. Tell Me Why

By Al Alberts and Marty Gold—Published by Signet Music Co. (BMI)

RECORDS AVAILABLE: H. Bailey, Coral 60625; F. Carle, V 20-4538; E. Fisher & H. Winterhalter, V 20-4444; Four Aces-A. Alberts, Dec 27860; Four Tunes, V 20-4427; T. Glenn, Royal Root 543; N. Kaye, Cap 7779; R. Lee & G. Martin, Dec 27926; R. Martner, Mercury 5767; S. McDonald, Cap 1967; Swallows, King 4515; D. Washington, Mercury 8267.

ELECTRICAL TRANSCRIPTION LIBRARIES: George Siravo, Associated.

#### 7. 7. Please, Mr. Sun

By Ray Getzow and Sid Frank—Published by Weiss and Barry, Inc. (BMI)

RECORDS AVAILABLE: G. Auld, Coral 60647; L. Baxter, Cap 1966; F. Carle, V 20-4539; P. Como, V 20-4453; T. Edwards, MGM 11134; L. Hope, Aladdin 3128; B. Kewey, Dec 27946; E. Light Ork, Prom 1009; J. Ray, Col 39636; J. Raymond, Remington R-25023.

ELECTRICAL TRANSCRIPTION LIBRARIES: Chuck Foster, Lang-Worth; Jo Ann Greer, Standard; George Siravo, Associated.

#### 10. 8. Guy Is a Guy

By Oscar Brand—Published by Ludlow (BMI)

RECORDS AVAILABLE: Doris Day, Col 39673; E. Fitzgerald, Dec 28049.

#### 8. 9. Little White Cloud That Cried

By Johnny Ray—Published by Larry Spier (ASCAP)

RECORDS AVAILABLE: L. Dinning, Cap 1892; T. Glenn, Royal Root 543; M. Lauer, Mercury 5761; R. Lee, Dec 27893; J. Ray-Okeh 6840.

ELECTRICAL TRANSCRIPTION LIBRARIES: George Bassman, Associated; Dolly Dawn, Thesaurus.

#### 8. 10. Slow Poke

By Pee Wee King, Redd Stewart and Shelton Price—Published by Ridgeway (BMI)

RECORDS AVAILABLE: R. Flanagan, V 20-4373; A. Goffrey-Chordettes, Columbia 39362; J. Gordy Sextette-J. Shock, Bullet 1099; H. Haskins, King 998; Tiny Hill, Mercury 5740; Pee Wee King, V 21-0459; R. Lee, Dec 27792; A. Mooney, MGM 11135; H. O'Connell, Cap 1837; J. Watson, Rich-R-Tone 1025; B. Villa, Ideal 710; B. Villa & Rosita & Laura, Ideal 696.

ELECTRICAL TRANSCRIPTION LIBRARIES: Spade Cooley, Standard; Pee Wee King, Standard; Vincent Lopez Ork Thesaurus; Glenn Osner, Associated.

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## TOP SELLERS--POPULAR

	QUANTITY			QUANTITY	
	78	45		78	45
"WHEEL OF FORTUNE," "I WANNA LOVE YOU" Kay Starr	1964		"MOONLIGHT SAVING TIME," "THERE ARE SUCH THINGS" Ray Anthony	2002	
"THE BLACKSMITH BLUES," "LOVE ME OR LEAVE ME" Ella Mae Morse	1922		"WON'T YOU SURRENDER," "PRETTY AS A PICTURE" Dean Martin	2001	
"TRY," "PASS THE UDDER UDDER" Stan Freberg	2029		"YOU WILL NEVER GROW OLD," "YOU WEREN'T THERE" Nat "King" Cole	1968	
"WASHINGTON AND LEE SWING," "YES, SIR, THAT'S MY BABY" Jerry Shard	2021		"HERRING BOATS," "SIN" Mickey Katz	1961	
"AT LAST," "I'LL SEE YOU IN MY DREAMS" Ray Anthony	1912		"GOD'S LITTLE CANDLES," "WONDERING" Jeanne Gayle	2018	
"BLUE TANGO," "PLEASE, MR. SUN" Les Baxter	1966		"EGGBERT, THE EASTER EGG," "BENNY THE BOB TAILED BUNNY" Gisele MacKenzie	1997	
"YES," "MAMBO RHAPSODY" Stan Kenton	2020		"UNFORGETTABLE," "MY FIRST AND MY LAST LOVE" Nat "King" Cole	1808	
"TIGER RAG," "IT'S A LONESOME OLD TOWN" Les Paul and Mary Ford	1920		"WISHIN' " "GOODBYE, SWEETHEART" Gisele MacKenzie	1983	
"MISTAKES," "PERFIDIA" Ben Light	2023		"TENNESSEE SATURDAY NIGHT," "SENSATIONAL" Ella Mae-Morse	1903	
"HAMBONE," "THE CANDY DANCERS' BALL" Tennessee Ernie	2017		"I HEAR A RHAPSODY," "FOR DANCERS ONLY" Ray Anthony	1973	
"I'LL WALK ALONE," "WITH A SONG IN MY HEART" Jane Froman	2044		"FESTIVAL," "INVITATION" Les Baxter	2005	
"EASTER SUNDAY MORNING," "SUMMER IS A-COMIN' IN" Nat "King" Cole	1994		"ROCK CITY BOOGIE," "STREAMLINED CANNON BALL" Tennessee Ernie and The Dinning Sisters	1911	
"LET OLD MOTHER NATURE HAVE HER WAY," "GIVE ME MORE, MORE, MORE" Margaret Whiting and Jimmy Wakely	1965		"TRY ME ONE MORE TIME," "FOGGY RIVER" Margaret Whiting	1984	
"NOODLIN' RAG," "YES! YES! YES! YES!" Joe "Fingers" Carr	2009		"COME WHAT MAY," "BABY, WE'RE REALLY IN LOVE" Helen O'Connell	1944	
"ALWAYS," "THERE IS NO GREATER LOVE" Billy May	1995		"MOONLIGHT IN VERMONT," "MY IDEAL" Margaret Whiting	1671	
"BE ANYTHING," "RIGHT OR WRONG" Helen O'Connell	2011				

## TOP COUNTRY and HILLBILLY

	78		45			78		45	
"THE WILD SIDE OF LIFE," "CRYIN' IN THE DEEP BLUE SEA" Hank Thompson	1942				"CRY, CRY, CRY," "I'M SINKIN' IN A HOLE" Boots Faye and Idaho Call	2027			
"SATISFIED," "HIDE ME, ROCK OF AGES" Martha Carson	1900				"BE MY LIFE'S COMPANION," "TELL ME WHY" Skeets McDonald	1967			
"KINFOLKS IN CAROLINA," "RAINY DAY FEELIN'" Merle Travis	2014				"DIESEL SMOKE, DANGEROUS CURVES," "ALMANAC SONG" Billy Strange	2032			
"WORDS," "I'M MISSIN' LOTS OF LOVIN'" Terry Preston	2024				"VICIOUS LIES," "ALONE WITHOUT YOU" Carl Butler	1996			
"TEN TO ONE I LOVE YOU," "I'VE GOT NEWS FOR YOU" Rod Morris	2022				"TEARDROPS AND TEA LEAVES," "I'LL BE YOUR SWEETHEART" Hank Thompson	1870			
"IT'S OUR GOODBYE," "WOMEN, BEWARE" Jimmie Skinner	2007				"LET YOUR PENDULUM SWING," "MEAN, MEAN WOMAN" Roy Hogsed	1987			
"C-JAM BLUES," "DID THE MAN IN THE MOON COME FROM TEXAS?" Ole Rasmussen	2015				"GOODBYE, LITTLE GIRL," "LOVE SONG OF THE WATERFALL" Jimmy Wakely	2028			

## TOMORROW'S HITS—TODAY

	78	45
"TATTLE TALE," "ANYTHING THAT'S PART OF YOU" Bob Eberly	2036	
"TWO LITTLE KISSES," "WHO'S EXCITED?" Jan Garber and The Lancers	2033	
"THE LITTLE BROWN GAL," "WHATSA MALLA U" Dinning Sisters	2004	
"DELICADO," "BAGS AND BAGGAGE" Stan Kenton	2040	
"HOW CAN I LIE TO MY HEART," "TEARS IN YOUR EYES" Jack Hunt	2003	
"TATTLE TALE TEARS," "HAVE I WAITED TOO LONG?" Faron Young	2039	
"NORTH," "CHINA BOY" Pete Daily	2041	
"GOODY GOODY," "IT'S BEEN SO LONG" Jeanne Gayle and Bob Crosby	2037	
"THERE SHALL BE SHOWERS OF BLESSINGS," "THE LETTER EDGED IN BLACK" Tex Ritter and The Oklahoma Sweethearts	2034	
"THE FAR LANDS," "LAST NIGHT" Voices of Walter Schumann	2030	

## NEW RELEASES

	78	45
"TWO LITTLE KISSES," "WHO'S EXCITED?" Jan Garber and The Lancers	2033	
"DELICADO," "BAGS AND BAGGAGE" Stan Kenton	2040	
"I'LL WALK ALONE," "WITH A SONG IN MY HEART" Jane Froman	2044	
"I LOVE TO HEAR A CHOO CHOO TRAIN," "TO BE LOVED BY YOU" Clyde McCoy	2045	
"I'M A SCHLEMEIL OF FORTUNE," "THE LITTLE WHITE KNISH THAT CRIED" Mickey Katz	2046	
"NO OTHER GIRL FOR ME," "IF SOMEONE HAD TOLD ME" Gordon MacRae	2047	
"LORD BLESS HIS SOUL," "MORRIS" Mel Blanc	2048	
"WRONG," "I CAN'T STOP LOVING YOU" Ann Gibson	2049	
"COME AROUND TO ME," "YOU BETTER CHANGE YOUR WAYS" Gene O'Quin	2050	
"WARM, WARM KISSES," "SUSPENSE" Jimmy Lee	2051	
"DOODLIN'," "THANKS FOR LOVING ME" Joe Allison	2052	

*There's Action*  
-IN THE BOXES!  
-ON THE COUNTER!

**BOB EBERLY**

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Performed with warmth and fervor, her glorious voice was never more beautiful . . . a singing symbol of her resplendent life.  
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	QUANTITY		
	45	78	33 1/3
"WITH A SONG IN MY HEART" Jane Froman	309		
"LEGEND OF THE SUN VIRGIN" Yma Sumac	299		
"HOUSEPARTY HOP" Ray Anthony	292		
"THE PALMS," "CHRIST THE LORD IS RISEN TODAY" The Voices of Walter Schumann	314		x
"TODAY'S TOP HITS, VOLUME IV" 7 Top Artists	9105	x	x
"BOB CROSBY AND HIS BOBCATS" Bob Crosby	293		x
"THE NEW SOUND! VOLUME II" Les Paul and Mary Ford	286		
"AN AMERICAN IN PARIS" Paul Whiteman	301		x
"RHAPSODY IN BLUE" Paul Whiteman, Leonard Pennario	302		x
"RHAPSODY IN BLUE," "AN AMERICAN IN PARIS" Paul Whiteman, Leonard Pennario	303	x	x
"VOICE OF THE XTABAY" Yma Sumac	244		
"HONKY TONK PIANO" Marvin Ash, Lou Busch, Ray Turner	187		
"TODAY'S TOP HITS, VOLUME I" 8 Top Artists	9101	x	x

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# THE BILLBOARD Music Popularity Charts

For Reviews and Ratings of Radio and TV Shows See The Billboard For Reviews and Ratings of Radio Section.

## Records Most Played by Disk Jockeys

... Based on reports received April 2, 3 and 4

Records listed here in numerical order are played over the greatest number of record shows. List is based on replies from weekly survey among disk jockeys throughout the country. Unless shown in this chart, other available records or tunes listed here will be found in the Honor Roll of Hits, Music Popularity Chart, Part 1. (F) Indicates tune is from a film; (M) indicates tune is from a legit musical.

POSITION	Weeks   Last   This	Tune	Artist	Label
to date	to date	to date		
8	1	1.	WHEEL OF FORTUNE	K. Starr
				Cap(78)1964; (45)F-1964—ASCAP
10	2	2.	BLUE TANGO	L. Anderson
				Dec(78)27875; (45)9-27875—ASCAP
9	6	3.	BLACKSMITH BLUES	E. M. Morse
				Cap(78)1922; (45)F-1922—BMI
21	4	4.	CRY	J. Ray
				Okeh(78)6840; (45)4-6840—BMI
4	9	5.	GUY IS A GUY	Doris Day-P. Weston
				Col(78)39673; (45)4-39673—BMI
10	3	6.	AT LAST	R. Anthony
				Cap(78)1912; (45)F-1912—ASCAP
18	4	7.	ANY TIME	E. Fisher-H. Winterhalter
				V(78)20-4359; (45)47-4359—BMI
5	8	8.	BLUE TANGO	H. Winterhalter
				V(78)20-4518; (45)47-4518—ASCAP
3	22	9.	I'LL WALK ALONE	D. Cornell
				Coral(78)60659; (45)9-60659—ASCAP
7	14	10.	WHEEL OF FORTUNE	Bell Sisters
				V(78)20-4520; (45)47-4520—ASCAP
8	7	11.	WHEEL OF FORTUNE	B. Wayne
				Mercury (78)5779; (45)5779X45—ASCAP
18	10	12.	TELL ME WHY	Four Aces-A. Alberts
				Dec(78)27860; (45)9-27860—BMI
5	23	13.	BLUE TANGO	L. Baxter
				Cap(78)1966; (45)F-1966—ASCAP
2	—	14.	FORGIVE ME	E. Fisher-H. Winterhalter
				V(78)20-4574; (45)47-4574—ASCAP
1	—	15.	TRY	S. Freberg
				Cap(78)2029; (45)F-2029
4	18	16.	PITTSBURGH, PENNSYLVANIA	G. Mitchell-M. Miller
				Col(78)39663; (45)4-39663—ASCAP
10	12	17.	PLEASE, MR. SUN	J. Ray
				Col(78)39636; (45)4-39636—BMI
3	—	17.	TENDERLY	R. Clooney
				Col(78)39648; (45)4-39648—ASCAP
14	13	19.	BERMUDA	Bell Sisters
				V(78)20-4422; (45)47-4422—BMI
14	15	20.	TELL ME WHY	E. Fisher-H. Winterhalter
				V(78)20-4427; (45)47-4427—BMI
12	11	21.	(HERE AM I) BROKEN HEARTED	J. Ray
				Col(78)39636; (45)4-39636—ASCAP
5	18	21.	HAMBONE	F. Laine-J. Stafford
				Col(78)39672; (45)4-39672—BMI
2	20	23.	BE ANYTHING (But Be Mine)	E. Howard
				Mercury (78)5815; (45)5815X45—ASCAP
10	17	24.	COME WHAT MAY	P. Page
				Mercury (78)5772; (45)5772X45—ASCAP
5	26	25.	HAMBONE	Bell Sisters-P. Harris
				V(78)20-4584; (45)47-4584—BMI
5	28	26.	PERFIDIA	Four Aces-A. Alberts
				Dec(78)27987; (45)9-27987—ASCAP
2	16	27.	THAT'S THE CHANCE YOU TAKE	E. Fisher-H. Winterhalter
				V(78)20-4574; (45)47-4574—ASCAP
8	—	27.	PLEASE, MR. SUN	P. Como
				V(78)20-4453; (45)47-4453—BMI
6	29	29.	AY-ROUND THE CORNER	J. Stafford
				Col(78)39653; (45)4-39653—ASCAP
4	—	30.	WHEEL OF FORTUNE	E. Wilcox-S. Gale
				Derby(78)787; (45)45-787—ASCAP
1	—	30.	LADY LOVE	V. Monroe
				V(78)20-4611; (45)47-4611—ASCAP

## VOX JOX

By JUNE BUNDY

### Ad Lib Cuttings

Ford Rush Jr., program director of WWSO, Springfield, O., and his frau have a new baby girl. . . . Tom Carney has taken over spinning duties of Harry Case, WORC, Worcester, Mass., while the latter honeymoon with the former Barbara Farnsworth. Jeff Evans, WLDY, Ladysmith, Wis., is so solid with his sponsors that "at times there are sponsors waiting to pick up any open spot that might develop." Reason, he opines, is because he "personalizes each spot, including national accounts, and refuses to accept competitive advertising on the same show for the same days." Norman Hall, program director of WBNL, Boonville, Ind., "would like better service from Capitol and Columbia."

### Gimmix

WPEN, Philadelphia, is sending out giant-sized postal promotions pushing the fact that Bud Breese pulled more than 6,000 listeners to his sponsor's booth at the Home Show when he asked his fans to drop in and say hello. Station blurb says that even tho a 50 cents admission price was on the deal, "two hours before the advertised time, WPEN" listeners started lining up at the booth and asking for Breese—and he had to make a second appearance to meet the demand." John Wisley, WFGM, Fitchburg, Mass., who has been collecting biographies of recording artists for five years, has a new gimmick. Each day he selects a star and traces his career, starting with his first records right up to his latest release. Jim Stewart, WRBL, Columbus, Ga., recently devoted two days of his show to plugging the Red Cross blood mobile, drive, with pint-donators requesting their favorite records. LeRoy Drake, WBNI, Boonville, Ind., sends the kids off to school every morning with a special safety routine of songs and slogans. Gil Henry, KING, Seattle, has started asking his listeners to call and tell him their problems. DeeJay tells other dialers, and does his best to solve troubles. To date he has helped a German war bride send food and clothing to her family in the Russian zone of Germany, obtained work for a disabled veteran and chased out the mice in a lady's kitchen. Henry says the idea has gone over big with his listeners

### Preems

Joe Brandt, KRUX, Phoenix, Ariz., is "now jockeying the Western music from 6 to 8:30 a.m. every morning." Clarence Hamann, WJMR, New Orleans, has another new hour-long show, Monday thru Saturday. Andy Gary's new evening program, "Reviewing Stand," over WNOK, Columbia, S. C., is sponsored by Brown Distribution Company. Bryant Arbuckle, KURV, Edinburg, Tex., is readying a new p.m. disk show, which will be aired from KURV's new annex studios in the new Texan Hotel. Norb Moore replaces Sam Woodall at KXLW, St. Louis, in a "brand new time, 8:15 a.m." Happy Ison, WVOW, Logan, W. Va., is adding sports announcing to his regular deejay duties. Fred Lewis, WJNO, West Palm Beach, Fla., has started a new telephone show, sponsored by Philco and the Grant Furniture Company. Bill Billingsley and Uncle Pete, WADE, Wadesboro, N. C., are co-emceeing a new deejay series, which alternates pop and folk disks, with Billingsley on the pop platters. Michael Joseph, WTNS, Coshocton, O., has added another deejay show (an hour afternoon stint, "Tops in Pops"), which will feature current hits (Continued on page 156)

## Best Selling Sheet Music

... Based on reports received April 2, 3 and 4

Tunes listed are the national best sheet music sellers. List is based on reports received each week from all the nation's sheet music jobbers. Songs are listed according to greatest number of sales; (F) indicates tune is a film; (M) indicates tune is in legit musical; (R) indicates tune is available on records.

POSITION	Weeks   Last   This	Tune	Artist	
to date	to date	to date		
7	1	1.	WHEEL OF FORTUNE (R)	Laurel
13	2	2.	ANY TIME (R)	Hill & Range
22	5	3.	SLOW POKE (R)	Ridgeway
4	7	4.	BLACKSMITH BLUES (R)	Hill & Range
16	4	5.	LITTLE WHITE CLOUD THAT CRIED (R)	Larry Spier
17	6	6.	CRY (R)	Mellow
9	3	7.	PLEASE, MR. SUN (R)	Weiss-Barry
9	8	8.	BE MY LIFE'S COMPANION (R)	E. H. Morris
3	10	9.	PETER COTTONTAIL (R)	Hill & Range
15	9	10.	TELL ME WHY (R)	Signet
4	11	11.	BLUE TANGO (R)	Mills
3	12	12.	GUY IS A GUY (R)	Ludlow
3	13	13.	PITTSBURGH, PENNSYLVANIA (R)	Oxford
3	15	14.	COME WHAT MAY (R)	Shapiro-Bernstein
6	14	15.	TULIPS AND HEATHER (R)	Shapiro-Bernstein

## Songs With Greatest Radio Audiences (ACI)

Tunes listed have the greatest audiences on programs heard on network stations in New York, Chicago and Los Angeles. List is based upon John G. Peatman's Audience Coverage Index. The index is projected upon radio logs made available to Peatman's ACI by the Accurate Reporting Service in New York, Radio Checking Service in Chicago, Radio Checking Service in Los Angeles. Listed are the top 30 (more in the case of ties) tunes alphabetically. This music checked is preponderantly (over 60 per cent) alive.

(F) Indicates tune from a film; (M) indicates tune is from a legitimate musical; (R) indicates tune is available on records. In each instance the licensing agency controlling performance rights on the tune is indicated.

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A Guy Is a Guy (R)	Ludlow—BMI
Any Time (R)	Hill & Range—BMI
A-Round the Corner (R)	Frank Music—ASCAP
Be Anything (But Be Mine) (R)	Shapiro-Bernstein—ASCAP
Be My Life's Companion (R)	E. H. Morris—ASCAP
Blacksmith Blues (R)	Hill & Range—BMI
Blue Tango (R)	Mills—ASCAP
Brokenhearted (R)	De Sylva, Brown, Henderson—ASCAP
Come What May (R)	Shapiro-Bernstein—ASCAP
Cry (R)	Mellow—ASCAP
Did Anyone Call (R)	Harms—ASCAP
Gandy Dancers' Ball (R)	Ditney—ASCAP
Gloria (R)	Life—BMI
Honest and Truly (R)	Feist—ASCAP
How Close (R)	Life—BMI
I Could Write a Book (R)	T. B. Harms—ASCAP
I Hear a Rhapsody (R)	Broadcast Music—BMI
I Talk to the Trees (R) (M)	Chappell—ASCAP
Marshmallow Moon (R)	Famous—ASCAP
Noodlein' Rag (R)	Bregman-Vocco-Conn—ASCAP
Gops (R)	Feist—ASCAP
Perfidia (R)	Peer—BMI
Peter Cottontail (R)	Hill & Range—BMI
Please, Mr. Sun (R)	Weiss-Barry—BMI
Singin' in the Rain (R) (F)	Robbins—ASCAP
Tell Me Why (R)	Signet—BMI
Trust in Me (R)	Advanced—ASCAP
Until (Anema-E-Core) (R)	Leeds—ASCAP
Wheel of Fortune (R)	Laurel—ASCAP
Would You (R)	Robbins—ASCAP

### Top Ten in Television

Any Time (R)	Hill & Range—BMI
Be My Life's Companion (R)	E. H. Morris—ASCAP
Closer You Are (R)	E. H. Morris—ASCAP
Cry (R)	Mellow—ASCAP
I Whistle a Happy Tune (R) (M)	Williamson—ASCAP
Manhattan (R)	E. H. Marks—BMI
Please, Mr. Sun (R)	Weiss-Barry—BMI
Slowpoke (R)	Ridgeway—BMI
Tell Me Why (R)	Signet—BMI
Wheel of Fortune (R)	Laurel—ASCAP

## England's Top Twenty

POSITION	Weeks   Last   This	Tune	English	American
to date	to date	to date		
6	1	1.	UNFORGETTABLE	Bourne Music, Ltd.—Bourne Music
11	2	2.	THERE'S ALWAYS ROOM AT OUR HOUSE	Campbell-Connelly—Santly-Joy
14	4	3.	MISTAKES	Lawrence Wright—Mills Music
4	5	4.	CRY	Francis Day—Mellow
8	3	5.	LITTLE WHITE CLOUD THAT CRIED	Larry Spier, Ltd.—Spier
7	6	6.	SLOWCOACH	Sterling—
4	10	7.	SATURDAY RAG	John Fields—
11	9	8.	DOMINO	Leeds—Pickwick
5	12	9.	I WANNA SAY HELLO	Sterling—Johnstone-Montel
41	7	10.	LOVELIEST NIGHT OF THE YEAR	Francis Day—Robbins
10	8	11.	DOWN YONDER	Feldman—La Salle
12	11	12.	WHY WORRY	MacMelodies—Leeds
4	16	13.	ONLY FOOLS	Sun—
3	20	14.	WE WON'T LIVE IN A CASTLE	Campbell-Connelly—Oxford Music
17	15	15.	SOME ENCHANTED EVENING	Williamson—Williamson
7	19	16.	ROLLIN' STONE	Kassner—Cromwell
17	15	17.	LOVE'S ROUNDABOUT	Cinephonic—
15	14	18.	AT THE END OF THE DAY	Chappell—Chappell
1	—	19.	BE MY LIFE'S COMPANION	Morris—E. H. Morris
27	18	20.	BECAUSE OF YOU	Dash—Broadcast Music

\* Publisher not available as The Billboard goes to press.



# this week on COLUMBIA

**AN EASTER HIT!**  
**ROSEMARY CLOONEY**  
Eggbert, the  
Easter Egg  
Bunny on the Rainbow  
90145-V  
4-90145-V



**COLUMBIA'S No. 1**

**JOHNNIE RAY**  
What's the Use!  
Mountains in the  
Moonlight  
39698 ★ 4-39698



*Mr. Rhythm—America's great singing stylist*

## frankie LAINE

presents two great songs

# "That's How It Goes"

and

# "Snow in Lover's Lane"

78 rpm 39716 • 45 rpm 4-39716

with Paul Weston and his Orchestra  
and the Norman Luboff Choir  
Carl Fischer at the piano

and one to remember... **ONE FOR MY BABY**

LP CL 6200 ★ 78 Set C-287 ★ 45 Set B-287



### OTHER NEW RELEASES

CHAMP BUTLER

**TWO**  
**MEET ME ON THE CORNER**  
78 rpm 39717 ★ 45 rpm 4-39717

VIN BRUCE

**FILLE DE LA VILLE**  
**DANS LA LOUISIANNE**  
78 rpm 20923 ★ 45 rpm 4-20923

THE MARINERS

**ONE LOVE**  
**JEANINE**  
78 rpm 39718 ★ 45 rpm 4-39718

OAKIE JONES

**WARM, WARM KISSES**  
**I'LL BET IT'S CAUSE**  
78 rpm 20926 ★ 45 rpm 4-20926

### your check list—COLUMBIA'S TOP TWELVE

Based on actual sales reports for week ending April 4

**DORIS DAY**

**A Guy Is a Guy**  
**Who, Who, Who**  
78 rpm 39673 ★ 45 rpm 4-39673

**GUY MITCHELL**

**Pittsburgh, Pennsylvania**  
**The Doll With a Sawdust**  
**Heart**  
78 rpm 39663 ★ 45 rpm 4-39663

**JOHNNIE RAY**

**The Little White Cloud**  
**That Cried**  
**Cry**  
Okeh 78 rpm 6840 ★ 45 rpm 4-6840

**TONY BENNETT**

**Sleepless**  
**Somewhere Along the Way**  
78 rpm 39695 ★ 45 rpm 4-39695

**FRANKIE LAINE**

**The Gandy Dancers' Ball**  
**When You're in Love**  
78 rpm 39665 ★ 45 rpm 4-39665

**JO STAFFORD**

**Ay-Round the Corner**  
**Heaven Drops Her**  
**Curtain Down**  
78 rpm 39653 ★ 45 rpm 4-39653

**CHAMP BUTLER**

**Be Anything**  
**When I Look Into Your**  
**Eyes**  
78 rpm 39690 ★ 45 rpm 4-39690

**ROSEMARY CLOONEY**

**Did Anyone Call?**  
**Tenderly**  
78 rpm 39648 ★ 45 rpm 4-39648

**DORIS DAY and**

**GUY MITCHELL**  
**A Little Kiss Goodnight**  
**Gently Johnny**  
78 rpm 39714 ★ 45 rpm 4-39714

**FRANKIE LAINE and**

**JO STAFFORD**  
**Hambone**  
**Let's Have a Party**  
78 rpm 39672 ★ 45 rpm 4-39672

**ARTHUR GODFREY**

**Dance Me Loose**  
**Slow Poke**  
78 rpm 39632 ★ 45 rpm 4-39632

**LES COMPAGNONS DE LA**

**CHANSON**  
**The Three Bells**  
**Whirlwind**  
78 rpm 39657 ★ 45 rpm 4-39657

# COLUMBIA RECORDS

for music that sends them... to you!



# THE BILLBOARD Music Popularity Charts

For Reviews and Ratings of Radio and TV Shows See The Billboard Radio-TV Show Charts (Radio Section).

## Best Selling Pop Singles

... Based on reports received April 2, 3 and 4

Records listed are those selling best in the nation's top volume retail record stores. List is based upon The Billboard's weekly survey among the 1,400 largest dealers, representing every important market area. Survey returns are weighed according to size of market area. Records listed numerically according to greatest sales. The "B" side of each record is also listed.

POSITION	Weeks   Last   This	Record	Artist	Label
	to date   Week   Week			
9	1	1.	WHEEL OF FORTUNE I Wanna Love You	K. Starr Cap(78)1964; (45)F-1964-ASCAP
14	2	2.	BLUE TANGO Belle of the Ball	L. Anderson Dec(78)27875; (45)19-27875-ASCAP
9	3	3.	BLACKSMITH BLUES Love Me Or Leave Me	E. M. Morse Cap(78)1922; (45)F-1922-BMI
21	4	4.	CRY Little White Cloud That Cried	J. Ray Okeh(78)6840; (45)4-6840-BMI
19	4	5.	ANY TIME Never Before	E. Fisher-H. Winterhalter V(78)20-4359; (45)47-4359-BMI
5	6	6.	GUY IS A GUY Who, Who, Who	Doris Day-P. Weston Col(78)39673; (45)4-39673-BMI
4	8	7.	FORGIVE ME That's the Chance You Take	E. Fisher-H. Winterhalter V(78)20-4574; (45)47-4574-ASCAP
5	10	8.	PITTSBURGH, PENNSYLVANIA Doll With the Sawdust Heart	G. Mitchell-M. Miller Col(78)39663; (45)4-39663-ASCAP
12	13	8.	PLEASE, MR. SUN (Here Am I) Broken Hearted	J. Ray Col(78)39636; (45)4-39636-BMI
19	7	10.	TELL ME WHY Garden in the Rain	Four Aces-A. Alberts Dec(78)27860; (45)19-27860-BMI
4	11	11.	I'LL WALK ALONE That's the Chance You Take	D. Cornell Coral(78)60659; (45)19-60659-ASCAP
8	9	12.	PERFIDA You Brought Me Love	Four Aces-A. Alberts Dec(78)27987; (45)19-27987-ASCAP
5	15	13.	BLUE TANGO Gypsy Trail	H. Winterhalter V(78)20-4518; (45)47-4518-ASCAP
15	15	14.	TELL ME WHY Trust in Me	E. Fisher-H. Winterhalter V(78)20-4444; (45)47-4444-BMI
6	24	15.	HAMBONE Let's Have a Party	J. Stafford-F. Laine Col(78)39672; (45)4-39672-BMI
12	17	16.	(Here Am I) BROKEN HEARTED Please, Mr. Sun	J. Ray Col(78)39636; (45)4-39636-ASCAP
9	11	17.	COME WHAT MAY Retreat	P. Page Mercury (78)5772; (45)5772X45-ASCAP
3	25	18.	BE ANYTHING (But Be Mine) She Took	E. Howard Mercury (78)5815; (45)5815X45-ASCAP
15	19	19.	BERMUDA June Night	Bell Sisters-H. Rene Ork V(78)20-4422; (45)47-4422-BMI
2	27	19.	WHISPERING WINDS Love Where Are You Now?	P. Page Mercury (78)5816; (45)5816X45-ASCAP
8	14	21.	WIMOWEH Old Paint	G. Jenkins-Weavers Dec(78)27928; (45)19-27928-BMI
1	-	22.	WHAT'S THE USE Mountains in the Moonlight	J. Ray Col(78)39698; (45)4-39698-ASCAP
9	18	23.	TULIPS AND HEATHER Please, Mr. Sun	P. Como V(78)20-4453; (45)47-4453-ASCAP
4	28	24.	BLUE TANGO Please, Mr. Sun	L. Baxter Cap(78)1966; (45)F-1966-ASCAP
4	22	25.	AT LAST I'll See You in My Dreams	R. Anthony Cap(78)1912; (45)F-1912-ASCAP
2	30	25.	TRY Pass the Udder Udder	S. Freberg Cap(78)2029; (45)F-2029
1	-	25.	THAT'S THE CHANCE YOU TAKE Forgive Me	E. Fisher-H. Winterhalter V(78)20-4574; (45)47-4574-ASCAP
8	20	28.	WHEEL OF FORTUNE If I Had the Heart of a Clown	B. Wayne Mercury (78)5779; (45)5779X45-ASCAP
21	28	29.	LITTLE WHITE CLOUD THAT CRIED	J. Ray Okeh(78)6840; (45)45-6840-ASCAP
3	21	30.	GANDY DANCERS' BALL When You're in Love	F. Laine Col(78)39665; (45)4-39665-ASCAP
2	23	30.	AY-ROUND THE CORNER Heaven Drops Her Curtain Down	J. Stafford Col(78)39653; (45)4-39653-ASCAP

## Best Selling Classical Albums

### Best Selling 33 1/3 R.P.M.

Last Week	This Week	Record	Label
1	1.	Debussy: La Mer; NBC Symphony Ork, A. Toscanini, conductor	V(33)LM-1221
2	2.	Verdi: La Traviata (Complete Opera); L. Albanese, G. Cehanovsky, P. Dennis, J. Garris, R. Merrill, J. Moreland, J. Pearce, M. Stellman, NBC Symphony Ork & Chorus, A. Toscanini, conductor; Wilhousky, director	V (33) LM-6003
4	2.	Puccini: La Boheme; L. Albanese, J. Pearce, A. Toscanini, conductor	V (33) LM-6006
2	4.	Moussorgsky Pictures at the Exhibition; Chicago Symphony Ork, Kubelik, conductor	Mercury (33) MG-50000
-	5.	Rehmaninoff Concerto for Piano & Ork, No. 2; A. Rubinstein, piano; NBC Symphony Ork, V. Golschmann	V (33) LM-1005

### Best Selling 45 R.P.M.

Last Week	This Week	Record	Label
2	1.	Rimsky-Korsakov: Scheherazade; San Francisco Symphony Ork, P. Monteux, conductor	V (45)WDM-920
1	2.	Strauss: Music of Johann Strauss; Minneapolis Symphony Ork, E. Ormandy, conductor	V (45) WDM-262
3	3.	Tchaikovsky: Swan Lake Ballet; St. Louis Symphony Ork, V. Golschmann, conductor	V (45)WDM-1028
5	4.	The Great Caruso; M. Lanza-RCA Victor Ork, C. Callinicos, conductor	V (45)WDM-1506
-	4.	Tchaikovsky: Nutcracker Suite; L. Stokowski	V (45)WDM-1468

## DEALER DOINGS

### Price Cutting

Dealer concern with price cutting shows no sign of abating, and this column is again in receipt of several pertinent comments. The Turntable Record Shop, Columbus, O., reports that 30 per cent off inroads have recently been made there. "If the distributors and manufacturers can't stop it, perhaps dealer pressure of various sorts can," the outlet's note reads. An extremely pessimistic view is expressed by Al Meyer, of Town and Country Music, Westwood, N. J., who writes, "Looks like the end of the LP business for the small dealer. I think that in the end the manufacturers are going to be sorry they didn't control the 'Frankenstein' of the record supermarket." John Pommer, of Pommer's, Troy, N. Y., seconds this view, warning that "if the major companies don't do something about price cutting, stores like ourselves will go out of business, and all the companies will have for retailers will be a lot of 'Johnny-come-latelies' who know nothing about records." Louis Dean, of Dean Records, Hyanisa, Mass., thinks some action is called for. "A dealer buyers' strike may force factory greed to recognize that we, too, have to live," he writes. "Why should dealers be faced with bankruptcy every few years just to keep factory men happy with huge production figures? Hate to do it, but we will only buy enough to try to keep going until this mess is cleaned up."

### Gripes

M. Carter, of Beaverdale Radio, Des Moines, complains, "In Columbia's back order system you can't cancel after five days from the date of order. This is okay on special orders, but what about pop stuff? If they don't ship it to you when it's popular, you have to take it anyway. When they do get a hit, you can never get the records to sell until after the song has hit the top and has started to come down." E. & R. Record Shop, San Antonio, wants to know "why Capitol lets the distributor in this area charge 57 cents for single records, thereby cutting distribution in half?" A. Cecil Hatsen, of the Music Manor, Englewood, N. J., asks, "Where does Capitol get off putting prices on Ray Anthony and Yma Sumac (albums) like in the last releases? I grant the public is gullible, but they won't buy it."

Lenora Montel, former manager of the Music Sales Corporation record department in the New Orleans McCrory store, has been named district supervisor for Music Sales and Paulbrook Corporations. Her territory includes Alabama, Georgia, Tennessee, Texas and Louisiana. There's no business like the record business, writes Lura Carnes Wine, of the Record Shop, Richmond, Ind. "Can anyone tell me where the entertainment dollar can get more value than in records?" No beefs against distributors are forthcoming from Miss Wine, either. Instead, she states, "Most of my distributors are very reasonable in taking care of defective merchandise. Considering the quantity of LP's I handle, I think the percentage of defectives is quite low." Miss Eddy Freehuf, record department manager of Parker Music, Houston, is recovering from a recent operation and is expected back at work soon. Mrs. Stein, owner of the Melody Shop, Galveston, Tex., has purchased a dude ranch in Bandera, Tex. Elite Record Shop, Columbus, O., reports that hillbilly disk sales have increased since a special section of the store has been set aside for the rustic numbers.

## Best Selling Children's Records

... Based on reports received April 2, 3 and 4

Records listed are those selling best in the nation's retail record stores (dealers), according to The Billboard's weekly dealer survey. Records are listed according to greatest sales.

POSITION	Weeks   Last   This	Record	Label
	to date   Week   Week		
5	3	1.	PETER COTTONTAIL (One Record) G. Aury Col(78)MJV-68; (45)MJV-4-68-(33)4-727
37	2	2.	ALICE IN WONDERLAND (One Record) K. Beaumont-E. Wynn V(78)Y-437; (45)WY-437; (33)LY-1
113	1	3.	CINDERELLA (Two Records) I Woods & Others V(78)Y-399; (45)WY-399
46	4	4.	LONE RANGER VOL. 1 (He Becomes the Lone Ranger) (One Record) G. Trendle Dec(78)K-29; (45)1-152
30	5	4.	SNOW WHITE AND THE SEVEN DWARFS (Two Records) Dennis Day V(45)WY-33; (78)Y-33
2	8	6.	EGBERT THE EASTER EGG (One Record) R. Rogers V(78)20-4526; (45)47-4526
29	11	7.	TWEETY'S PUDDY TAT TROUBLE (Two Records) M. Blanc Cap(78)DBX-3102; (45)CBXF-3102
23	11	7.	HOWDY DOODY'S LAUGHING CIRCUS (Two Records) B. Smith V(78)Y-414; (45)WY-414
50	-	7.	PETER AND THE WOLF (Two Records) Sterling Holloway V(78)Y-386; (45)WY-386
28	5	10.	HENERY HAWK (One Record) M. Blanc Cap(78)CAS-3098; (45)CASF-3098
1	-	10.	EGBERT, THE EASTER EGG (One Record) Rosemary Clooney Col(78)MJV-131; (45)MJV-4-131
4	8	12.	SORCERER'S APPRENTICE (Two Records) D. Wilson Cap(78)DBS-3094; (45)CB5F-3094
2	8	12.	HOPPY'S HAPPY BIRTHDAY (One Record) B. Boyd Cap(78)CAS-3114; (45)CASF-3114
72	7	14.	BOZO ON THE FARM (Two Records) P. Colvig-B. May Cap(78)DBX-3076; (45)CBXF-3076
68	-	14.	TWEETY PIE (One Record) M. Blanc-B. May Cap(78)CAS-3074; (45)CASF-3074
1	-	14.	PETER COTTONTAIL (One Record) S. Jones V(78)20-4055; (45)47-4055
50	-	14.	PECOS BILL (Three Records) Roy Rogers-Sons of the Pioneers V(78)Y-389; (45)WY-389

## Best Selling Pop Albums

... Based on reports received April 2, 3 and 4

Because all labels are not issued on all speeds it is difficult to conduct a pop album survey that is statistically accurate. Furthermore, separate inventory systems make it almost impossible for the average large dealer to fill out The Billboard's pop chart questionnaires so a comparison may be drawn between their 33 pop album sales and their 45 pop album sales. Therefore, The Billboard is no longer attempting to show comparative sales volume between 45 and 33 pop albums.

Last Week	This Week	Record	Label
1	1.	AN AMERICAN IN PARIS G. Kelly-G. Guetary-J. Green MGM(78)MGM-93; (33)E-93	
2	2.	I'LL SEE YOU IN MY DREAMS Doris Day-Original Cast Col(78)C-289; (33)CL-6198	
4	3.	TOP POPS F. Carle V(78)3024; (33)LP-3024	
3	4.	SHOWBOAT K. Grayson-A. Gardner-H. Keel-Original Cast MGM(78)MGM-84; (33)E-559	
8	4.	QUO VADIS Original Cast-M. Rosza MGM(78)MGM-103; (33)E-103	
9	6.	WITH A SONG IN MY HEART J. Froman Cap(78)DDN-309; (33)L-309	
5	7.	LEGEND OF THE SUN VIRGIN Yma Sumac-M. Vivanco Cap(78)DDN-299; (33)L-299	
6	8.	HONKY TONK PIANO F. Carle V(78)P-327; (33)LP-26	
6	9.	GLENN MILLER CONCERT G. Miller V(78)P-25; (33)LP-16	
-	10.	PAINT YOUR WAGON Original Cast V(78)100-6; (33)LOC-1006	

### Best Selling 45 R.P.M.

Last Week	This Week	Record	Label
2	1.	AN AMERICAN IN PARIS (Four Records) G. Kelly-G. Guetary-J. Green MGM(78)MGM-93; (45)K-93	
1	2.	I'LL SEE YOU IN MY DREAMS (Four Records) Doris Day-Original Cast Col(78)C-289; (45)B-289	
3	3.	SHOW BOAT (Four Records) Original Cast-K. Grayson-A. Gardner-H. Keel MGM(78)MGM-84; (45)K-84	
4	4.	GLENN MILLER CONCERT (Four Records) G. Miller V(78)P-25; (45)WPT-25	
5	5.	TOP POPS (Four Records) F. Carle V(78)P-3024; (45)WP-3024	
6	6.	QUO VADIS (Four Records) Original Cast-M. Rosza MGM(78)MGM-103; (45)K-103	
10	7.	WITH A SONG IN MY HEART (Four Records) J. Froman Cap(78)DDN-309; (45)KDF-309	
9	8.	LEGEND OF THE SUN VIRGIN (Four Records) Yma Sumac-M. Vivanco Cap(78)DDN-299; (45)KDF-299	
7	9.	HONKY TONK PIANO (Three Records) F. Carle V(78)P-327; (45)WP-327	
-	10.	HOUSEPARTY HOP (Three Records) R. Anthony Cap(78)DCM-292; (45)KCF-292	

## Classical Reviews

90-100 TOPS  
80-89 EXCELLENT  
70-79 GOOD  
40-69 SATISFACTORY  
0-39 POOR

GRIEG: CONCERTO IN A MINOR FOR PIANO AND ORK, OP. 16, and SCHUMANN: CONCERTO IN A MINOR FOR PIANO AND ORK, OP. 54 (1-12)-Dinu Lipatti-The Philharmonia Ork-Alceo Galliera, Cond. Col (33) ML-4525	80	IBERT - BERLIOZ - SIBELIUS - GRANADOS—Leopold Stokowski Symphony Ork (1-10") V (33) LM-151	75
This set gives the average LP purchaser a lot for his money. Each side contains a complete concerto, the beloved Grieg Piano Concerto in A Minor, and the other the well-known Schumann Piano Concerto. Each of the works is interpreted with taste and understanding by the late pianist Dinu Lipatti and the Philharmonia Orchestra. The Grieg opus is conducted by Alceo Galliera, and the Schumann work by Herbert Von Karajan. The Grieg Concerto is more brilliant and performed more expressively by the pianist. There are any number of LP's on the market of these two items, but the combination of these popular works on one waxing should make it a strong LP saleswise.		Escape; Dance of the Sylphs; The Swan of Tuonela; Intermezzo From "Goyescas." Here is another of those delightful LP items which appeals directly to the disk buyers seeking some pop concert material. All of the selections except the Granados have been previously issued on LP. In this instance, the combination of the four popular items gives the set a wide appeal. In addition, of course, the Stokowski name is still magic to the quondam disk customers. The cover is devoted to the lovely Ibert piece, tho many may be more interested in some of the shorter selections. As for the more erudite buyers, they may evince interest in some of key musicians used by Stokowski—Corigliano, Baker, Wummer, Rose, etc. Recording is good.	
BRAHMS: SYMPHONY NO. 1 IN C MINOR, OP. 68—The Philadelphia Ork—Eugene Ormandy, Cond. (1-12") Col (33) ML-4477	79	TCHAIKOVSKY: SYMPHONY NO. 4 IN F MINOR, OP. 36—Chicago Symphony Ork—Rafael Kubelik, Cond. (1-12") Mer (33) MG-50003	75
The Brahms First is considered one of the greatest symphonic works of all time, and the Philadelphia Orchestra is acknowledged to be one of our finest modern organizations. To this, add the dedicated and splendid interpretation that Eugene Ormandy and the orchestra give this Brahms opus, and you have the definitive disk of this majestic and glorious work. Under Ormandy's superb direction the orchestra gives the symphony a reading that is nothing short of magnificent. It should stand for many years as one of the outstanding waxings of the Brahms First. The recording is tops. This one should be in demand.		With the release of this recording, there are now at least six versions of the work on the current LP market. While this attests to the popularity of the work, it also leaves a successively smaller market potential for each new recording. Yet the technical excellence of this new interpretation should do well in a highly competitive market. Once again, the recording quality; its clarity and brilliance; make for a highly impressive recording. The Kubelik interpretation will stand up with most of the other readings, too. In all, this LP should be welcomed by a fair-sized segment of the disk-buying public.	



A Sensational **NEW** Voice... Singing...

# "LONESOME and BLUE"

and

# "RAINDROPS"

RCA Victor 20-4658—47-4658



LILY ANN CARROL

This week's

## New Releases ... on RCA Victor

Release 52-15

*Ships Coast to Coast, Week of April 15*

**POPULAR**

- DON ESTES**  
Sunday Is for My Darlin'  
That's How It Goes 20-4653—(47-4653)\*
- RALPH FLANAGAN and his Orchestra**  
Honest and Truly  
Singing Winds 20-4656—(47-4656)\*
- BILLY BUNN and his Buddies**  
That's When Your Heartaches Begin  
Until the Real Thing Comes Along  
20-4657—(47-4657)\*
- LILY ANN CARROL and the Hi-Hatters**  
Lonesome and Blue  
Raindrops 20-4658—(47-4658)\*

**COUNTRY-WESTERN**

- EDDY ARNOLD, The Tennessee Plowboy**  
Someone Calls Me Daddy  
Don't Ever Take the Ribbons From Your Hair  
20-4646—(47-4646)\*
- SHANNON GRAYSON and his Golden Valley Boys**  
Work Is All I Hear  
Roses and Thorns 20-4647—(47-4647)\*

**BLUES-RHYTHM**

- DOSSIE TERRY**  
When I Hit the Number  
My Love Is Gone 20-4648—(47-4648)\*
- HAROLD NICHOLAS**  
Corn Jug Boogie  
Give a Broken Heart a Break  
20-4649—(47-4649)\*

**SACRED**

- GEORGE BEVERLY SHEA and THE JORDANAIREs**  
Roll Jordan Roll  
Goodbye Pharaoh 20-4645—(47-4645)\*

**COLLECTOR'S**

- CHARLIE SPIYAK and his Orchestra**  
Tenderly  
Stardreams 420-0001—(47-0001)\*

**RED SEAL SPECIAL**

- EZIO PINZA, Bass, with Orchestra conducted by Peter King**  
Anema E Core (Unill)  
Luna Rossa (Blushing Moon)  
10-3804—(49-3804)\*

**NEW ALBUMS**

- EDDIE FISHER**  
Eddie Fisher Sings  
P-3025—(WP-3025)\*—LPM-3025\*\*
- GLENN MILLER and his Orchestra**  
Glenn Miller Concert (Vol. 2)  
PT-39—(WPT-39)\*—LPT-39\*\*
- EMIL COLEMAN and his Orchestra**  
Sambas by Emil Coleman and his Orchestra  
P-341—(WP-341)\*—LPM-3000\*
- THE THREE SUNS with Marga Hanson, Harpist**  
Twilight Moods  
P-349—(WP-349)\*—LPM-3012\*\*
- WAYNE KING and his Orchestra**  
Waltzes From the Hills  
P-347—(WP-347)\*—LPM-3010\*\*
- FREDDY MARTIN and his Orchestra**  
Midnight Music  
P-355—(WP-355)\*—LPM-3021\*\*

\*45 rpm cat. nos.  
\*\*33 1/3 rpm cat. nos.

*Going Strong...*

\$ indicates records which according to actual sales, are recognized hits. The trade is urged to keep ample stock of these records on hand, or to reorder promptly when current stocks begin to approach the "sold out" stage.

- \$ That's the Chance You Take/Forgive Me  
Eddie Fisher ..... 20-4574—(47-4574)\*
- \$ Any Time/Never Before  
Eddie Fisher ..... 20-4359—(47-4359)\*
- \$ Lady Love/Idaho State Fair  
Vaughn Monroe ..... 20-4611—(47-4611)\*
- \$ Tulips and Heather/Please, Mr. Sun  
Perry Como ..... 20-4453—(47-4453)\*
- \$ Blue Tango/The Gypsy Trail  
Hugo Winterhalter ..... 20-4518—(47-4518)\*
- \$ Tell Me Why/Trust in Me  
Eddie Fisher ..... 20-4444—(47-4444)\*
- \$ Perfidia/At Last  
Glenn Miller ..... 27-0157—(42-0157)\*
- \$ Hambone  
Phil Harris and The Bell Sisters ..... 20-4584—(47-4584)\*
- \$ Bermuda  
The Bell Sisters ..... 20-4422—(47-4422)\*
- \$ Got You on My Mind  
John Greer ..... 20-4348—(47-4348)\*
- \$ The Gold Rush Is Over  
Hank Snow ..... 20-4522—(47-4522)\*
- \$ Three Ways of Knowing/When You Want a Little Lovin'  
Johnnie & Jack ..... 20-4555—(47-4555)\*
- \$ Slow Poke  
Pee Wee King ..... 21-0489—(48-0489)\*
- \$ Poor Whip-Poor-Will/Wheel of Fortune  
The Bell Sisters ..... 20-4520—(47-4520)\*
- \$ Egbert The Easter Egg  
Roy Rogers ..... 45-5336—(47-0306)\*

*Coming Up...*

★ indicates records which have enjoyed better than average initial consumer acceptance and stand an excellent chance of entering the top selling hit category. The trade is advised to watch these records carefully in order to maintain stock consistent with demand.

- ★ **EASY ON THE EYES**  
Eddy Arnold ..... 20-4569—(47-4569)\*  
Country/Western Records Most Played by Deejays, Billboard, April 5th issue.  
Best Selling Country/Western Records, Billboard, April 5th issue.
- ★ **BE ANYTHING**  
Don Estes ..... 20-4576—(47-4576)\*  
The Disk Jockeys Pick, Billboard, March 29th issue.

**TIPS** **HONEST AND TRULY/SINGING WINDS**  
Ralph Flanagan ..... 20-4656—(47-4656)\*

### DEE-JAY DOIN'S



LEE AND LORRAINE ELLIS  
WSPR, SPRINGFIELD, MASS.

I thought that you might be interested in a disc jockey show which has kept Western New England listeners intrigued since 1949. The program is called, "Coffee With Lee and Lorraine." It's a Mr. & Mrs. dee jay show, but we like to think that it's kind of different. In receiving an NRDCGA award, we felt that this originality was one of the reasons for the selection. Steering clear of sophistication, we've tried to keep the program chock-full of friendliness. We've tried to keep it simple and sincere, feeling that the more natural we were, the closer we would be to our audience. And indeed, this is just what has happened. Strangers have come to regard us as their next door neighbors, and think nothing of calling us up at home on the telephone to chat with us, ask us a question, or give us some advice. We love it, except when the phone rings late at night, because we get up at five o'clock every morning to prepare the show (we're on at 7:30 over WSPR, Springfield).

Only a few weeks ago, Lorraine took her first airplane ride, and listeners thrilled with her as she described her immediate reactions from a mile above the ground (Eastern Airlines had flown the miniature tape recorder Fulton Lewis Jr. had used overseas, to Springfield to record the event). Last Summer, on invitation from the Quebec Chamber of Commerce, we took our first trip to Quebec, Canada, and listeners "went" along with us by means of special recording equipment. Our latest project is a barbershop quartet contest with local quartets participating. The contest just ended last night and already there are over a thousand votes which have come in by mail.

Oops, there's the telephone again... a youngster from the Forest Park School just phoned to say that twenty boys and girls had just formed the Lee and Lorraine club (oh my) and could we play their favorite tune? Of course, we're all one big family here. Sincerely, LEE ELLIS, Radio Station WSPR, Springfield, Mass.

Please address all entries with photographs to:  
**Dee Jay Doin's**  
RCA Victor Records  
630 Fifth Avenue  
New York, N. Y.

The stars who make the hits  
are on

# RCA VICTOR Records

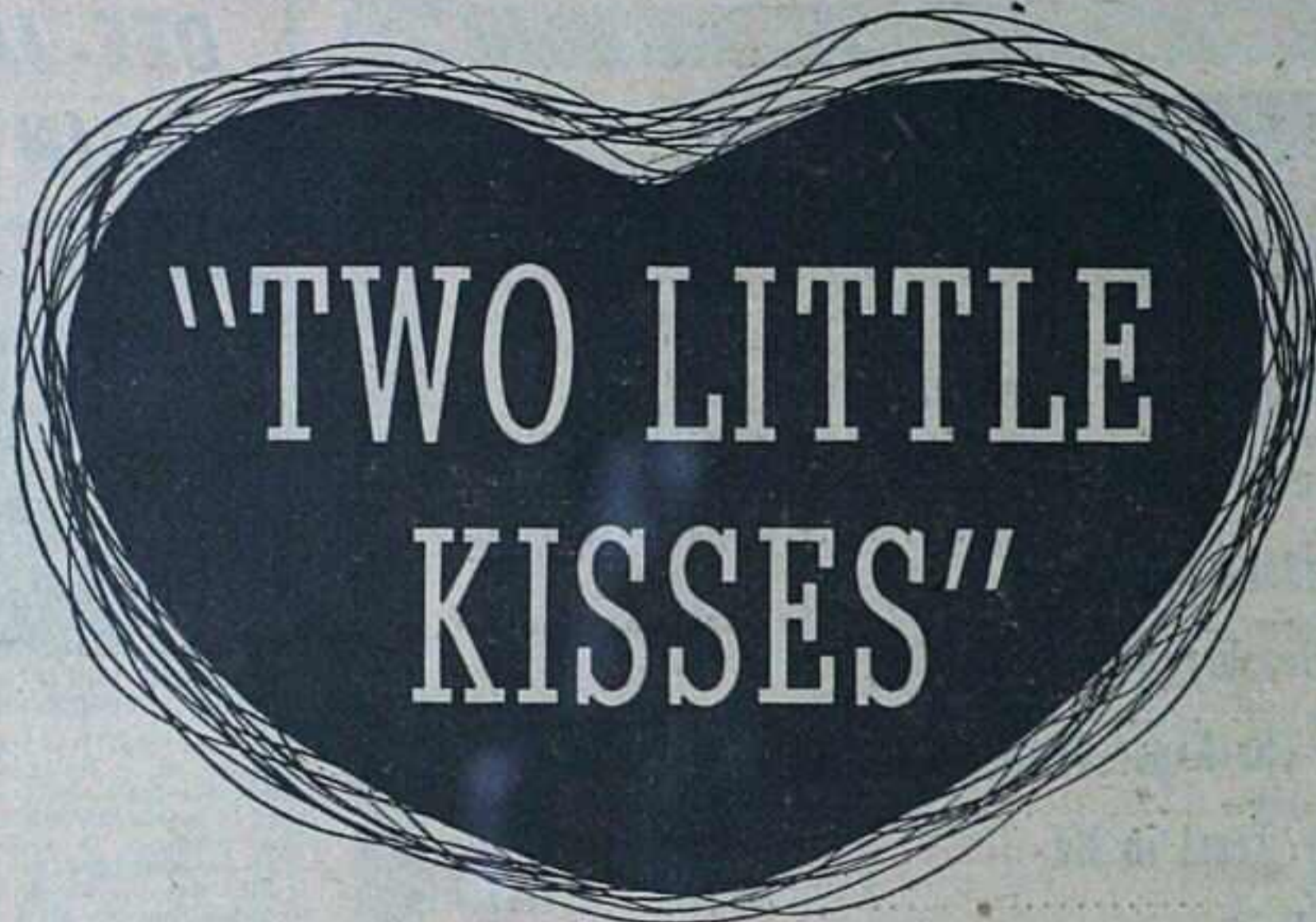
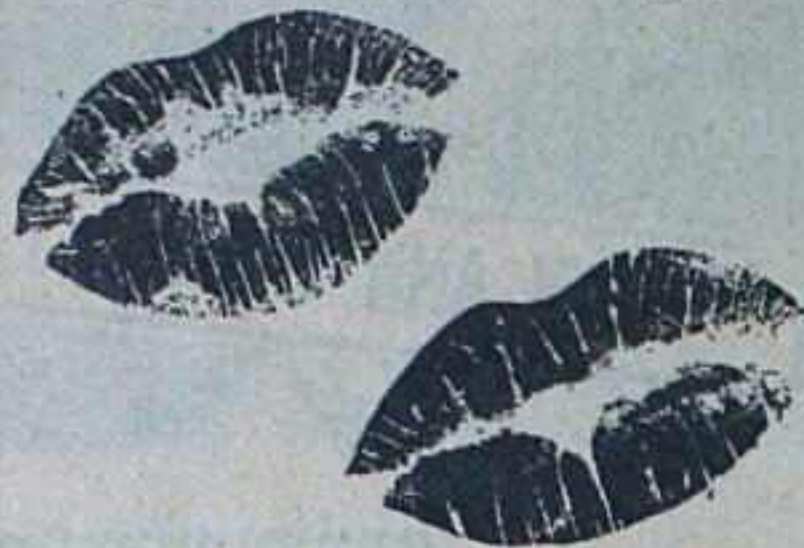
RCA VICTOR DIVISION

RADIO CORPORATION OF AMERICA, CAMDEN, NEW JERSEY





# Garber-greater than ever



## "TWO LITTLE KISSES"

# JAN GARBER

and his orchestra

# THE LANCERS

sensational new vocal group

with

Record No. 2033



## THE BILLBOARD Music Popularity Charts

For Reviews and Ratings of Radio and TV Shows See The Billboard Radio-TV Show Charts (Radio Section).

### • Best Selling Pops by Territories

... Based on reports from key dealers in each of these cities, secured via Western Union messenger service.

Each week, The Billboard in co-operation with Western Union, secures last minute sales reports from top dealers in the nation's largest record markets. Altho the number of stores queried in each market does not necessarily constitute a scientific survey sample, there are enough reports to avoid any possibility of the over-all local picture being unduly influenced by the report of a single store.

#### NEW YORK

1. WHEEL OF FORTUNE—K. Starr—Capitol
2. BLUE TANGO—L. Anderson—Decca
3. CRY—J. Ray—Okeh
4. BLACKSMITH BLUES—E. M. Morse—Capitol
5. ANY TIME—E. Fisher-H. Winterhalter—Victor
6. TULIPS AND HEATHER—P. Como—Victor
7. TELL ME WHY—Four Aces-A. Alberts—Decca
8. KISS OF FIRE—G. Gibbs—Mercury
9. WHAT'S THE USE—J. Ray—Columbia

#### CHICAGO

1. BLUE TANGO—L. Anderson—Decca
2. BLACKSMITH BLUES—E. M. Morse—Capitol
3. WHEEL OF FORTUNE—K. Starr—Capitol
4. TELL ME WHY—Four Aces-A. Alberts—Decca
5. CRY—J. Ray—Okeh
6. WHEEL OF FORTUNE—B. Wayne—Mercury
7. LITTLE WHITE CLOUD THAT CRIED—J. Ray—Okeh
8. GUY IS A GUY—Doris Day—Columbia
9. KISS OF FIRE—G. Gibbs—Mercury

#### LOS ANGELES

1. BLUE TANGO—L. Anderson—Decca
2. WHEEL OF FORTUNE—K. Starr—Capitol
3. CRY—J. Ray—Okeh
4. TELL ME WHY—Four Aces-A. Alberts—Decca
5. PLEASE, MR. SUN—J. Ray—Columbia
6. PITTSBURGH, PENNSYLVANIA—G. Mitchell-M. Miller—Columbia
7. ANY TIME—E. Fisher-H. Winterhalter—Victor
8. BLUE TANGO—L. Baxter—Capitol
9. LITTLE WHITE CLOUD THAT CRIED—J. Ray—Okeh
10. BE ANYTHING (But Be Mine)—Champ Butler—Columbia

#### PITTSBURGH

1. WHEEL OF FORTUNE—K. Starr—Capitol
2. BLUE TANGO—L. Anderson—Decca
3. FORGIVE ME—E. Fisher-H. Winterhalter—Victor
4. I'LL WALK ALONE—D. Cornell—Coral
5. BLACKSMITH BLUES—E. M. Morse—Capitol
6. WHISPERING WINDS—P. Page—Mercury
7. GUY IS A GUY—Doris Day—Columbia

#### ST. LOUIS

1. BLACKSMITH BLUES—E. M. Morse—Capitol
2. GUY IS A GUY—Doris Day—Columbia
3. BLUE TANGO—L. Anderson—Decca
4. AT LAST—R. Anthony—Capitol
5. DANCING WITH TEARS IN MY EYES—Mantovani—London
6. WHEEL OF FORTUNE—K. Starr—Capitol
7. I'LL WALK ALONE—D. Cornell—Coral
8. HAMBONE—R. Saunders-Hambone Kids-D. Hawkins—Okeh

#### WASHINGTON, D. C.

1. WHEEL OF FORTUNE—K. Starr—Capitol
2. CRY—J. Ray—Okeh
3. THAT'S THE CHANCE YOU TAKE—E. Fisher-H. Winterhalter—Victor
4. BLUE TANGO—L. Anderson—Decca
5. BLACKSMITH BLUES—E. M. Morse—Capitol

#### SEATTLE

1. WHEEL OF FORTUNE—K. Starr—Capitol
2. ANY TIME—E. Fisher-H. Winterhalter—Victor
3. BLUE TANGO—L. Anderson—Decca
4. PITTSBURGH, PENNSYLVANIA—G. Mitchell-M. Miller—Columbia
5. COME WHAT MAY—P. Page—Mercury
6. BLACKSMITH BLUES—E. M. Morse—Capitol

#### DALLAS-FT. WORTH

1. BLUE TANGO—L. Anderson—Decca
2. WHEEL OF FORTUNE—K. Starr—Capitol
3. ANY TIME—E. Fisher-H. Winterhalter—Victor
4. BLUE TANGO—G. Lombardo—Decca
5. BLACKSMITH BLUES—E. M. Morse—Capitol
6. GUY IS A GUY—Doris Day—Columbia
7. HAMBONE—J. Stafford-F. Laine—Columbia

#### PHILADELPHIA

1. GUY IS A GUY—Doris Day—Columbia
2. BLUE TANGO—L. Anderson—Decca
3. WHEEL OF FORTUNE—K. Starr—Capitol
4. CRY—J. Ray—Okeh
5. (Here Am I) BROKEN HEARTED—J. Ray—Columbia
6. WHAT'S THE USE—J. Ray—Columbia
7. ANY TIME—E. Fisher-H. Winterhalter—Victor
8. FORGIVE ME—E. Fisher-H. Winterhalter—Victor
9. EGGBERT THE EASTER EGG—R. Clooney—Columbia
10. IF I HAD THE HEART OF A CLOWN—B. Wayne—Mercury

#### DETROIT

1. WHEEL OF FORTUNE—K. Starr—Capitol
2. BLUE TANGO—L. Anderson—Decca
3. GUY IS A GUY—Doris Day—Columbia
4. PERFIDIA—Four Aces-A. Alberts—Decca
5. BLUE TANGO—L. Baxter—Capitol
6. I'LL WALK ALONE—D. Cornell—Coral
7. BLACKSMITH BLUES—E. M. Morse—Capitol
8. LONELY WINE—B. Darnel—Decca
9. FORGIVE ME—E. Fisher-H. Winterhalter—Victor
10. MY HERO—Four Aces-A. Alberts—Decca

#### BOSTON

1. WHEEL OF FORTUNE—K. Starr—Capitol
2. BLUE TANGO—L. Anderson—Decca
3. BLACKSMITH BLUES—E. M. Morse—Capitol
4. I'LL WALK ALONE—D. Cornell—Coral
5. GUY IS A GUY—Doris Day—Columbia
6. ANY TIME—E. Fisher-H. Winterhalter—Victor
7. FORGIVE ME—E. Fisher-H. Winterhalter—Victor
8. CRY—J. Ray—Okeh
9. PLEASE, MR. SUN—J. Ray—Columbia
10. WHISPERING WINDS—P. Page—Mercury

#### NEW ORLEANS

1. WHEEL OF FORTUNE—K. Starr—Capitol
2. CRY—J. Ray—Okeh
3. BLUE TANGO—L. Anderson—Decca
4. ANY TIME—E. Fisher-H. Winterhalter—Victor
5. TELL ME WHY—E. Fisher-H. Winterhalter—Victor
6. BLACKSMITH BLUES—E. M. Morse—Capitol
7. FORGIVE ME—E. Fisher-H. Winterhalter—Victor

#### ATLANTA

1. WHEEL OF FORTUNE—K. Starr—Capitol
2. ANY TIME—E. Fisher-H. Winterhalter—Victor
3. GUY IS A GUY—Doris Day—Columbia
4. BLACKSMITH BLUES—E. M. Morse—Capitol
5. BLUE TANGO—L. Anderson—Decca
6. CRY—J. Ray—Okeh
7. TELL ME WHY—Four Aces-A. Alberts—Decca
8. SICK, SAD AND SORRY—L. Dinning—Capitol

#### DENVER

1. WHEEL OF FORTUNE—K. Starr—Capitol
2. BLUE TANGO—L. Anderson—Decca
3. BLACKSMITH BLUES—E. M. Morse—Capitol
4. ANY TIME—E. Fisher-H. Winterhalter—Victor
5. CRY—J. Ray—Okeh
6. BERMUDA—Bell Sisters—Victor

**ADMEN** of every kind **ENDORSE**  
**THE BILLBOARD**  
as a top  
selling force

### HERE'S HOW Today's TOP TUNES

The top 30 tunes each week from the Billboard **HELPS RECORD SALES.**

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 TIME"**



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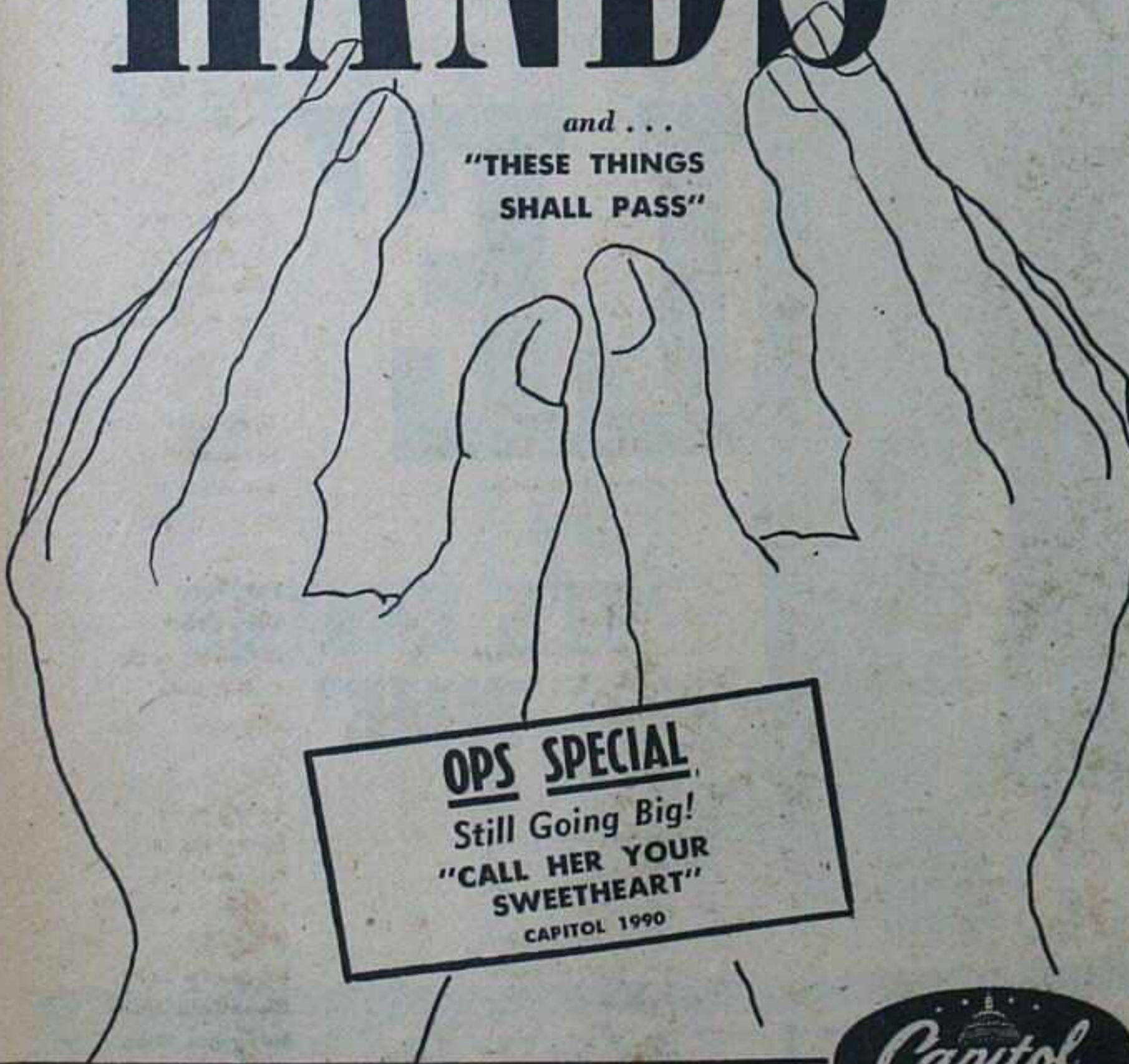
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singing . . .

# "GENTLE HANDS"

CAPITOL  
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"THESE THINGS  
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**OPS SPECIAL**  
Still Going Big!  
"CALL HER YOUR  
SWEETHEART"  
CAPITOL 1990



## THE BILLBOARD Music Popularity Charts

For Reviews and Ratings of Radio  
and TV Shows See The Billboard  
Radio-TV Show Charts (Radio  
Section).

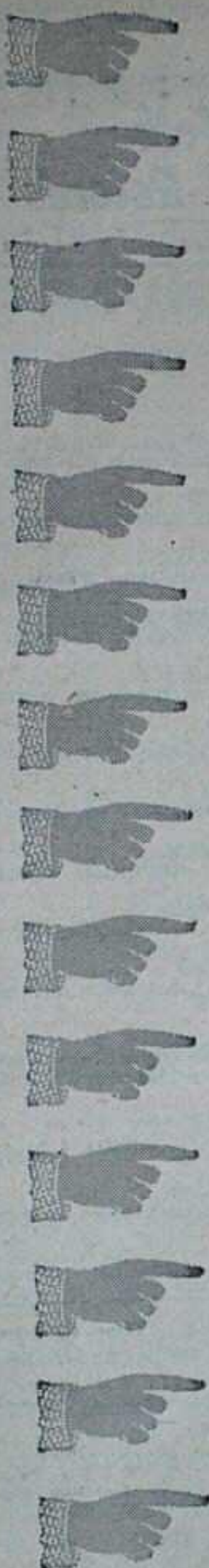
### • Most Played Juke Box Records

. . . Based on reports received April 2, 3 and 4

Records listed are those receiving the greatest play in the nation's juke boxes. List is based on The Billboard's weekly survey among 3,558 operators in all sections of the country. Listed under the title of each of the most played records are other available recordings of the same tune. Unless shown in this chart other available records of tunes listed here will be found in the Honor Roll of Hits Music Popularity Chart, Part I.

POSITION	Weeks	Last	This	to date	Week	Week	Record	Artist
8	1	1.	1.	WHEEL OF FORTUNE	K. Starr	Cap(78)1964; (45)F-1964—ASCAP		
19	3	2.	2.	ANY TIME	E. Fisher-H. Winterhalter	V(78)20-4359; (45)47-4359—BMI		
20	2	3.	3.	CRY	J. Ray	Okeh(78)6840; (45)4-6840—BMI		
8	5	4.	4.	BLUE TANGO	L. Anderson	Dec(78)27875; (45)9-27875—ASCAP		
17	4	5.	5.	TELL ME WHY	Four Aces-A. Alberts	Dec(78)27860; (45)9-27860—BMI		
9	9	6.	6.	BLACKSMITH BLUES	E. M. Morse	Cap(78)1922; (45)F-1922—BMI		
4	16	7.	7.	PITTSBURGH, PENNSYLVANIA	G. Mitchell-M. Miller	Col(78)39663; (45)4-39663—ASCAP		
3	27	8.	8.	GUY IS A GUY	Doris Day	Col(78)39673; (45)4-39673—BMI		
3	17	9.	9.	BLUE TANGO	G. Lombardo	Dec(78)28931; (45)9-28931—ASCAP		
5	6	10.	10.	HAMBONE	J. Stafford-F. Laine	Col(78)39672; (45)4-39672—BMI (P. Harris-Bell Sisters Victor 20-4584; R. Saunders Ork, Okeh 6862; T. Dorsey Ork Decca 28057)		
4	11.	11.	11.	FORGIVE ME	E. Fisher-H. Winterhalter	V(78)20-4574; (45)47-4574—ASCAP (T. Edwards-L. Holmes Ork. MGM 11170)		
2	17	12.	12.	I'LL WALK ALONE	D. Cornell	Coral(78)60659; (45)9-60659—ASCAP (L. Holmes Ork. MGM 11198; M. Whiting-L. Busch Ork. Capitol 2000; P. Andrews, Decca 28038; B. Taylor-P. Faith Ork. Columbia 39654; J. Freeman, Capitol 2044; Peter King Singers, Victor 20-4643)		
6	15	13.	13.	WHEEL OF FORTUNE	B. Wayne	Mercury(78)5779; (45)5779X45—ASCAP		
10	10	14.	14.	BE MY LIFE'S COMPANION	Mills Brothers	Dec(78)27889; (45)9-27889—ASCAP (H. Hawkins, King 1039; M. Carson-M. Griffin, Victor 20-4454; G. Gibbs, Mercury 5758; R. Clooney-P. Faith Ork. Columbia 39631; Art Lund, MGM 11133; S. McDonald, Capitol 1967)		
7	11	14.	14.	PERFIDIA	Four Aces-A. Alberts	Dec(78)27987; (45)9-27987—ASCAP (J. August, Mercury 5589; D. Brubeck Trio, Fantasy 513; G. Miller Ork. Victor 27-0157; B. Savage, Capitol 2019; Ben Light, Capitol 2023)		
9	17	16.	16.	COME WHAT MAY	P. Page	Mercury(78)5772; (45)5772X45—ASCAP (H. O'Connell, Capitol 1944; J. Scott, Coral 60650; T. Dorsey Ork. Decca 28057)		
19	8	17.	17.	LITTLE WHITE CLOUD THAT CRIED	J. Ray	Okeh(78)6840; (45)4-6840—ASCAP		
23	11	18.	18.	SLOW POKE	Pee Wee King	V(78)2-0489; (45)48-0489—BMI		
2	—	19.	19.	BLUE TANGO	H. Winterhalter	V(78)20-4518; (45)47-4518—ASCAP		
11	11	20.	20.	STOLEN LOVE	E. Howard	Mercury(78)5771; (45)5771X45—BMI Mercury(78)5784; (45)5784X45 (E. Hill, Mercury 6383; The Larks, Apollo 1190; G. Lombardo, Decca 27962; J. Liggins, Specialty SP-427; Three Suns, Victor 20-4510)		
12	6	21.	21.	PLEASE, MR. SUN	J. Ray	Col(78)39636; (45)4-39636—BMI		
1	—	21.	21.	THAT'S THE CHANCE YOU TAKE	E. Fisher-H. Winterhalter	V(78)20-4574; (45)47-4574—ASCAP (Ted Straeter Ork. MGM 11212; D. Cornell, Coral 60659; P. Andrews, Decca 28038)		
14	22	23.	23.	TELL ME WHY	E. Fisher-H. Winterhalter	V(78)20-4444; (45)47-4444—BMI		
4	21	24.	24.	WHEEL OF FORTUNE	Bell Sisters	V(78)20-4520; (45)47-4520—ASCAP		
3	22	24.	24.	WHISPERING WINDS	P. Page	Mercury(78)5816; (45)5816X45—ASCAP		
5	20	26.	26.	WISHIN'	E. Howard	Mercury(78)5784; (45)5784X45—ASCAP (C. Hawkins, Decca 28056; E. Barton-P. Weston Ork. Coral 60651; R. Morgan Ork. Decca 27975; G. MacKenzie, Capitol 1983; C. Lord, MGM 11173; T. Phillips Ork. King 15156)		
4	29	26.	26.	AT LAST	R. Anthony	Cap(78)1912; (45)F-1912—ASCAP (G. Halliday, Regent 1044; B. Johnson Ork-A. Prysock, Decca 27998; G. Miller Ork-R. Eberle, Victor 27-0157; T. Straeter Ork. MGM 11143; T. Martin, Victor 20-4477; R. Martin Ork. Abbey 15066; G. Lombardo Ork. Decca 28031)		
1	—	28.	28.	BE ANYTHING (But Be Mine)	E. Howard	Mercury(78)5815; (45)5815X45—ASCAP (J. Haskell, Coral 60686; B. Stark, Decca 28039; R. Brown, Atlantic 962; D. Dawn-C Notes, Jubilee 6002; W. Brown, Mercury 8270; A. Dean, MGM 11187; H. O'Connell, Capitol 2011; D. Estes, Victor 20-4576; C. Butler, Columbia 39690)		
1	—	28.	28.	GANDY DANCERS' BALL	F. Laine	Col(78)39665; (45)4-39665—ASCAP (The Weavers-Gordon Jenkins, Decca 28054; R. Linn-L. Welk Ork. Coral 60677; Tennessee Ernie, Capitol 2017)		
4	—	28.	28.	SILVER AND GOLD	Pee Wee King	V(78)20-4450; (45)47-4458—BMI (E. Light Ork. Prism 1010; A. Dale, Ray Charles Singers, Decca 27961; T. Hill, Mercury 5789; F. Carle Ork. Victor 20-4545; B. May Ork. Capitol 1955; J. Haskell, The Heathertones, Coral 60652; R. McDonald, Intro 6040)		
1	—	28.	28.	TRUST IN ME	E. Fisher-H. Winterhalter	V(78)20-4444; (45)47-4444—ASCAP (L. Dinning, Capitol 1927; C. Hawkins, Decca 28056; Bull Moose Jackson, King 4451; Hudda Brooks Trio, Modern 861; L. Jordan, Decca 27784; R. Valle, MGM 11135)		





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SHOW**

of '52  
ALL IN PERSON

*Mercury Singing Star*

**Patti Page**



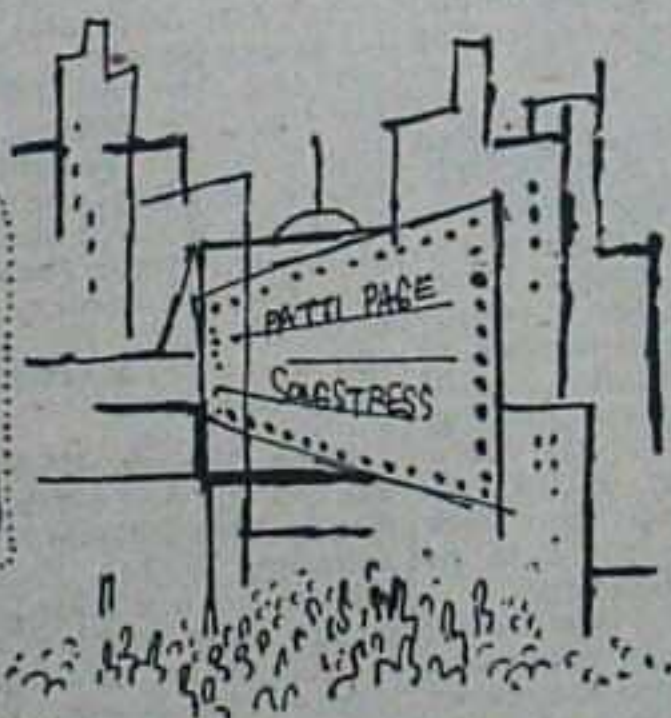
**FRANKIE LAINE**

and the

**Billy May Orchestra**

Illinois Jacquet

AND OTHERS



The Route Of The Biggest Show Of '52

DATE	PLACE OF ENGAGEMENT	CITY & STATE
April 12	National Guard Armory	Washington, D.C.
13	Mosque	Richmond, Va.
14	Municipal Auditorium	Norfolk, Va.
15	Auditorium	Raleigh, N. C.
16	Fifth Regiment Armory	Baltimore, Md.
17	Catholic Youth Center	Scranton, Pa.
18	Hershey Sports Arena	Hershey, Pa.
19	Coliseum	Springfield, Mass.
20	The Forum	Montreal, Can.
21	Mutual Arena	Toronto, Can.
22	Memorial Gardens	Guelph, Ont., Can.
23	Onondaga War Mem. Aud.	Syracuse, N. Y.
24	Memorial Auditorium	Buffalo, N. Y.
25	The Gardens	Pittsburgh, Pa.
26	Sports Arena	Toledo, O.
27	I.M.A. Auditorium	Flint, Mich.
27	Fox Theatre	Detroit, Mich.
28	Michigan State College	E. Lansing, Mich.
29	Coliseum	Columbus, O.
30	Cincinnati Gardens	Cincinnati, O.
May 1	Hobart Arena	Troy, O.
2	Armory	Louisville, Ky.
3	Orpheum Theatre	Springfield, Ill.
4	Auditorium	St. Joseph, Mo.
4	Auditorium	Kansas City, Mo.
5	Wharton Field House	Moline, Ill.
6	WRNT Theatre (Radio)	Des Moines, Ia.
7	Auditorium	Minneapolis, Minn.
8	Arena	Milwaukee, Wisc.
9	Palace Theatre	South Bend, Ind.
10	Stadium	Chicago, Ill.
11	Kiel Auditorium	St. Louis, Mo.

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AND

**"Love, Where Are You Now"**

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# THE BILLBOARD Music Popularity Charts

For Reviews and Ratings of Radio and TV Shows See The Billboard Radio-TV Show Charts (Radio Section).

## Country & Western Records Most Played by Folk Disk Jockeys

Based on reports received April 2, 3 and 4

Records listed here in numerical order are those played most by the nation's leading Country and Western disk jockeys. List is based on replies from weekly survey among a select list of over 400 disk jockeys specializing in Country and Western tunes.

POSITION	Weeks	Last	This	to date	Week/Week	Record	Artist	Label
7	1	1	1			DON'T JUST STAND THERE	Carl Smith	Col(78)20893; (45)4-20893—BMI
15	2	2	2			WONDERING	W. Pierce	Dec(78)46364; (45)9-46364—BMI
16	4	3	3			GIVE ME MORE, MORE, MORE	Lefty Frizzell	Col(78)20885; (45)4-20885—BMI
25	9	4	4			LET OLD MOTHER NATURE HAVE HER WAY	Carl Smith	Col(78)20862; (45)4-20862—BMI
5	3	5	5			WILD SIDE OF LIFE	H. Thompson	Cap(78)1942; (45)F-1942—BMI
3	—	6	6			SLOW POKE	Pee Wee King	V(78)21-0489; (45)48-0489—BMI
2	10	7	7			EASY ON THE EYES	E. Arnold	V(78)20-4569; (45)47-4569—ASCAP
14	6	8	8			BABY WE'RE REALLY IN LOVE	Hank Williams	MGM(78)11100; (45)K-11100—BMI
9	7	8	8			BUNDLE OF SOUTHERN SUNSHINE	E. Arnold	V(78)20-4413; (45)47-4413—ASCAP
10	5	10	10			MISSING IN ACTION	E. Tubb	Dec(78)46389; (45)9-46389—BMI

### Coming Up

1.	DON'T STAY AWAY	Lefty Frizzell	Col(78)20911; (45)9-20911
2.	ALMOST	G. Morgan	Col(78)20906; (45)4-20906
3.	GOLD RUSH IS OVER	Hank Snow	V(78)20-4522; (45)47-4522

## Folk Record Releases

Records listed are generally approximately two weeks in advance of actual release date. List is based on information supplied in advance by record companies. Only records of those manufacturers voluntarily supplying information are listed.

Almanac Song—Billy Strange (Diesel) Cap 2032	I've Got a Bad Case of the Blues—Eddie Hazelwood-Carolina Woodchoppers (Ive) Intro 6050
Anything Your Heart Desires—Billy Walker (What!) Col 20914	I've Locked and Bolted the Door of My Heart—Eddie Hazelwood-Carolina Woodchoppers (I've) Intro 6050
Call of the Mountain—Eddie Zack-Dude Ranchers (Words) Dec 28082	Jelly Do-Nuts—Trail Riders (Coast) Standard S-35003
Can't Help Wonderin' (Can't Help Cryin')—Bobby Williamson (Little) V 20-4608	Letter Edged in Black—Tex Ritter-Okl. Sweethearts (There) Cap 2034
Coast of Maine—Trail Riders (Jelly) Standard S-35003	Little Bit of This (Little Bit of That)—Bobby Williamson (Can't) V 20-4608
Diesel Smoke, Dangerous Curves—Billy Strange (Almanac) Cap 2032	Love That Satisfies—Jimmy Murphy (That) V 20-4609
Down by the Missouri River—Marty Licklider (I Don't) Coral 64126	Talkin' To the Wall—Jimmy Walker (I Plowed) Intro 6051
Eagle's Heart—Terrea Lea (Wrong) Intro 6022	That First Guitar of Mine—Jimmy Murphy (Love) V 20-4609
Fiddlin' Around—Helen Carter (I'm) Tennessee 811	There Shall Be Showers of Blessings—Tex Ritter Okla. Sweethearts (Letter) Cap 2034
Fooling Around—Rosalie Allen-Elton Britt (I May) V 20-4630	What Makes Me Love You (Like I Do)—Billy Walker (Anything) Col 20914
I Don't Want My Darlin' to Cry—Marty Licklider (Down) Coral 64126	Wild Side of Life—Burl Ives-Grady Martin-Slew Foot Five (It's) Dec 28055
It's Goodbye Again—Jim Sweeney-Dinning Bros. (It's) Tennessee 809	Words—Eddie Zack-Dude Ranchers (Call) Dec 28082
I'm Thinking Tonight of My Blue Eyes—Helen Carter (Fiddlin') Tennessee 811	Wrong Kind of Man—Terrea Lea (Eagle's) Intro 6022
I May Hate Myself in the Morning—Rosalie Allen-Elton Britt (Fooling) V 20-4630	You Brought Me Love—Jimmy McPhail (You) V 20-4605
I Plowed a Crooked Furrow—Jimmy Walker (Talkin') Intro 6051	You Can't Imagine—Jimmy McPhail (You) V 20-4605
(It's) Needless—Jim Sweeney-Dinning Bros. (It's) Tennessee 809	
It's So Long and Goodbye to You—Burl Ives-Grady Martin-Slew Foot Five (Wild) Dec 28055	

## FOLK TALENT AND TUNES

Communications in care The Billboard, 6000 Sunset Blvd., Hollywood 28.

By JOHNNY SIPPEL

### Artists' Activities

Martha Carson (Capitol), who has a corner in her version of "Satisfied," has joined the cast of the WSM "Grand Ole Opry." Red Foley is in a Nashville hospital taking a complete rest. The Carter Sisters and Mother Maybelle have shifted from Victor to Columbia. Chet Atkins is now working as a free-lance single at WSM, Nashville, and has a late hour pop show with Delores Watson. Gabe Ward, of the Hoosier Hot Shots, reports that the foursome have been working the Northwest Coast and Alaska. They recently returned from eight days in Anchorage, Alaska, where they headlined the big annual Anchorage Fur Rendezvous. He reports that Buck Emory, KYBR, Anchorage, is doing a fine job of spinning country wax for the 80,000 inhabitants of Anchorage.

Capitol is putting on a special promotion for the first release by Faron Young, the promising newcomer who is featured with Webb Pierce (Decca). Gene Autry is finally succumbing to the trend among top Western artists of inking for syndicated comic strips. Around August 1, Autry will be featured in a daily strip to be distributed by General Features Syndicate. Autry may make a trip to Japan with a troupe of entertainers, following filming of his "Cowboy in Tokyo." His business rep, Morton E. Feiler, has sailed for Japan to set up the tour and introduce Autry commercial enterprises to both Hawaii and Japan. Autry's Columbia disks long have been big sellers in these areas. George Watson, country songwriter, died March 4 in Watsonville, Calif. Ernest Tubb was bedded by a serious bronchial infection and the flu March 18, and was unable to fill out his one-nighter tour on the Coast for Marty Landau. His wife, Olene, flew into San Jose, Calif., where Tubb was hospitalized. The Tubbs became parents of a second daughter, Olene, March 4 in Nashville.

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### Disk Jockey Doings

Red Rowe, the KFQB, Hollywood, d. j., doubles as commercial spieler for a number of leading network soap operas which emanate from the Coast. Rowe is also doing a weekly TV show with Red River Dave (MGM) over KTTV, Hollywood. In addition, Dave is working a number of other weekly shows here. He intends to remain on the Coast for a couple more months before returning to his home in San Antonio. Al Miller, of Victor, reports that Ray Read Jr. has taken over the rustic rhythm spinning at KULP, El Campo, Tex., replacing Dick Jones, who has left radio to go into the oil refining business. Al Alarie, WPAW, Pawtucket, R. I., is doing a late afternoon show that is piped into the wards of the veterans' hospital near by. Dale Wood, WTNM, Tucumcari, N. M., reports that the station is using breaks done on tape or acetate by leading artists. Bob Jones, WNPT, Northport, Ala., is doing a two-hour live talent show Saturday mornings over the station. Harry (Mush-mouth) O'Connor, WBOK, New Orleans, reports that Mrs. Jimmie Rodgers, widow of the great Victor yodeler, visited him recently. She arrived in a new Cadillac, presented to her by Ernest Tubb. Tubb was given his first start to

## Best Selling Retail Folk (Country & Western) Records

Based on reports received April 2, 3 and 4

Records listed as Country and Western records that sold best in stores according to The Billboard's special weekly survey among a selected group of retail stores, the majority of whose customers purchase Country and Western records.

POSITION	Weeks	Last	This	to date	Week/Week	Record	Artist	Label
21	1	1	1			LET OLD MOTHER NATURE HAVE HER WAY	Carl Smith	Col(78)20862; (45)4-20862—BMI
5	3	1	1			DON'T JUST STAND THERE	Carl Smith	Col(78)20893; (45)4-20893—BMI
28	2	3	3			SLOW POKE	Pee Wee King	V(78)21-0489; (45)48-0489—BMI
15	6	4	4			GIVE ME MORE, MORE, MORE	Lefty Frizzell	Col(78)20885; (45)4-20885—BMI
2	9	4	4			GOLD RUSH IS OVER	Hank Snow	V(78)20-4522; (45)47-4522
2	9	4	4			EASY ON THE EYES	E. Arnold	V(78)20-4569; (45)47-4569—ASCAP
9	5	7	7			WONDERING	W. Pierce	Dec(78)46364; (45)9-46364—BMI
6	7	7	7			HONKY TONK BLUES	Hank Williams	MGM(78)11160; (45)K-11160
1	—	7	7			WILD SIDE OF LIFE	Hank Thompson	Cap(78)1942; (45)F-1942
1	—	10	10			DON'T STAY AWAY	Lefty Frizzell	Col(78)20911; (45)4-20911

### Coming Up

Records listed here in numerical order show signs of increasing popularity according to a limited number of questionnaires from dealers (operators, disk jockeys) but do not have strength to be listed in best selling (most played) category.

1.	SALTY DOG RAG	Red Foley	Dec(78)27981; (45)4-27981
2.	THREE WAYS OF KNOWING	Johnnie & Jack	V(78)20-4555; (45)47-4555
3.	ANYTHING THAT'S PART OF YOU	E. Arnold	V(78)20-4569; (45)47-4569

success by Mrs. Rodgers. O'Connor is doing 90 minutes daily on the station.

Ray Anderson, WHTN, Huntington, W. Va., has teed off with his first releases on his own Mountaineer label. They are: "The Lord's Prayer" and "The 23d Psalm," by the Blendettes; "You Can't Break a Heart" and "I Wonder About You," by Cliff Heck; "Peace in the Valley" and "You Need Him Now" by the Bloomfield Trio, and "I'm Going Down to the Barroom" and "Lonesome," by Buddy Nelson. Shel Horton, WVAM, Altoona, Pa., celebrated his fourth anniversary March 15. His brothers, Vaughn, the songwriter, and Roy, the plugger with Southern Music, attended the fete, along with Dick Thomas, the former Decca recorder, who is now with Mercury. He received over 100 wires from artists and three floral bouquets.

Gabe Tucker, KLEE, Houston, has cut his first sides for Dot, the Randy Wood diskery. Hack Johnson, WFLO, Farmville, Va., reports he has added 30 minutes to his daily diskings and intends to reorganize his band. Happy Hal Burns, WBRC, Birmingham, Ala., reports that he emceed the five-hour singing fete at City Auditorium March 15. Program was marred by the absence of Hovie Lister, pianist with the Statesmen Quartet, who failed to arrive because of an auto accident in which he was injured. Ann Jones (King), WGTM, Wilson, N. C., plans to tour west, starting in mid-April, working with local bands. She'll work Texas two weeks before hitting the Coast. She reports that T Tex Tylor is working a three-month tour of the South on the

Kemp circuit. The Callahan Brothers (Columbia) and Aubrey Gass (Capitol) are working with him. Leroy Woodard, WVJS, Owensboro, Ky., reports that the station is running a series of taped interviews cut by station brass on a visit to WSM, Nashville, where they worked with the "Opry" artists.

Carl Shook, WKYW, Louisville, reports that Autry Inman's (he was formerly with Bullet) first release on Decca, "Let's Take the Long Way Home," looks good to him. Shook reports that the Lefty Frizzell troupe, which played there March 29, included Wayne Roney, Jimmie Logsdon, WINN, Louisville, has cut his first disks on Harvest label. Earl Davis, WBOK, New Orleans, reports that many artists are starting to work New Orleans. Smokey Graves, WLVA, Lynchburg, Va., reports that Clyde Moody, Bill Monroe and T Tex Tyler played his town within a period of 11 days in March.

Don Davis, WLW, Cincinnati, reports that Salty Holmes and Mattie O'Neil (King) and Lary Jim Day, last at WSM, Nashville, have joined WLW and WLW-TV. Smokey Smith, KRNT, Des Moines, liked the Lefty Frizzell package which played Ottumwa, Ia., March 11. Sheriff Tex Davis, WLOW, Norfolk, reports he is getting a big response to "Just Lookin'," by Arthur (Guitar) Smith, on MGM. Station cut off the last chorus as too suggestive. Art Barrett dropped his noon stint at WSAP, Poetsmouth, Va., in favor of a live show by Norm Phelps and the Virginia Rounders. Ray Whitley, WMEX, Boston, is leaving the station for a short junket thru Texas with his own show, but will return there. Shorly Long, WPAZ, Pottstown, Pa., reports that he is doing a country pop show on Saturday afternoons with the station's pop jockey. Sleepy Jeffers is emceeding a live daily show over WTIP, Charleston, W. Va., featuring Honey and Sonny, the Davis Twins, Jesse Smith, Little Willie and Pudgie Parsons.

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CORAL 64126 (78)—9-64126 (45)

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# THE BILLBOARD Music Popularity Charts

For Reviews and Ratings of Radio and TV Shows See The Billboard Radio-TV Show Charts (Radio)

## • Most Played Juke Box Folk (Country & Western) Records

... Based on reports received April 2, 3 and 4

Records listed are Country and Western records most played in juke boxes according to The Billboard's special weekly survey among a selected group of juke box operators whose locations require Country and Western records.

POSITION	Weeks	Last	This	to date	Week	Week
7	3	1.	DON'T JUST STAND THERE	Carl Smith	Col(78)20893; (45)4-20893—BMI	
23	1	2.	LET OLD MOTHER NATURE HAVE HER WAY	Carl Smith	Col(78)20862; (45)4-20862—BMI	
15	2	3.	GIVE ME MORE, MORE, MORE	Lefty Frizzell	Col(78)20885; (45)4-20885—BMI	
11	5	4.	WONDERING	W. Pierce	Dec(78)46364 (45)9-46364—BMI	
8	6	5.	SILVER AND GOLD	Pee Wee King	V(78)20-4458; (45)47-4458—BMI	
29	4	6.	SLOW POKE	Pee Wee King	V(78)21-0489; (45)48-0489—BMI	
7	10	7.	HONKY TONK BLUES	Hank Williams	MGM(78)11160; (45)K-11160	
1	—	7.	GOLD RUSH IS OVER	Hank Snow	V(78)20-4522; (45)47-4522	
10	7	9.	BUNDLE OF SOUTHERN SUNSHINE	E. Arnold	V(78)20-4413; (45)47-4413—ASCAP	
1	—	9.	EASY ON THE EYES	E. Arnold	V(78)20-4569; (45)47-4569—ASCAP	

### Coming Up

Records listed here in numerical order show signs of increasing popularity according to a limited number of questionnaires from dealers (operators, disk jockeys) but do not have strength to be listed in best selling (most played) category.

1. WILD SIDE OF LIFE ..... H. Thompson ..... Cap(78)1942; (45)F-1942
2. DON'T STAY AWAY ..... Lefty Frizzell ..... Col(78)20911; (45)4-20911
3. YOU'RE HERE SO EVERYTHING'S ALL RIGHT ..... Lefty Frizzell ..... Col(78)20911; (45)4-20911

## • Country & Western (Folk) Record Reviews

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

ARTIST LABEL AND NO.	TUNES COMMENT	REVIEW	DISC	REVIEW	OPERATOR
<b>POLLY POSSUM &amp; JOE WOLVERTON</b> Sad Singin', Slow Ridin' ..... 77--80--74--77 COLUMBIA 20908—The chirp has a strong country novelty item here. She sells the lyrics with lots of spirit while the group sets up a fine backing for the material.					
Don't Cry, Baby ..... 72--75--70--72 Pocum gal impresses as a first-rate chanter, tho it's questionable whether the c.&w. market will go for her style. She might get r.&b. action with this one and even some pop activity. Disk, however, fails to make a strong enough pitch in any single market.					
<b>WADE MAINER</b> That Star Belongs to Me ..... 76--76--76--76 KING 1035—A good country weeper of a child who misses her daddy is given a strong rendition by the singer and trio. Fine for rural market.					
Dreaming of a Little Cabin ..... 74--75--73--74 The trio is effective on a back-country item that could interest rural jocks.					
<b>JOHNNIE LEE WILLS &amp; HIS BOYS</b> She Took! ..... 74--75--72--75 VICTOR (45) 47-4570—Lively ditty now getting some attention in the pop field is given a strong rendition by Leon Huff and the trio.					
Thingamajig, The ..... 71--72--70--71 Novelty ditty reminiscent of "A Ticket, A Ticket" gets an effective performance from Curley Harris and the trio.					
<b>HILLBILLY BARTON</b> Strange Affection ..... 73--77--70--73 ABBOTT 110—Barton makes an impressive bow as a single artist with a cute, semi-novelty country item. Should get spins.					
She's a Good Ole Gal ..... 73--77--70--73 More of the same type of novelty material and again Barton and the string ark do it up neatly.					
<b>JIMMIE OSBORNE</b> Love Me or Leave Me ..... 72--73--70--72 KING 1012—An Osborne-written verse-chorus ditty is delivered zestfully by the chanter.					
It's Me Who Has to Suffer ..... 68--70--66--68 Both the material and the chanting are just ordinary.					
<b>TEXAS JIM ROBERTSON (Panhandle Punchers)</b> I'm Gonna Be Long Gone ..... 71--73--68--71 VICTOR (45) 47-4540—Bouncy ditty gets a happy rendition from Texas Jim and supporting cast.					
Taffy ..... 70--71--69--70 The gal ballad, with weeper overtones, is sung tastefully by the baritone. Backing is straight and simple and timed right for leisurely fox trotting.					
<b>JIMMY MARTIN-BOB OSBORNE (Sunny Mt. Boys)</b> Blue-Eyed Darling ..... 71--72--70--71 KING 1037—The backwoods duet are teamed as an excellent country item which should do well in its territory.					
You'll Never Be the Same ..... 71--72--70--71 More of the same here.					

# GREATER THAN "MAGGIE" ... KENNY ROBERTS

singing his great new hit ...



Published by:  
R F D Music Pub.  
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146 W. 54th St., N. Y. C.

## "I'D LIKE TO KISS SUSIE AGAIN"

and

## "Ding Dong Bells"

CORAL 60696

### 4 NEW COUNTRY HITS!!



## JOHNNY and JACK "When You Want a Little Lovin' "

RCA Victor 20-4555



## ERNEST TUBB "SOMEBODY'S STOLEN MY HONEY"

Decca 28067

## SUE THOMPSON "I'LL HATE MYSELF IN THE MORNING"

Mercury 6377



## NEAL BURRIS "THERE'S NO REASON"

Columbia 20917

## TANNEN MUSIC INC.

146 W. 54TH ST.  
Boudleax Bryant  
—Nashville—

NEW YORK 19, N. Y.  
Ted Browne  
—Chicago, Ill.—



# THE BILLBOARD Music Popularity Charts

For Reviews and Ratings of Radio and TV Shows See The Billboard Radio-TV Show Charts (Radio Section).

## • Most Played Juke Box Rhythm & Blues Records

... Based on reports received April 2, 3 and 4

Records listed are rhythm and blues records most played in juke boxes according to The Billboard's special weekly survey among a selected group of juke box operators whose locations require rhythm and blues records.

POSITION	Weeks   Last   This	Record	Artist	Label
to date	Week	Week		
7	1	1	NIGHT TRAIN	J. Forest
				United(78)110; (45)45-110
1	—	2	DIANE	B. Lucas
				Jubilee 5070—ASCAP
2	6	3	NO MORE DOGGIN'	R. Gordon
				RPM 350—BMI
5	2	4	GOT YOU ON MY MIND	J. Greer
				V(78)20-4348; (45)147-4348
9	6	4	BOOTED	R. Gordon
				Chess 1487; RPM 344—BMI
2	9	6	NEW BLOWTOP BLUES	D. Washington
				Mercury(78)8269; (45)8269X45
5	5	7	WHEEL OF FORTUNE	D. Washington
				Mercury(78)8267; (45)8267X45—ASCAP
1	—	7	5-10-15 HOURS	Ruth Brown
				Atlantic 962—BMI
15	2	9	THREE O'CLOCK BLUES	B. B. King
				RPM 339—BMI
3	—	9	TELL ME WHY	D. Washington
				Mercury(78)8267; (45)8267X45—BMI

### Coming Up

Records listed here in numerical order show signs of increasing popularity according to a limited number of questionnaires from dealers (operators, disk jockeys) but do not have strength to be listed in best selling (most played) category.

1. POUND OF BLUES ..... Johnny Hodges Ork  
Mercury 8961
2. BIG QUESTION ..... Percy Mayfield  
Specialty 425

## RHYTHM & BLUES NOTES

By BOB ROLONTZ

The Seventh Annual Pittsburgh Courier Theatrical Poll, which ended last week held a few surprises, the many of the established stars and orks came out on

top again. Biggest upset was in the Gospel Singing department where Clara Ward won out over Mahalia Jackson as the most popular gospel singer. Top male vocalist was Billy Eckstine, with Bob White second; top female vocalist, Laura Lynn; Lester Williams won out over Larry Darnell as top blues singer; The Dominoes won the best quartet category with the Five Keys and The Clovers next; Lionel Hampton's ork took the big band top spot; Nat Cole's group was named best trio; Paul Dupree was voted favorite instrumentalist; and Paul Bascomb's band took all honors as combo favorite.

The winners of the Courier theatrical poll will appear at Carnegie Hall, April 19... Jubilee Records has waxed 16-year-old Billy Paul, winner of the Apollo, New York, amateur contest. The label has also signed a new group called The Marylanders, from Baltimore... Ruth Brown and the Charles Brown ork start on a one-nighter tour in May that will cover 20 dates thru the South... The Clovers, Charlie Parker quintet, Billy Ford ork and Lil Green play the Howard Theater, Washington, starting April 18... The Jesse Powell ork and singer Fluffy Hunter, who are now waxing for Federal Records, were signed by the Shaw agency this week.

The Paul William ork, Danny Cobb, and The Orioles start a one-nighter tour on April 25 in Youngstown, then south to New Orleans, winding up on May 14 in Pittsburgh... Hot Lips Page will do a string of dates in Europe this summer. He will play as a single in night clubs as well as with European orks. Before he takes off for overseas Page will play a string of Southern one-nighters with singer Varetta Dillard, blues shouter Billy Wright and the Five Keys. The package starts on April 18... Lester Young opens at Birdland, New York, on April 24 for two weeks, just about a day after he returns from his Euro-

## • Rhythm & Blues Record Releases

- All Night Long—The Royals (Every Beat) Federal 12064
- Azure 'Te—Bill Davis Trio (Rough Ridin') Okeh 6867
- At Last—Wingy Manone (Awful Waffle) Coral 60687
- Awful Waffle Man—Wingy Manone (At Last) Coral 60687
- Be Anything (But Be Mine)—The Five Keys (Red Sails) Aladdin 3127
- Berry Well—Al Sears Ork (Marshall Plan) King 4520
- Better Beware—Little Esther (I'll Be) Federal 12065
- Crying With the Rising Sun—Pete (Guitar) Lewis (Louisiana Hop) Federal 12066
- Blues for Lonnie—Lonnie Johnson (Don't Blame) Aladdin 3029
- Don't Blame Her—Lonnie Johnson (Blues for) Aladdin 3029
- Don't Trade Your Love for Gold—King Odum Four (Lucky) Abbey 15064
- Down Home Jump—Erskine Hawkins Ork (Lost Time) King 4522
- Draftin' Blues—Melvin Evans (Little Girl) Savoy 842
- Every Beat of My Heart—The Royals (All Night) Federal 12064
- Hope, Skip and Jump—Lynn Hope Ork (Please) Aladdin 3128
- I Don't Want to Set the World on Fire—Morris Lane (Midnight Sun) Coral 60681
- I'll Be There—Little Esther (Better Beware) Federal 12065
- I'm So Happy—Danny Cobb-Paul Williams Ork (I Need) Savoy 841
- I Need Your Love—Danny Cobb-Paul Williams Ork (I'm So) Savoy 841
- Little Girl, Ride On—Melvin Evans (Draftin' Blues) Savoy 842
- Lost Time—Erskine Hawkins Ork (Down Home) King 4522
- Louisiana Hop—Pete (Guitar) Lewis (Crying With) Federal 12066
- Lover Come Back to Me—Anita O'Day Ork (Rock'n) Merc 8967
- Lucky—King Odum Four (Don't Trade) Abbey 15064
- Marshall Plan—Al Sears Ork (Berry Well) King 4520
- Midnight Sun—Morris Lane (I Don't) Coral 60681
- My Heart Is Yours—The Marveltones (So) Regent 194
- Please, Mr. Sun—Lynn Hope Ork (Hope, Skip) Aladdin 3128
- Red Sails in the Sunset—The Five Keys (Be Anything) Aladdin 3127
- Rock 'n Roll Blues—Anita O'Day (Lover) Merc 8967
- Rough Ridin'—Bill Davis Trio (Azure 'Te) Okeh 6867
- Screamin' in My Sleep—Gene Parrish (Throw Me) V 20-4610
- So (It's Over)—The Marveltones (My Heart) Regent 194
- They Say You Cry—Jimmy Scott (When You) Coral 60688
- Throw Me Out of Your Mind—Gene Parrish (Screamin') V 20-4610
- Time After Time—Little Miss Cornshucks (Her All Stars) (Waiting) Aladdin 3126
- Waiting in Vain—Little Miss Cornshucks (Her All Stars) (Time After) Aladdin 3126
- Walking in the Sunshine—Mill Larkin-The X-Rays (While We're) Coral 65083
- When You Surrender—Jimmy Scott (They Say) Coral 60688
- While We're Young—Mill Larkin-The X-Rays (Walking in) Coral 65083

pean dates with the "Jazz at the Philharmonic" group.

Wynonie Harris, Larry Darnell and the Eddie Durham ork kick off a one-nighter tour starting April 10 thru the Middle West, Texas, and the South... Buddy Johnson's ork and Arthur Prysock are also off on a string of one nighters thru the South. They leave, April 11. After the tour the singer and ork play a week in Cleveland and an engagement at the Blue Note in Chicago for two weeks... Coral Record's Eddie Chamberly ork goes into Gleason's Musical Bar, Cleveland, on April 21 for two weeks.

Bull Moose Jackson starts at the Glass Bar of the Midtown Hotel, St. Louis, for nine days on April 18. Then he plays the Trocadero in Columbus on April 28. After that he is off on a one-nighter tour with Big John Greer, Victor recording artist, and singer Annisteen Allen, thru the Middle West, Colorda, Texas and the South.

## • Best Selling Retail Rhythm & Blues Records

... Based on reports received April 2, 3 and 4

Records listed are rhythm and blues records that sold best in stores according to The Billboard's special weekly survey among a selected group of retail stores, the majority of whose customer's purchase rhythm and blues records.

POSITION	Weeks   Last   This	Record	Artist	Label
to date	Week	Week		
7	1	1	NIGHT TRAIN	J. Forest
				United(78)110; (45)45-110
1	—	2	5-10-15 HOURS	Ruth Brown
				Atlantic 962—BMI
10	2	3	BOOTED	R. Gordon
				Chess 1487; RPM 344—BMI
1	—	4	NO MORE DOGGIN'	R. Gordon
				RPM 350
2	5	5	HEAVENLY FATHER	E. McGriff-B. Lucas
				Jubilee(78)5073; (45)45-5073
15	3	6	THREE O'CLOCK BLUES	B. B. King
				RPM 339—BMI
1	—	7	NEW BLOWTOP BLUES	D. Washington
				Mercury(78)8269; (45)8269X45
1	—	8	SWEET SIXTEEN	J. Turner
				Atlantic 960—BMI
20	7	9	FLAMINGO	E. Bostic
				King(78)4475; (45)45-4475—ASCAP
1	—	9	BIG QUESTION	P. Mayfield
				Specialty 425—BMI
1	—	9	WIND IS BLOWING	J. Witherspoon
				Modern 857—BMI

### Coming Up

Records listed here in numerical order show signs of increasing popularity according to a limited number of questionnaires from dealers (operators, disk jockeys) but do not have strength to be listed in best selling (most played) category.

1. ONE MINT JULEP ..... The Clovers  
Atlantic 963

## • Rhythm & Blues Record Reviews

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

ARTIST	TUNES	RETAIL	DIC	JOCKEY	RETAIL	DIC
LABEL AND NO.	COMMENT					
GENE PARRISH	Screamin' in My Sleep	82--83--82--82				
	V 20-4610—This is another fine example of recent advances made by RCA Victor in the field. Parrish does a fine job of shouting and is backed by solid orking. Lyrics sell themselves. A strong item!					
	Throw Me Out of Your Mind	78--80--77--77				
	Flip is a slow ballad which is given a lot of feeling by Parrish and a fancy backing by the ork.					
THE ROYALS	All Night Long	82--83--80--83				
	FEDERAL 12064—This one has a lot of drive to it. Lyrics, which effectively work in titles of some past r.&b. disks get a solid ride by the Royals. Their styling is distinctive enough to pull a lot of spins and coin.					
	Every Beat of My Heart	68--68--68--68				
	This is a little disappointing after the fine performance on the other side. Judged from these two efforts, the Royals are more effective with a tempo that has a strong beat.					

(Continued on page 37)

**3 HITS!**

'5-10-15 HOURS'  
RUTH BROWN  
No. 962

'ONE MINT JULEP'  
THE CLOVERS  
No. 963

'SWEET SIXTEEN'  
JOE TURNER  
No. 960

**Atlantic** RECORDING CORP.  
234 WEST 54th STREET NEW YORK 19, N. Y.

**DON'T PASS THIS UP!**  
Savoy #839

**VARETTA DILLARD**

"HURRY UP"  
"PLEASE TELL ME WHY"

**SAVOY** RECORD CO., INC.  
58 Market Street Newark 1, N. J.

**A MONEYMAKER!**

**THE BIG QUESTION**

by PERCY MAYFIELD  
-435

**Specialty** records

**A Hit...**

**Best Selling Retail Rhythm & Blues Records**

5. HEAVENLY FATHER ..... E. McGriff  
1 Love You ..... Jubilee(78)5073; (45)45-5073

(From Billboard, April 5)

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

TV IS ALL of SHOWBUSINESS Only THE BILLBOARD covers ALL of SHOWBUSINESS

**JOHNNY HARTMAN**  
at His Best... with

**"BLACK SHADOWS"**

and

**"I feel like crying"**

RCA 20-4637 47-4637

**RCA VICTOR** Records



# THE BILLBOARD Music Popularity Charts

For Reviews and Ratings of Radio and TV Shows See The Billboard Radio-TV Show Charts (Radio Section).

Continued from page 36

## Rhythm & Blues Record Reviews

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

ARTIST LABEL AND NO.	TUNES COMMENT	OVERALL	DISK JOCKEY	RETAILER	OPERATOR
<b>THE MARVELTONES</b> So (It's Over) REGENT 194—Marveltones get together on some close harmony. Group has good balance and an excellent lead.		81--81--80--81			
My Heart Is Yours The group shows a lot of versatility on this side. Their change of style in various spots makes it an interesting item.		80--82--79--79			
<b>COUNTRY PAUL</b> Ain't It Bad? KING 4517—The mournful sound plucked from the guitars is seconded by Country Paul, who tackles the dirge-like blues to good effect.		80--82--78--80			
Your Picture Done Faded A faded snapshot no longer satisfies the chanter who warmly expresses his desire for the original subject. Good for the market.		78--80--76--78			
<b>LITTLE ESTHER</b> I'll Be There FEDERAL 12065—Little Esther tackles this one in her own distinct style. Rhythm is slow and staked to a solid beat. Due for spins.		80--82--78--80			
Better Beware Gal chirps mightily and erk contributes with spirit. An exciting disk.		78--80--76--78			
<b>LYNN HOPE ORK</b> Please, Mr. Sun ALADDIN 3128—Instrumental waxing of the ditty now riding high in the pop field features the Hope sax and some pretty background music. This one could catch a share.		80--82--75--83			
Hope, Skip and Jump The ork socks out this rhythmic riff item written by the leader in fine fashion. Caulo gather some coin on the jukes.		76--77--72--79			
<b>MELVIN EVANS</b> Draftin' Blues SAVGY 842—Southern blues with an insistent beat is projected forcefully by Evans and the combo.		80--80--80--80			
Little Girl, Ride On Raucous orking and a punching rhythm are the main attractions here, with the chanter contributing in style.		73--75--70--73			
<b>JO JO JACKSON ORK</b> Jumpin' & Stompin' FIDELITY F 3005—All the many things that go on in the ork are secondary to the rhythm, a strong, pulsing beat that will keep the customers hopping. Should do best in jukes.		79--80--78--80			
Boogie in the Groove Piano is dominant in this brisk instrumental by Jo Jo Jackson and his ork. Qus might show interest.		76--76--76--76			
<b>KING ODOM FOUR</b> Lucky ABBEY 15064—Tune is a lovely one and gets a smooth and distinctive interpretation by the quartet.		78--79--77--78			
Don't Trade Your Love for Gold Group reverts this in convincing style. Lead voice shows up as fine tenor.		76--76--76--75			
<b>MORRIS LANE</b> I Don't Want to Set the World on Fire CORAL 60681—A driving instrumental waxing of the oldie by the ork featuring the strong gutty sax of the ork leader. A good one for the jukes.		78--80--74--80			
Midnight Sun Lane gives out with some warm and dreamy sax stylings on this pretty tune, and the ork backs him closely.		75--77--73--75			
<b>THE FIVE KEYS</b> Red Sails in the Sunset ALADDIN 3127—The Five Keys give the old fave a mighty strong reading. This one could do well.		78--80--76--78			
Be Anything (But Be Mine) The Five Keys, using a style somewhat similar to the Ink Spots, do an adequate job.		72--75--70--71			
<b>BILL DAVIS TRIO</b> Rough Ridin' OKEH 6867—Tune that was made by Ella Fitzgerald a while back is given a ride by the trio.		77--80--74--75			
Azure 'Te Some weird effects are achieved on the organ on this Latin side. Could get a lot of deejay spins as a novelty item.		74--76--72--74			
<b>PETE (GUITAR) LEWIS</b> Louisiana Hop FEDERAL 12066—The ork jumps with this item, and stays with it all the way, turning out a wild and exciting version of the tunes penned by Lewis. Side is sparked by the Lewis guitar. A strong disk.		76--78--74--76			
Crying With the Rising Sun Tune is a routine blues, tho Lewis and the ork give it a lot of effort.		72--72--70--74			
<b>ERSKINE HAWKINS ORK</b> Lost Time KING 4522—Lou Elliot does a convincing job on the lyrics while the Hawker brasses get a good workout. Good for gathering coin.		75--76--72--77			
Down Home Jump The whole ork blasts away at this instrumental. The over-all effect is good.		72--72--71--73			
<b>MILT LARKIN-THE X RAYS</b> While We're Young CORAL 65083—Agreeable vocal treatment by Larkin of the pop tune, with good backing by the X-Rays. Could get spins.		74--74--74--74			
Walking in the Sunshine This one is a fly little ditty with cute lyrics. The warbler gives it a clean and interesting reading and the ork gives it a strong beat.		72--73--71--72			
<b>LARRY CUMMINGS (Rhythm Aces)</b> When You Surrender DECCA 48281—Cummings combines some of the Charles Brown, Nat Cole and Tommy Edwards styles in a reading of a 40-50 ballad. A good but uninspired disk.		68--72--65--67			
My Favorite Chick An inconsequential novelty bouncer is handed a routine reading by Cummings and the ork.		61--63--60--61			
<b>CWEN TYNES</b> Bill ATLAS 1004A—The oldie receives a good interpretation by the chanter over piano and organ backing.		67--67--67--67			
How Could So Many People Be So Wrong? An effective vocal by the thrush on a slight piece of material.		63--63--63--63			

# RAY ANTHONY POPULARITY CHARTS "AT LAST"

### BILLBOARD

#### Records Most Played by Disk Jockeys

Weeks To Date	Last Week	This Week	AT LAST	Artist
9	3	3	AT LAST	Ray Anthony CAP (78) 1912; (45) F-1912

#### Most Played Juke Box Records

Pos. This Week	Pos. Last Week	No. Weeks in Log	AT LAST	Artist
—	—	29	AT LAST	Ray Anthony CAP (78) 1912; (45) F-1912

#### Best Selling Pop Singles

Pos. This Week	Pos. Last Week	No. Weeks in Log	AT LAST	Artist
3	23	22	AT LAST	Ray Anthony CAP (78) 1912; (45) F-1912

### VARIETY

#### TOP RECORD TALENT AND TUNES

As Polled Via Leading U. S. Disk Jockeys

Pos. This Week	Pos. Last Week	No. Weeks in Log	AT LAST	Artist
6	2A	4	AT LAST	RAY ANTHONY ..... Capitol

#### TOP TALENT AND TUNES—SCOREBOARD

Pos. This Week	Pos. Last Week	No. Weeks in Log	AT LAST	Artist
7	7	—	AT LAST	RAY ANTHONY ..... Capitol

#### 10 Best Sellers on Coin Machines

Pos. This Week	Pos. Last Week	No. Weeks in Log	AT LAST	Artist
3	4	—	AT LAST	Ray Anthony ..... Capitol

### CASH BOX

#### THE 10 RECORDS DISK JOCKEYS PLAYED MOST THIS WEEK

Pos. This Week	Pos. Last Week	No. Weeks in Log	AT LAST	Artist
—	5	—	AT LAST	Ray Anthony ..... Capitol

#### TOP 50 BEST SELLING RECORDS

Pos. This Week	Pos. Last Week	No. Weeks in Log	AT LAST	Artist
—	31	—	AT LAST	Ray Anthony ..... Capitol

### CAPITOL SALES

Pos. This Week	Pos. Last Week	No. Weeks in Log	AT LAST	Artist
—	3	—	AT LAST	"AT LAST" ..... "I'LL SEE YOU IN MY DREAMS" .. Ray Anthony 1912

#### Best Selling Pop Albums

Last Week	This Week	AT LAST	Artist
—	10	—	HOUSE PARTY HOP (3 Records) 33 1/3 r.p.m. Ray Anthony
10	8	—	HOUSE PARTY HOP (3 Records) 45 r.p.m. Ray Anthony

### COMING UP STRONG...

## "THERE ARE SUCH THINGS"

RAY ANTHONY Billboard PICKS March 22, 1952



# Profits Zoom

WHEN YOU SELL

# Fidelitone

CONVENTIONAL and SPECIAL TYPE NEEDLES

FAST SELLING HIGH PROFIT

the right needle every time!

SEE YOUR DISTRIBUTOR  
**PERMO, INC.**  
CHICAGO 26, ILL.  
MANUFACTURERS OF "FIDELITONE",  
PERMO-POINTS AND PERMO-PRODUCTS



# THE BILLBOARD Music Popularity Charts

For Reviews and Ratings of Radio and TV Shows See The Billboard For Reviews and Ratings of Radio Section).

## Record Reviews

90-100 TOPS  
80-89 EXCELLENT  
70-79 GOOD  
40-69 SATISFACTORY  
0-39 POOR

**How Ratings Are Determined** Records are rated four ways: (1) over-all; (2) as to their value for disk jockeys; (3) for retailers; and (4) for operators. Each rating is on the basis of nine key categories. Each category is assigned a maximum number of points within which new releases are rated. N. S. indicates record is not suitable for a specific usage.

**The Categories** Following are the maximum points that may be earned by a record in each of the nine categories considered: Song caliber, 15; Interpretations, 15; arrangement, 15; name value, 15; record quality (surface, etc.), 5; music publisher's air performance potential 10; exploitation (record advts.—promotion firm, legit and other "plug" aids), 10; manufacturer's distribution power, 10; manufacturer's production efficiency, 5.

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

ARTIST LABEL AND NO.	TUNES COMMENT	OVER-ALL	DISK JOCKEY	RETAILER	OPERATOR
<b>POPULAR</b>					
<b>VAUGHN MONROE ORK</b>					
<b>Idaho State Fair</b> VICTOR 20-4611—Vaughn relaxes and lets go on this lively ditty with strong support from the chorus. His best effort in recent months. Both sides are very strong and will be given heavy promotion.		86--86--86--86			
<b>Lady Love</b> Here's an infectious tune with a lot of bounce that gets a rousing reading by Monroe, the chorus and ork. Tune is from Columbia flick "Sound Off".		86--86--86--86			
<b>PERRY COMO (Mitchell Ayres Ork)</b>					
<b>One Little Candle</b> VICTOR 20-4631—Beautiful tune about a better world gets a great interpretation from Como. Mitchell Ayres and chorus pull out all stops at the close in a tremendous arrangement. Could be a big one for Perry.		85--85--85--85			
<b>It's Easter Time</b> Tune is handled in the usual free and easy Come style. Should get a lot of play in the next few weeks.		80--82--78--80			
<b>STAN FREBURG (Billy May Ork)</b>					
<b>Try</b> CAPITOL 2029—A tremendously funny and satirical take-off on Johnny Ray. Freburg turns in a great, imitative performance and the lyrics are hep. This dinking could be No. 1 on the deejay spin parade for a short spell, and could also be big on the jukes.		86--88--86--87			
<b>Pass the Udder Udder</b> A zany novelty about a gigantic cow named Gladys which has a large milk-giving capacity. Tune is cute, lyrics are cornily clever, singer and chorus are good. Propriety and Mrs. Grundys may stop air plays, but it is fine for jukes.		70--75--60--75			
<b>THE MERRY MACS (Ike Carpenter Ork)</b>					
<b>Baby, Let's Face It</b> INTRO 6045—The Merry Macs, new on Intro, mix harmony and chatter on this lively tune. Carpenter ork backs nicely.		72--74--70--72			
<b>I Do</b> Group handles this one in dreamy style.		65--68--63--65			
<b>DE MARCO SISTERS</b>					
<b>Festival</b> MGM 11204—The five gals come thru with an okay interpretation of the new semi-novelty. If the tune makes it big enough, then the sisters might grab off some of the coin.		71--74--69--71			
<b>Go in' on a Hayride</b> The plug ditty from the new Broadway musical "Three Wishes for Jamie" is handed a smartly blended reading which should get some action if the tune makes it.		71--74--69--71			
<b>ZIGGY ELMAN ORK</b>					
<b>With a Song in My Heart</b> MGM 11197—The movie title song being revived these days is handed a warmth and smooth instrumental reading from the Elman trumpet and ork. Good dance wax.		71--73--70--70			
<b>All I Do Is Dream of You</b> The Jus Canton vocal group handles the vocal and Elman delivers a fine muted trumpet chorus on a wonderful old ditty.		71--73--70--70			
<b>DANNY KAYE</b>					
<b>Mademoiselle De Paree</b> DECCA 28043—The French waltz ditty with a new English lyric serves as fairly commercial material for Danny Kaye, assisted by a choral group and a Vic Schoen studio ork. Only thing special about the disk is that Decca managed to spell Kaye's name incorrectly on the label.		71--73--70--70			
<b>You're for Me, Mimi</b> This is a light-hearted bouncer which Kaye does with plenty of spirit. Should get spins.		71--73--70--70			
<b>FRED LOWERY</b>					
<b>Whistler and His Dog, The</b> COLUMBIA 39699—Fred Lowery, the blind whistler, has a cute disk here on which the whistler does his favorite tune and then shows how to whistle for a police dog, Scotty, etc. The platter is a fine one for kids.		71--73--71--69			
<b>When I Grow Too Old to Dream</b> A very pretty whistling job on the side by Lowery plus a tender vocal by Henry Russell over an organ background. Older set will like.		69--70--68--69			
<b>LEROY HOLMES ORK</b>					
<b>I'll Walk Alone</b> MGM 11198—The Three Beaus and a Peep handle the vocal on this okay dance version of the current click revival.		71--73--70--70			
<b>You're My Thrill</b> More dance wax from the Holmes ork. This time the group runs thru the oldie instrumentally.		69--70--68--68			
<b>EDDIE 'PIANO' MILLER</b>					
<b>Why Worry</b> VICTOR 20-4641—Miller, also known as songwriter Eddie Lisbona, makes his debut on Victor with a honky-tonk piano reading of a new ragtime ditty. His vocal effort is so-so, but suited to the instrumental. Okay for the jukes.		70--72--67--72			
<b>Funny Melody</b> Much less effective is this so-so hunk of material. It's done pretty much the same way.		67--70--65--67			
<b>JANINE (Ken Moore Ork)</b>					
<b>Hold Me Closer, Closer</b> LUCKY 1006—Janine sets these lyrics convincingly. Tune has a slow and rhythmic beat. Opening bars give a music box effect.		68--69--65--69			
<b>If You Wanna Love Me, Love Me</b> Ken Moore's Four backs up Miss Janine's singing and whispering of a so-so tune.		65--65--65--65			
<b>MIKE PETTISON QUARTET</b>					
<b>I'll Always Love You Some</b> ALGONQUIN 1001—The Pettison Quartet make their bow on this new label with a strong and wholehearted reading of a pretty new tune. Fine lead singer sparks the performance. Item should get spins and could step out with enough promotion.		68--68--68--68			
<b>My Heart Is Breaking</b> The group turns in an effective vocal on this slight city-weeper over a nice ork arrangement.		65--65--65--65			

(Continued on page 40)



# RICHARD HAYES

## 'JUNCO PARTNER'

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## POPULAR

QUANTITY 78 45		QUANTITY 78 45	
"BE ANYTHING (BUT BE MINE)" "SHE TOOK" Eddy Howard	5815	"JUST LOOKIN'," "THE WILD SIDE OF LIFE" Tiny Hill & His Orch.	5830
"KISS OF FIRE," "A LASTING THING" Georgia Gibbs	5823	"BOULEVARD OF BROKEN DREAMS," "STOMPIN' AT THE SAVOY" Ralph Marterie & His Orch.	5827
"WHISPERING WINDS"; "LOVE, WHERE AE YOU NOW" Patti Page	5816	"FRENESI," "WHAT IS THIS THING CALLED LOVE" Jerry Murad's Harmoni- cats in Collaboration with Ralph Mar- terie & His Orch.	5824
"WHEEL OF FORTUNE," "HEART OF A CLOWN" Bobby Wayne	5779	"IT'S A SIN TO TELL A LIE," "IT HAD TO BE YOU" Dick Hayman & His Orch.	5825
"JUST BECAUSE," "HOW COULD YOU," Rusty Draper	5820	"WHISPER A WORD OF LOVE," "MAMBO JAMBO" Pancho & His Orch.	5826
"BABALU," "MORE THAN LOVE" Richard Hayes & Xavier Cugat	5780	"CHERRY LIPS," "HONK TONK MELODY" Al Trace & His Orch.	5828
"AY-ROUND THE CORNER," "CHIU CHIU" Xavier Cugat & His Orch.	5813	"WON'T YOU SURRENDER," "FESTI- VAL" Ray Cura and Xavier Cugat & His Orch.	5829
"COME WHAT MAY," "RETREAT" Patti Page	5772	"MILK BUCKET BOOGIE," "SILVER AND GOLD" Tiny Hill & His Orch.	5789
"BLUE TANGO," "JUNGLE FLUTE" Xavier Cugat & His Orch.	5817	"THE ACAPULCO POLKA," "THE HILL- BILLY MAMBO" Xavier Cugat & His Orch.	5798
"I'LL WALK ALONE," "TATTLETALE" Richard Hayes	5821	"LOOKING FOR MY BABY," "BEGIN THE BEGUINE" The Ravens	5800
"STOLEN LOVE," "WISHIN'" Eddy Howard	5784	"DIANE," "SEPTEMBER SONG" Billy Daniels	5806
"WHO," "IT'S A LONESOME OLD TOWN" Jimmy Palmer & His Orch.	5786	"MISTAKES," "THE LITTLE BOY I KNEW" Dick Thomas	5808
"HOMING PIGEON," "AND SO I WAITED AROUND" Kay Brown	5819	"YOU'RE NOT WORTH MY TEARS," "SHIP AHOY" Rose Marie	5811
"COPYCAT," "WALK RIGHT IN" Lola Amoeche	5812	"TOOT, TOOT, TOOTSIE"; "DANCIN' SHOES" Jimmy Palmer & His Orch.	5814
"MY THRILL IS LOVING YOU," "THAT'S HOW IT GOES" Billy Daniels	5822	"EVERY BABY NEEDS A DA-DA-DAD- DY," "DON'T SEND ME HOME" Helen Grayco	5818

## NEW RELEASES

QUANTITY 78 45		QUANTITY 78 45	
"JUNCO PARTNER," "SUMMERTIME" Richard Hayes	5833	"I DON'T MIND," "HINDUSTAN" Jimmy Palmer & His Orch.	5836
"NO STRINGS ATTACHED," "LOST LOVE" Richard Hayman & His Orch.	5834	"SITTIN' HERE WONDERIN'," "JANU- ARY 11, 1949, BLUES" Luther Stoneham	8275
SILVANDO EL MAMBO," "MAMBO NO. 8" Pancho & His Orch.	5835	"DON'T WANT NO WOMAN," "LOUISE" L. C. Williams	8276

## COUNTRY and WESTERN

## RHYTHM and BLUES

QUANTITY 78 45		QUANTITY 78 45	
"TADPOLE," "JUNIOR'S A BIG BOY NOW" Sue Thompson	6390	"NO MAIL BLUES," "GONNA NEED MY HELP SOME" Memphis Slim	8266
"YOU'VE BEEN CHEATING ON ME, DARLING," "SPRING OF LOVE" Paul & Roy	6374	"TELL ME WHY," "WHEEL OF FORTUNE" Dinah Washington	8267
"WHEN THE PEARLY GATES SWING OPEN," "MIGHTY CLOSE TO HEAVEN" Carl Story & His Ramblin' Mountaineers	6386	"TROUBLE IN MIND," "NEW BLOW- TOP BLUES" Dinah Washington	8269
"TENNESSEE MEMORIES," "TRUE LOVE" Carlisle Bros.	6388	"BE ANYTHING—BE MINE," "HEAVEN KNOWS WHY" Wini Brown	8270
"AY-ROUND THE CORNER," "WISHIN'" Lulu Belle & Scotty	6389	"HEY, HEY"; "WALKIN' THE LONE- SOME ROAD" Big Bill Broonzy	8271
"MOUNTAIN JAM," "BABY MY HEART" Eddie Hill	6392	"SEQUEL," "I'LL ALWAYS BE IN LOVE WITH YOU" Paul Quinichette	8272
"LIMEHOUSE BLUES," "KOHALO MARCH" Jerry Byrd	6393	"SAD NEWS FROM KOREA," "LET ME FLY YOUR KITE" Lightning Hopkins	8274

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# THE BILLBOARD Music Popularity Charts

For Reviews and Ratings of Radio and TV Shows See The Billboard Radio-TV Show Charts (Radio Section).

## Record Reviews

90-100 TOPS  
80-89 EXCELLENT  
70-79 GOOD  
40-69 SATISFACTORY  
0-39 POOR

Continued from page 38

ARTIST LABEL AND NO.	TUNES COMMENT	WEEKS ON CHART	PEAK POSITION
<b>POPULAR</b>			
<b>JOE VALINO (Don Nicholas Ork)</b> <b>I'll Tell You What I'm Gonna Do</b> SCOOP 1003—Reading is pleasant, tho light. Chorus, strings and harp help things along.		64--64--64--64	
<b>Wanted</b>	Chanter shows a fair set of pipes in this casual run-thru of the ballad. String and fem voice support is thin.	62--62--62--62	
<b>VARIETY BOYS (Jimmy Brown)</b> <b>Wanted</b>	OSCAR 0-103—Projection by the combo stresses the tune's dreamy qualities. Fem voice, deep in an echo chamber, takes a verse or two, mid-disk.	64--64--64--64	
<b>I'm Gonna Dry Ev'ry Tear With a Kiss</b>	Thrush Terry Adrian sings the slight ditty sweetly. Backing is economical.	58--60--56--58	
<b>BARRY FRANK (Charles Boulanger Ork)</b> <b>Night of Nights</b>	CADILLAC 119—Neither Frank nor the ork is particularly impressive on a new Latin-American tempo ditty of little more than routine interest.	63--68--60--62	
<b>I'm Painting a Picture of You</b>	The material is above average, but the reading is quite mundane. Despite the choral group, the disk fails to get going.	63--68--60--62	
<b>CHARLIE STONE (Bill Carter Ork)</b> <b>Sittin' on a Rainbow</b>	ARCADE AR-102—Piano and organ carry along the chanter for a fair rendition of the romantic ditty on the new label.	62--63--61--62	
<b>Wanted</b>	Pleasant ballad doesn't come over very strong in this so-so reading. Backing has a semi-Latin beat.	60--60--60--60	
<b>RUTH CASEY (Graham Prince Ork)</b> <b>In Spite of All</b>	CADILLAC 118—Chirp Casey is the gal who first recorded "Cry." She does a good job on this new ballad effort, but it's not another "Cry"—good as it is. In a more powerful version the ditty might get some action.	72--74--70--72	
<b>I Never Knew I Cared So Much</b>	The "original 'Cry' girl" delivers a Vera Lynn type of reading on an agreeable new ballad.	70--73--68--70	
<b>ERROLL GARNER ORK</b> <b>Ain't She Sweet</b>	COLUMBIA 39681—Garner pounds this out in familiar fashion. Garner-philes should love it.	72--74--74--68	
<b>Please Don't Talk About Me When I'm Gone</b>	Garner plays around pleasantly with the melody of this oldie.	70--71--71--68	
<b>JOHNNY RAY (The Four Lads)</b> <b>What's the Use?</b>	COLUMBIA 39698—What's the use? Ray can do no wrong in the present market. The diskery says this is a tongue-in-cheek item. No matter what the Ray fans say it is, it's commercial. You can't argue with success.	88--88--88--88	
<b>Mountains in the Moonlight</b>	Mr. Rave penned this one—an attractive melody combined with a slightly different type of lyric. It's perfect fare for his unusual piping style and his fans will push it into the top-selling brackets.	87--87--87--87	
<b>TRUDY RICHARDS (George Barnes)</b> <b>I Don't Mind</b>	DECCA 28084—This is the latest Charlie Green penning effort, started originally on his own Comet label. Miss Richards has her best disk to date in a rollicking reading of a strong rhythm ditty. Richards gal sings a duet with herself, the George Barnes guitar work sparkles and the Sy Oliver combo reading is of a driving variety.	86--86--86--87	
<b>I Never Loved Anyone But You</b>	The rhythm and blues ditty was delivered previously on a fine Joe Medlin disk on the same label. This pop version gives the Richards gal an opportunity to turn in a slow-rocking interpretation which could get lots of jockey play.	84--85--82--84	
<b>BILL SNYDER</b> <b>Harpsi-Boogie</b>	DECCA 28086—This is an exciting, driving instrumental platter on which Snyder pounds out a series of boogie variations on a harpsichord. Multi-dubbings and electronic re-recording make it a striking hunk of wax.	86--86--86--86	
<b>Ravioli Rag</b>	More of the same electronic wizardry here on a rag-time item with a familiar melody line.	84--84--84--84	
<b>DORIS DAY-GUY MITCHELL (Paul Weston Ork)</b> <b>Little Kiss Goodnight, A</b>	COLUMBIA 39714—"Dodo" and Mitchell turn in a cute and engaging performance on a new tune about a guy and gal saying goodnight. First team-up by the singers is an auspicious one, as lyrics are fine, Weston backing is appealing. Item should be a big one for the jocks and should catch fast. A very strong platter.	86--87--85--86	
<b>Gently Johnny</b>	Ditty based on an old folk tune with an infectious repeated strain, is sold with warmth and spirit by Day and Mitchell. Cute musical background plus good job by the team, makes this another strong waxing.	82--85--80--80	
<b>ROSEMARY CLOONEY (Percy Faith Ork)</b> <b>Half As Much</b>	COLUMBIA 39710—The Hank Williams ditty, now making noise in the country field, provides a fine vehicle for a warm and most appealing vocal by the fine singer. Musical arrangement is good. This could be a big one for Rosemary.	84--87--82--83	
<b>Poor Whip-poor-will (Move Over, Move Over)</b>	The singer gives this sadly sentimental tune a strong reading, with the aid of "dub-ins" on the chorus. Tho this diskery is a bit late, if the tune catches this version will catch a share.	78--80--76--78	
<b>LOUIS ARMSTRONG-GORDON JENKINS ORK</b> <b>Jeannine (I Dream of Lilac Time)</b>	DECCA 28076—Vibrant trumpet of Armstrong and lush Jenkins strings combine effectively in opening bars. Armstrong's earthy voice adds to a tremendous performance. Specially written lyrics put a jump into the last few bars. Louis is still fabulous.	83--86--82--84	
<b>Indian Love Call</b>	Another oldie gets a top performance by the irrepressible Mr. Armstrong and Gordon Jenkins. There's an interesting give and take between Armstrong's trumpet and the piano in the middle.	78--81--75--78	
<b>BURL IVES (Anita Kerr Singers)</b> <b>One Hour Ahead of the Posse</b>	DECCA 28079—Pistol shots, shouts and other business make an exciting story-ballad of this opus. Ives' first-rate vocalizing is backed by a brisk "gallop" beat.	84--86--82--82	
<b>This Time Tomorrow</b>	The relaxed waltz tempo and pretty melody, plus the usual fine Ives' chanting, make for a listenable side. It's a rural done up in city attire.	78--78--78--78	

(Continued on page 41)

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- \* JACK RICHARDS and The MARKSMEN**  
THERE'S A BLUE SKY WAY OUT YONDER  
YOU'RE NOT WORTH MY TEARS  
15161 and 45-15161
- \* TEDDY PHILLIPS**  
I'M SORRY I GOT IN THE WAY  
DEEP, DEEP IN THE CELLAR  
15162 and 45-15162
- \* MARY SMALL**  
ROMANCE ME  
RIVER, GET A-ROLLIN'  
15157 and 45-15157
- \* DICK BROWN**  
I HEAR A RHAPSODY  
THE UNSEEN RIDER  
15159 and 45-15159

**FOLK-WESTERN**

- \* MOON MULLICAN**  
A MILLION REGRETS  
SHOOT THE MOON  
1043 and 45-1043
- \* BOB NEWMAN**  
A-ROUND THE CORNER  
LONESOME SAILOR'S DREAM  
1057 and 45-1057
- \* HAWKSHAW HAWKINS and RUBY WRIGHT**  
OVER THE HILL  
HAWKSHAW HAWKINS  
I'M SLOWLY DYING OF A BROKEN HEART  
1047 and 45-1047
- \* WAYNE RANEY**  
REAL GOOD FEELIN'  
I'D FEEL LIKE A MIL-LIONAIRE  
1036 and 45-1036

**SEPIA-BLUES**

- \* SONNY THOMPSON**  
MELLOW BLUES  
PARTS 1 & 2  
4488 and 45-4488
- \* EARL BOSTIC**  
FLAMINGO  
I'M GETTING SENTIMENTAL OVER YOU  
4475 and 45-4475
- \* LOVER, COME BACK TO ME**  
THE MOON IS LOW  
4511 and 45-4511
- \* MOOSE JACKSON**  
SAD  
NOSEY JOE  
4524 and 45-4524
- \* WYONIE HARRIS**  
MY PLAYFUL BABY'S COME  
HERE COMES THE NIGHT  
4507 and 45-4507

*Federal*

- \* THE ROYALS**  
EVERY BEAT OF MY HEART  
ALL NIGHT LONG  
12064 and 45-12064
- \* THE DOMINOES**  
WHEN THE SWALLOWS  
COME BACK TO CAPIS-TRANO  
THAT'S WHAT YOU'RE DO-ING TO ME  
1059 and 45-1059
- \* LITTLE ESTHER**  
THE STORM  
SUMMERTIME  
12056 and 45-12056
- \* RING-A-DING-DOO**  
THE CRYING BLUES  
12055 and 45-12055

**DELUXE**

- \* ROY BROWN**  
BROWN ANGEL  
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**THE BILLBOARD**

**Music Popularity Charts**

For Reviews and Ratings of Radio and TV Shows See The Billboard Radio-TV Show Charts (Radio Section).

**Album and LP Reviews**

90-100 TOPS  
80-89 EXCELLENT  
70-79 GOOD  
40-69 SATISFACTORY  
0-39 POOR

**Record Reviews**

90-100 TOPS  
80-89 EXCELLENT  
70-79 GOOD  
40-69 SATISFACTORY  
0-39 POOR

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

Continued from page 40

ARTIST LABEL AND NO.	TUNES COMMENT	OVER-ALL	DIRETORY	RETAILER	CRITIC
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**POPULAR**

<b>TOMMY EDWARDS (LeRoy Holmes Ork)</b>	<b>My Girl</b>	83--85--80--85
MGM 11209—Edwards comes thru with a sock vocal on a fine new ballad, simple and melodic, with strong lyrics. This item could see a lot of action and catch much loot.		
<b>Piano, Bass and Drums</b>		
Bouncy tune from the flick "About Face" gets a good run-thru from the singer with the ork playing it in smooth style.		

<b>GEORGE BARNES</b>	<b>Plink, Plank, Plunk</b>	82--83--81--82
DECCA 28083—Barnes, considered by some as the daddy of the multi-dubbed guitar gimmick, comes thru with a highly attractive reading of the Leroy Anderson instrumental piece. Could catch on.		

<b>Tin Whistle Blues</b>		82--83--80--83
In hip language, this one sports a real crazy cat named Randy Hall who blows a mess of tin whistle. Barnes' multi-dubbed guitar backing adds a big, wonderful beat. Should draw some coin and get lots of deejay spins because of the novelty sound and musicianly performance.		

<b>THE BALLADEERS (Peter King Ork)</b>	<b>I Wish I Was Single Again</b>	82--84--78--84
V 20-4612—New group, who sound amazingly like the Weavers, turn in an exciting and lively rendition of this peppy ditty based on the old folk tune. Group is a fine one, with a great blend, and this dinking should get a lot of action.		

<b>Goodbye, Little Girl</b>		80--21--78--82
The Balladeers turn in another good side with a top performance of a folksy ballad with a catchy strain. This side, too, could gather in coin.		

<b>CLYDE MCCOY ORK</b>	<b>I Love to Hear a Choo Choo Train</b>	80--82--74--85
CAPITOL 2045—This driving item creates excitement from the opening chord and builds thruout. The trio is great on the snappy lyrics and the McCoy ork supports them solidly all the way. Disk is tops for jukes and should be big with all the McCoy fans.		

<b>To Be Loved By You</b>		78--81--73--80
Thrush Martha Tilton is very effective on this fine new swingy item, backed tastefully by the ork, with the McCoy trumpet whining thruout. A strong waxing, fine for jocks.		

<b>EDDIE WILCOX-SUNNY GALE</b>	<b>I Just Can't Stand Being Lonely</b>	80--80--80--80
DERBY 791—Thrush takes a torchy item and hands it an effective reading. Ops might show interest.		

<b>Lasting Thing, A</b>		80--80--80--80
The Benjamin-Weiss opus is warbled convincingly here. There's some powerful brass work in the backing.		

ARTIST LABEL AND NO.	TUNES COMMENT	OVER-ALL	DIRETORY	RETAILER	CRITIC
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**POPULAR**

<b>CINDY LORD (LeRoy Holmes Ork)</b>	<b>Walkin' to the Mailbox</b>	80--80--80--80
MGM 11211—Moody item pitched in a minor key is warbled sweetly by the 16-year-old thrush against a Latin beat.		
<b>Come Back (Reviens)</b>		78--78--78--78
The dreamy French import in three-quarter time is sung expressively by Miss Lord. Fine wax.		

<b>JANE TURZY</b>	<b>Boom Song, The</b>	
DECCA 28062—Bright ork stunts, clever lyrics and some cute piping by Jane Turzy combine in an attractive dinking that should earn plenty of spins.		

<b>Little Train A-Chuggin' in My Heart</b>		78--80--76--76
The happy novelty, full of folk flavor, is sung cheerfully here. It's the kind of wax that can earn extra dividends in the moppet market.		

<b>BUDDY STARK</b>	<b>Be Anything (But Be Mine)</b>	80--83--76--80
DECCA 28039—A most impressive disk, this. Stark's first solo effort suggests that he could bust thru as one of the top male singers. That is, if he gets the right kind and amount of promotion. With exploitation this disk might even cut off a big slice of the Eddy Howard action, on the click tune.		

<b>Sincere</b>		76--80--73--75
Another fine effort from Stark on another new song.		

<b>THE PETER KING SINGERS</b>	<b>Love, Where Are You Now</b>	79--83--76--78
V 20-4645—Coverage of tune that is getting some activity via the Patti Page disk is given a production treatment by a new group that should get d.j. play.		

<b>I'll Walk Alone</b>		78--83--73--78
Oldie, being revived thru the flick, "With a Song in My Heart," is given a lush reading by the group. Fullness of chorus is pleasant change from the usual solo effort.		

<b>SARAH VAUGHAN (Percy Faith Ork)</b>	<b>If Someone Had Told Me</b>	79--81--77--79
COLUMBIA 39719—The dreamy ditty with fanciful lyrics is sung sweetly by the thrush. Ork support by Faith is right in style. Good wax.		

<b>Corner to Corner</b>		75--76--74--75
Miss Vaughan is persuasive in a torchy weeper. End of the disk has an extremely effective bit of off-mike warbling. Should please her fans.		

<b>DEBBIE REYNOLDS</b>	<b>What Good Is a Gal?</b>	79--82--76--78
MGM 30568—Gal, against a jumpy ork arrangement, takes this one with energy and spirit. Can do business if promoted.		

<b>Am I in Love?</b>		78--80--76--78
The actress-thrush is effective in this musical self-analysis. Tune is from the flick, "Son of the Paleface."		

<b>ART LUND-ANITA GORDON</b>	<b>Pigtails and Freckles</b>	79--81--75--80
MGM 11207—The bright ditty about the cute gal who grew up still cuter gets a sparkling reading by the TV twosome. Here's a disk that should spin most anywhere.		

<b>Frenesi</b>		78--78--78--78
Art Lund takes a tuneful whirl at the Latin oldie. He's given good ork and chorus support by the combo under LeRoy Holmes.		

(Continued on page 43)



2 Great Songs by...  
*Gene*  
**AUTRY**

"DIESEL SMOKE,  
DANGEROUS  
CURVES"

"STOP YOUR  
GAMBLING"  
with the Pinafores

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Orchestra under the Direction of  
CARL COTNER

**Columbia Records**

FOR MUSIC THAT SENDS THEM... TO YOU!

Trade Marks "Columbia," "Masterworks," "C," "Reg. U. S. Pat. Off. Marcos Registradas



# THE BILLBOARD Music Popularity Charts

For Reviews and Ratings of Radio and TV Shows See The Billboard Radio-TV Show Charts (Radio Section).

## Advance Record Releases

### POPULAR

Ain't She Sweet—Erroll Garner Ork (Please Don't) Col 39681  
 All By Yourself in the Moonlight—Blue Barron Ork (Funny Melody) MGM 11208  
 Am I in Love?—Freddy Martin Ork (Wing-Ding) V 20-4640  
 Am I in Love?—Debbie Reynolds (What Good) MGM 30568  
 And So I Waited Around—Dick Haymes (4 Hits & A Miss) (I Am) Dec 28067  
 Baby, Let's Face It—The Merry Macs (Ike Carpenter Ork) (I Do) Intro 6045  
 Bags and Baggage—Stan Kenton Ork (Delicado) Cap 2040  
 Be Anything (But Be Mine)—Jack Haskell (Jack Maltby Ork) (Come Back) Coral 60686  
 Boom Song, The—Jane Turry (Little Train) Dec 28062  
 Chimney Smoke—Stuart Foster (Dick Jacobs Ork) (Take Me) Abbey 15065  
 Come Back—Jack Haskell (Richard Maltby Ork) (Be Anything) Coral 60686  
 Come Back—(Reviews)—Cindy Lord (LeRoy Holmes Ork) (Walkin') MGM 11211  
 Corner to Corner—Sarah Vaughan (Percy Faith) Ork (If Someone) Col 39719  
 Delicado—Stan Kenton Ork—(Bags and) Cap 2040  
 Easy on Me—Robert Lee (Blue Diamond Melody Boys) (Waitin' for) Dec 28080  
 Far Lands, The—Voices of Walter Schumann (Last Night) Cap 2030  
 Flight 33 1/2—Percy Faith Ork (What Is) Col 43248  
 Frenesi—Art Lund (Pigtails and) MGM 11207  
 Funny Melody—Eddie (Piano) Miller (Why Worry) V 20-4641  
 Funny Melody—Blue Barron Ork (All By) MGM 11208  
 Gently Johnny—Doris Day-Guy Mitchell (Paul Weston Ork) (Little Kiss) Col 39714  
 Goodbye Little Girl—The Balladeers (Peter King Ork) (I Wish) V 20-4612  
 Half as Much—Rosemary Clooney (Percy Faith Ork) (Poor Whip) Col 39710  
 Harpsi Boogie—Bill Snyder (Ravidli Rag) Dec 28086  
 Heart of a Clown, The—Merv Griffin (Hugo Winterhalter Ork) (With No) V 20-4644  
 I Am a Heart—Dick Haymes (4 Hits & A Miss) (And So) Dec 28087  
 I'd Be Lying—Dick Beavers (Les Baxter Ork) (I Must) Cap 2031  
 I Do—The Merry Macs (Ike Carpenter Ork) (Baby, Let's) Intro 6045  
 I Don't Mind—Trudy Richards (George Barnes) (I Never) Dec 28084  
 If Someone Had Told Me—Sarah Vaughan (Percy Faith Ork) (Corner) Col 39719  
 I Just Can't Stand Being Lonely—Eddie Wilcox (Sunny Gale) (Lasting Thing) Derby 791  
 I'll Always Love You Some—Mike Pettison Quartet (My Heart) Algonquin 1001  
 I'll Tell You What I'm Gonna Do—Joe Valino (Don Nicholas Ork) (Wanted) Scoop 1003  
 I'll Walk Alone—The Peter King Singers (Love, Where) V 20-4643

I Love to Hear a Choo Choo—Clyde McCoy Ork (To Be) Cap 2045  
 I'm Gonna Dry Every Tear With a Kiss—Variety Boys (Jimmy Brown) (Wanted) Oscar 0-103  
 I'm Heading Back to Paradise—Ink Spots (Bill Kenny) (I Must) Dec 28078  
 I Must Say Goodbye—Ink Spots (Bill Kenny) (I'm Heading) Dec 28078  
 In a Little Spanish Town—Tony's Pianolos (Titina and) Col 6696-X  
 Indian Lament—The Del Simmons Four (Mama) Citation 1164  
 Indian Love Call—Louis Armstrong-Gordon Jenkins Ork (Jeannine) Dec 28076  
 I Never Loved Anyone But You—Trudy Richards (George Barnes) (I Don't) Dec 28084  
 It Doesn't Matter Where I Go—Ted Straeter Ork (That's the) MGM 11212  
 It Must Be Spring—Dick Beavers (Les Baxter Ork) (I'd Be) Cap 2031  
 I Thought of You Last Night—Lisa Kirk (David Terry Ork) (Look Up) V 20-4642  
 I Want My Mama—Liberace (September Song) Col 39709  
 I Wish I Was Single Again—The Balladeers (Peter King Ork) (Goodbye Little) V 20-4612  
 Jealous—Kay Armen (Larry Clinton Ork) (Mean to) King 15169  
 Jeannine (I Dream of Lilac Time)—Louis Armstrong-Gordon Jenkins Ork (Indian Love) Dec 28076  
 Keel Row—Tommy Dorsey Ork (Love, Where) Dec 28077  
 Land of Dreams—Art Pallan-Don Reid (Lonesome) Abbey 15061  
 Lasting Thing—Eddie Wilcox (Sunny Gale) (I Just) Derby 791  
 Last Night—Voices of Walter Schumann (Far) Cap 2030  
 Little Kiss Goodnight—Doris Day-Guy Mitchell (Paul Weston Ork) (Gently) Col 39714  
 Little Train a-Chuggin' in My Heart—Jane Turry (Boom) Dec 28062  
 Lonesome for My Baby—Art Pallan-Don Reid (Land) Abbey 15061  
 Look Up—Lisa Kirk (David Terry Ork) (I Thought) V 20-4642  
 Love, Where Are You Now—Tommy Dorsey Ork (Keel) Dec 28077  
 Love, Where Are You Now—Peter King Singers (I'll) V 20-4643  
 Mamma—Del Simmons Four (Indian) Citation 1164  
 Mean to Me—Kay Armen (Larry Clinton Ork) (Jealous) King 15169  
 Mistakes—Ben Light (Perfidia) Cap 2023  
 Moonlight in Vermont—Margaret Whiting (My) Cap 1671  
 Mountains in the Moonlight—Johnny Ray (Four Lads) (What's) Col 39698  
 My Girl—Tommy Edwards (LeRoy Holmes Ork) (Piano) MGM 11209  
 My Heart Is Breaking—Mike Pettison Quartet (I'll) Algonquin 1001  
 My Ideal—Margaret Whiting (Moonlight) Cap 1671

New Basic Blues—Count Basie Ork (Sure) Mer 8964  
 One Hour Ahead of the Posse—Burl Ives (Anita Kerr Singers) (This) Dec 28079  
 Over the Rainbow—Paul Weston Ork (Why) Col 4286  
 Perfidia—Ben Light (Mistakes) Cap 2023  
 Piano, Bass and Drums—Tommy Edwards (LeRoy Holmes Ork) (My) MGM 11209  
 Pigtails and Freckles—Art Lund (Frenesi) MGM 11207  
 Please Don't Talk About Me When I'm Gone—Erroll Garner Ork (Ain't) Col 39681  
 Plink, Plank, Plank—George Barnes (Tin) Dec 28083  
 Poor Whip—Poor-Will (Move Over, Move Over)—Rosemary Clooney (Percy Faith Ork) (Half) Col 39710  
 Ravioli Rag—Bill Snyder (Harpsi) Dec 28086  
 September Song—Liberace (I Want) Col 39709  
 Sittin' on a Rainbow—Charlie Stone (Bill Carter Ork) (Wanted) Arcade AR-102  
 Sure Thing—Count Basie Ork (New) Mer 8964  
 Take Me—Stuart Foster (Dick Jacobs Ork) (Chimney) Abbey 15065  
 That's the Chance You Take—Ted Straeter Ork (It) MGM 11212  
 This Time Tomorrow—Burl Ives (Anita Kerr Singers) (One) Dec 28079  
 Tin Whistle Blues—George Barnes (Plink) Dec 28083  
 Titina and Katarina—Tony's Pianolos (In) Col 6696-X  
 To Be Loved by You—Clyde McCoy Ork (I Love) Cap 2045  
 To Be Loved by You—Harry James-Kitty Kallen (Harry James Ork) (When) Col 39715  
 Walkin' for the Evenin' Mail—Roberta Lee-(Blue Diamond Melody Boys) (Easy) Dec 28080  
 Walkin' to the Mailbox—Cindy Lord (LeRoy Holmes Ork) (Come) MGM 11211  
 Wanted—Variety Boys (Jimmy Brown) (I'm) Oscar 0-103  
 Wanted—Joe Valino (Don Nicholas Ork) (I'll) Scoop 1003  
 Wanted—Charlie Stone (Bill Carter Ork) (Sittin') Arcade AR-102  
 What Good Is a Gal?—Debbie Reynolds (Am) MGM 30568  
 What Is This Thing Called Love?—Percy Faith Ork (Flight) Col 43248  
 What's the Use?—Johnny Ray (Four Lads) (Mountains) Col 39698  
 When I Dream (I Always Dream of You)—Harry James-Kitty Kallen (Harry James Ork) (To) Col 39715  
 When I Grow Too Old to Dream—Fred Lowery (Whistler) Col 39699  
 When I Marry Mary Lou—Frankie Zeitz Polkateers (Wishing) Standard T-172  
 Wing-Ding Tonight—Freddy Martin Ork (Am) V 20-4640  
 Whistler and His Dog—Fred Lowery (When) Col 39699  
 Why Shouldn't I—Paul Weston Ork (Over) Col 4286  
 Why Worry—Eddie (Piano) Miller (Funny) V 20-4641  
 Wishing Waltz—Frankie Zeitz Polkateers (When) Standard T-172  
 With No One to Love Tonight—Merv Griffin (Hugo Winterhalter Ork) (Heart) V 20-4644

### POPULAR ALBUMS

Lights Out Album (1-10")—Ike Carpenter—Twilight Time; Two Sleepy People; Sleepy Serenade; Sleepy Lagoon; Sleepy Head; Sleepytime Gal; Sleepy Time Down South; Lights Out—Intro (33) 950

### HOT JAZZ

Carioca—Chico O'Farrill (Flamingo) Mer 8966  
 Carioca—Kai Winding All Stars (I Could) Savoy 840  
 Eatin' With the Boogie—Bulee Gaillard & His Southern Fried Ork (Taxpayer's) Mer 8970  
 Flamingo—Chico O'Farrill (Carioca) Mer 8966  
 Groovin'—Illinois Jacquet Ork (Weary) Mer 8968  
 High Society—Celestin's Tuxedo Jazz Band (When) New Orleans Bandwagon No. 5  
 I Could Write a Book—Kai Winding All Stars (Carioca) Savoy 840  
 Love Is Just Around the Corner—Charlie Ventura's Big Four (O. H.) Mer 8965  
 O. H. Blues—Charlie Ventura's Big Four (Love) Mer 8965  
 Taxpayer's Blues—Bulee Gaillard & His Southern Fried Ork (Eat'n) Mer 8970  
 Weary Blues—Illinois Jacquet Ork (Groovin') Mer 8968  
 When the Saints Go Marching In—Celestin's Tuxedo Jazz Band (High) New Orleans Bandwagon No. 5

### HOT JAZZ ALBUMS

Runnin' Wild Album (1-10")—Teddy Wilson All Stars—Blues, Too; Bugle Call Rag; If Dreams Come True; I Can't Get Started; Stompin' at the Savoy; Runnin' Wild; I Surrender Dear; Memories of You—MGM (33) E-129

### 3 New Diskeries Make Bow in National Field

NEW YORK, April 5.—Three new labels are making their debuts on the market this month. A new LP firm called Art Records, of Miami, is releasing as its first dishing an LP containing calypso music, sung by Blind Blake and His Royal Victoria Calypso Singers. The platter was waxed in the Bahamas. Other new diskeries include Bows Records, a local firm which will release sacred and Western music, and Nitra Records, a new LP outfit started by City Center Opera Company tenor Rudolph Petrak. First Nitra release will feature a recital of Slavik Folk songs, sung by Petrak.

### Country D-J's Get Arnold, as Singles

NEW YORK, April 5.—In an effort to break loose as single disks their tunes in Eddy Arnold's last album, Peer, Inc., is sending two platters of these tunes to 250 country deejays. Pubbery's tunes from the Arnold package, "All Time Hits From the Hills," Vol. 2, are "When My Blue Moon Turns to Gold Again," "Roll Along Kentucky Moon" and "A Sinner's Prayer." To fill out the disks, Bob Gilmore, Peer's folk topper who conceived the promotion, selected "My Daddy Is Only a Picture," one of Arnold's hits of four years ago. The album, which was released last November, has been a steady seller since and Gilmore feels that because of the singer's wide popularity a concentrated push on these tunes can create a demand for them as singles.

### King Signs Lawrence, "Talent Scouts" Winner

NEW YORK, April 5.—Steve Lawrence, winner of a Godfrey "Talent Scout" contest, has been packed to a King Record contract by Dewey Bergman, a.&r. chief for the diskery. The singer is the first new artist signed by Bergman since he took over. Coming recording sessions announced by Bergman include dates with the Teddy Phillips ork April 17 and the Elliott Lawrence ork the following day.

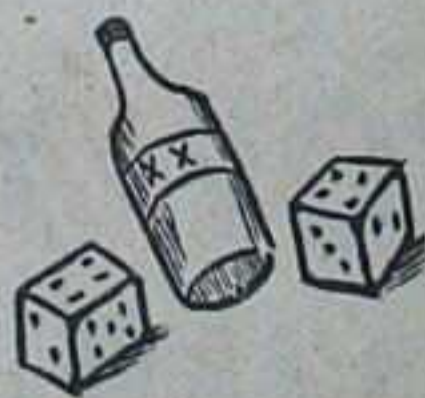
### King's Wilson to Detroit As District Supervisor

DETROIT, April 5.—Jim Wilson, formerly promotion manager for King Records, has returned to Detroit, where he was formerly stationed, as district supervisor, following reorganization of the King general staff at Cincinnati. Wilson is taking over the Cleveland, Pittsburgh, Buffalo, and Charleston, W. Va., branches, in addition to Detroit.

# GIL HUSTON

Sings

# "RAMBLIN' GAMBLIN' MAN"



with GEORGE BARNES and HIS MULTI-RHYTHM

and

# "GREEN LILAC HILL"

Decca 28065 (78 rpm) and 9-28065 (45 rpm)



America's Fastest Selling Records





THE BILLBOARD

# Music Popularity Charts

For Reviews and Ratings of Radio and TV Shows See The Billboard Radio-TV Show Charts (Radio Section)

## Album and LP Reviews

90-100 TOPS  
80-89 EXCELLENT  
70-79 GOOD  
40-69 SATISFACTORY  
0-39 POOR

### POPULAR

Continued from page 41

is able to come up with a package of Sophie Tucker night club songs plus a couple of her "own" standard items. Result is a collection which should attract the many who've seen her in her night club appearances and wanted to obtain a permanent record of the special material ditties Miss Tucker has been doing for so many years. It is questionable whether disk jockeys will be able to play some of these, but the inherent showmanship and the wide appeal of the lyric stories should interest a healthy share of the night-club-going and disk-buying public.

**GALLOPING GUITARS—Les Paul Trio 74**  
(1-10")  
Dec (33) DL-5376  
Blue Skies; Dark Eyes; Steel Guitar Rag; Guitar Boogie; Begin the Beguine; Dream Dust.  
Here are some cuttings which Les Paul made for Decca with his old trio. Selections included offer Paul an opportunity to show his talent on a wide range. Devotees of the Les Paul Trio and students of the guitar should run for this.

**MOODS FOR CANDLELIGHT—Francis Scott Ork (3-10") 70**  
Capitol DCN-304  
More Than You Know; The Touch of Your Lips; I Hadn't Anyone Till You; I'll Get By; It Had to Be You; How Deep Is the Ocean.  
Here's another in the growing list of mood music albums. This one offers the lush arrangements of Francis Scott and his ork. In all the selections the melody stands out strongly. It's a swell package for dreamy dancing or just plain listening with the lights turned low.

**KEYBOARD COCKTAILS—Chuy Reyes (1-10") 65**  
Cap (33) H-305  
Yesterdays; While a Cigarette Was Burning; Blue Moon; If I Had You; I Surrender, Dear; I've Got You Under My Skin; Out of Nowhere; That Old Black Magic.  
This is a pleasant package of perennial favorites to which Chuy Reyes gives the sophisticated piano styling that has made him a popular attraction in the night club net. Reyes is aided by a rhythm backing. Keyboard work on "I Surrender, Dear" is particularly fine. Album is a fine one for deejay programming or background listening at home.

**LIGHTS OUT—The Carpenter (1-10") 58**  
Intro (33) 950  
Twilight Time; Two Sleepy People; Sleepy Serenade; Sleepy Lagoon; Sleepy Head; Sleepytime Gal; Sleepy Time Down South; Lights Out.  
This is called "Lights Out" all of the tunes on this disk are not quite the items everyone would choose as music to go to bed by. In spite of that, however, they are all pleasant to listen to, tho a little variation in treatment on each of the songs would have added to the interest. The Carpenter and the ork: Nick Fatool, Stan Black and John Kutzmiller, play these standards smoothly and danceably, even within the tight musical format. This one is for the younger set and for those who want background music at dinner or for romantic evenings.

### HOT JAZZ

**THE DAVE BRUBECK TRIO—Dave Brubeck Trio (1-10") 65**  
Fantasy (33) 3-4  
I Didn't Know What Time It Was; Too Marvelous for Words; How High the Moon; Heart and Soul; Squeeze Me; Avalon; Always; Perfidia.  
For the collectors who've heard or brought the previous Brubeck Trio singles or albums this is a must item. For those who've not yet caught up with the San Francisco group, this should be an easy sale. The piano-drum-bass combo is one of the finest small jazz groups in the business and could easily replace the George Shearing outfit as the top favorite. Fact is, Brubeck's piano technique, style and ideas are often superior to Shearing's. This collection consists of previously released 78 r.p.m. singles. The music ranges from ultra-modern bopish interpretations to warm ballad readings with polytonal and progressive rhythm additions. Brubeck's piano is actually well-balanced with Cal Tjader's drum and vibes and with Ron Crotty's bass. Each instrument is an individual part of a superb whole. Jocks should go for this.

### RELIGIOUS

**LEAD KINDLY LIGHT ALBUM—Jesse Crawford (1-10") 72**  
Dec (33) DL-5381  
Lead Kindly Light; Abide With Me; The Old Rugged Cross; Pass Me Not; Let the Lower Lights Be Burning; In the Hour of Trial; What a Friend We Have in Jesus; Softly and Tenderly.  
This timeless collection of well-known hymns, all of them favorites over many years, are beautifully played by Jesse Crawford; his daughter, Jessie Leeds, and Harry Bruer. The disk blends the sounds of two organs, a church organ and a lush theater organ, plus the vibraharp and chimes, giving a rich and full sound to the selections, all of which are arranged with taste and skill. This set should find a steady market among those who like organ music as well as the many who like religious music. It is also a good item for radio station and church libraries. And of course it will have a strong appeal by virtue of the Jesse Crawford name. Recording is good.

## Record Reviews

90-100 TOPS  
80-89 EXCELLENT  
70-79 GOOD  
40-69 SATISFACTORY  
0-39 POOR

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

Continued from page 41

ARTIST LABEL AND NO.	TUNES COMMENT	POPULAR	DISC JOCKEY	RETAILER	RECORDING
<b>BEN LIGHT</b> Perfidia CAPITOL 2023—Pianist Light, in his first try on the label, wraps up the revival brightly. Ork support features organ and rattling rhythm effects. Fine for jukes.		79--80--75--81			
<b>Mistakes</b> Keyboard work here too—is fluid and tuneful. A danceable waltz waxing. Good coverage.		74--74--74--74			
<b>FREDDY MARTIN ORK</b> Wing-Ding Tonight VICTOR 20-4640—All hands combine in grand style on this spritely tune. Ork takes off in Dixieland fashion in the middle. Ought to pull some nickels.		78--80--76--80			
<b>Am I in Love?</b> Opening bars knock you out of your chair and then it settles down to the lifting style that's the hallmark of Martin's ork. Tune's from the Paramount flick "Son of a Paleface." Good for both deejays and boxes.		76--77--74--78			
<b>VOICES OF WALTER SCHUMANN</b> Last Night CAPITOL 2030—Voices give a nostalgic interpretation to the old fave. Eddie Miller sparks it with his tenor sax.		79--82--76--75			
<b>Far Lands, The</b> Chorus dreamily sings of lands across the sea. Hawaiian-type backing adds to the feeling of wanderlust.		75--78--73--74			
<b>PAUL WESTON ORK</b> Over the Rainbow COLUMBIA 4286—Weston and ork hand up a lush reading of the "Wizard of Oz" standard. As danceable as the flip side.		78--80--76--78			
<b>Why Shouldn't I</b> The Cole Porter opus is paced fine for terping in this smooth instrumental. Fine wax.		76--76--76--76			
<b>HARRY JAMES-KITTY KALLEN (Harry James Ork)</b> To Be Loved By You COLUMBIA 39715—Petite Kitty Kallen gives out with a solid vocal on this pretty, swiny new tune, over a solid James ork arrangement. Tune is melodic and the dishing is clean and danceable. Could catch coin.		78--79--76--79			
<b>When I Dream (I Always Dream of You)</b> The thrush is pleasantly effective on a slick, rhythmic item with the ork working solidly behind the singer. The fine James horn is predominant thrust, and his fans will want this dishing.		74--76--71--75			
<b>PERCY FAITH ORK</b> What Is This Thing Called Love? COLUMBIA 43248—The evergreen receives a top-flight instrumental from the fu' and rich-sounding Faith Ork, with the strings and brass neatly balanced in the fine arrangement. A deejay special.		77--83--72--78			
<b>Flight 33 1/2</b> This sounds like a jazzed up version of "Flight of the Bumblebee." It's a wild and fast-tempo arrangement with the strings, brass and rhythm beating out the melody. Jocks will spin.		72--75--70--71			
<b>TED STRAETER ORK</b> That's the Chance You Take MGM 11212—The lovely ballad is handled in supper-club style, with Straeter resonant in a semi-talk chant.		77--77--77--77			
<b>It Doesn't Matter Where I Go</b> Here's a relaxed, tasteful rendition of the ballad, with Straeter handling vocal and baton chores neatly.		74--75--73--74			
<b>LISA KIRK (David Terry Ork)</b> Look Up VICTOR 20-4642—Miss Kirk projects her voice warmly and gets a full backing from chorus and ork.		77--78--76--77			
<b>I Thought of You Last Night</b> The sultry voice of Miss Kirk is used effectively. Chorus and ork provide fine accompaniment.		74--74--73--75			
<b>DOLORES GRAY</b> To Be Loved By You DECCA 28051—Miss Gray chants this one lightly and gaily. Tune is rather cute and gets a good backing by Sy Oliver's ork.		77--79--74--78			
<b>If Someone Had Told Me</b> Miss Gray reads this one with feeling. Item is from Warner Bros.' flick, "About Face."		73--74--73--73			
<b>LIBERACE</b> I Want My Mama COLUMBIA 39709—Liberace gives a fleet demonstration of his keyboard technique in this cheery opus. Beat is fast mamba. Timing (2:09) is tops for ops.		77--77--73--80			
<b>September Song</b> The pianist-chatter strikes an intimate note in this effective reading of the sentimental show-tune. Fine for deejay.		76--81--74--72			
<b>ROBERTA LEE (Blue Diamond Melody Boys)</b> Waitin' for the Evenin' Mail DECCA 28080—This is the type of two-beat material which Kay Starr has been pounding out for some years. Miss Lee does it up neatly for a highly attractive wax item.		77--78--75--77			
<b>Easy On Me</b> Lee gal delivers a slick reading of a new ballad with a smart, somewhat arty lyric. The East Side set should go big for this one.		75--76--73--75			
<b>STAN KENTON ORK</b> Delicado CAPITOL 2040—This is one of the most commercial Kenton instrumental sides turned out in many moons. Latin-American type ditty appears to be headed for some hefty action and this version could grab off a slice.		76--78--75--76			
<b>Bags and Baggage</b> Here's a typical Kenton instrumental with the bass fiddle getting the big solo. His fans will want it.		73--75--72--73			
<b>BLUE BARRON ORK</b> All By Yourself in the Moonlight MGM 11208—The Blue Notes take the vocal for an okay effort that features several cute ork stunts.		76--76--76--76			
<b>Funny Melody</b> There's not much humor here, altho the lyrics say so over and over again. Tune is simple and retentive. Betty Clark handles vocal chores gracefully.		72--72--72--72			
<b>TONY'S PIANOLAS</b> In a Little Spanish Town COLUMBIA 6696-X—This item has been reissued by Columbia, after becoming a sleeper hit in Cleveland. It was originally recorded probably back in the '20's. It is pleasantly carry and has a lot of gimmicks and the old pianolas could be a new sound. It is cute enough to get a lot of spins.		76--80--72--76			
<b>Titina and Katarina</b> This side of the revived dishing contains the old familiar melody which was a big one during the 1920's. It isn't ragtime, but it does have a lot of spirit. For adventurous disk jockeys.		68--68--68--68			

(Continued on page 46)

BRIGHT FRESH and... SUNNY

# ROSEMARY CLOONEY

with PERCY FAITH and His Orchestra

# "EGGBERT the EASTER EGG"

# "BUNNY on the RAINBOW"

**MJV-131**  
(78 RPM)

**MJV-4-131**  
(45 RPM)

## COLUMBIA RECORDS

**FOR MUSIC THAT SENDS THEM... TO YOU!**



Trade Marks "Columbia," "Masterworks," etc., Reg. U. S. Pat. Off. Marcos Registrados



# RISING STARS

on the **LABEL** of the STARS



	<b>ALAN DEAN</b>	BE ANYTHING (But Be Mine) and ALL MY LIFE	MGM 11187 78 rpm K11187 45 rpm
	<b>BARBARA RUICK</b>	DON'T STOP NOW! and MAMBO ON MY MIND	MGM 11183 78 rpm K11183 45 rpm
	<b>RICKY VALLO</b>	DON'T LAUGH AT ME and BEWARE	MGM 11203 78 rpm K11203 45 rpm
	<b>DANNY DAVIS</b>	DEEP WATER and PLEASE BRING BACK THE SUNSHINE	MGM 11175 78 rpm K11175 45 rpm
	<b>BILL FARRELL</b>	HEAVEN KNOWS WHY and SINCERE	MGM 11193 78 rpm K11193 45 rpm
	<b>BILL HAYES</b>	THE GOLDEN HAIRED BOY FROM THE VALLEY and APRIL SINGS	MGM 11205 78 rpm

# BRIGHT STARS

<b>BILLY ECKSTINE</b>	A ROOM WITH A VIEW and CARNIVAL	MGM 11177 78 rpm K11177 45 rpm
<b>FRAN WARREN</b>	I HEAR A RHAPSODY and MOTHER MOTHER	MGM 11190 78 rpm K11190 45 rpm
<b>TOMMY EDWARDS</b>	FORGIVE ME and THE BRIDGE	MGM 11170 78 rpm K11170 45 rpm
<b>GEORGE SHEARING</b>	TO A WILD ROSE and SWEDISH PASTRY	MGM 11199 78 rpm K11199 45 rpm
<b>ART MOONEY</b>	HONKY TONK BLUES and MOVE IT ON OVER	MGM 11196 78 rpm K11196 45 rpm
<b>FRANK PETTY TRIO</b>	BLACK AND WHITE RAG and SHE WAS JUST A SAILOR'S SWEETHEART	MGM 11186 78 rpm K11186 45 rpm
<b>THE DeMARCO SISTERS</b>	FESTIVAL and GOIN' ON A HAYRIDE	MGM 11204 78 rpm
<b>LIONEL HAMPTON</b>	OH ROCK and LOVE YOU LIKE MAD	MGM 11176 78 rpm K11176 45 rpm
<b>BUDDY DeFRANCO</b>	PENNYWHISTLE BLUES and BUDDY'S BLUES	MGM 11206 78 rpm
<b>TOMMY TUCKER AND HIS ORCHESTRA</b>	BABY DOLL and WITH NO ONE TO LOVE TONIGHT	MGM 11162 78 rpm K11162 45 rpm
<b>DAVID ROSE</b>	WHY DO YOU PASS ME BY and PARIS QUI! QUI!	MGM 30521 78 rpm K30521 45 rpm
<b>BILLY WILLIAMS QUARTET</b>	CONFETTI and DON'T GRIEVE, DON'T SORROW, DON'T CRY	MGM 11184 78 rpm K11184 45 rpm
<b>HENRY JEROME AND HIS ORCHESTRA</b>	HOMING PIGEON and LET ME DREAM	MGM 11174 78 rpm K11174 45 rpm
<b>BLUE BARRON AND HIS ORCHESTRA</b>	ALL BY YOURSELF IN THE MOONLIGHT and FUNNY MELODY	MGM 11208 78 rpm
<b>HANK WILLIAMS</b>	HALF AS MUCH and LET'S TURN BACK THE YEARS	MGM 11202 78 rpm K11202 45 rpm
<b>CARSON ROBISON</b>	STORE BOUGHT TEETH (And Taffy Candy) and LIFE IS A BEAUTIFUL (?) THING	MGM 11200 78 rpm

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# THE BILLBOARD Music Popularity Charts

For Reviews and Ratings of Radio and TV Shows See The Billboard Radio-TV Show Charts (Radio Section).

## • The Billboard Picks

In the opinion of The Billboard music staff, records listed below are most likely to achieve popularity as determined by entry into best selling, most played or most heard features of the Chart.

- JOHNNIE RAY ALBUM** ..... Columbia C-288  
Eight sides in the album include such fine old standards as "All of Me," "Don't Take Your Love From Me" and "Don't Blame Me" and three recent entries. Background is supplied by a large orchestra, the Buddy Cole group and the four lads. The album figures to be a hot one.
- KISS OF FIRE** ..... Georgia Gibbs ..... Mercury 5823  
Here's a sock performance by her nibs, with a strong orchestra background. New tune is based on the familiar tango, "El Choclo." Tony Martin has an excellent reading of the same item on RCA Victor 20-4671.
- THAT'S HOW IT GOES** ..... Frankie Laine ..... Columbia (no number available)  
This is a change of pace for Frankie. He tackles a first-rate ballad on this with his usual projection. Odds are that there are enough Laine fans to make the disk a likely prospect.
- I'M YOURS** ..... Don Cornell ..... Coral 60690  
In the same big voiced style he used on his current click, "I'll Walk Alone," Cornell comes thru again on a new ballad.

## • The Disk Jockeys Pick

PICKS that appeared for three consecutive weeks or three times within a six-week period are not repeated below. Based on a weekly survey among them on what the Country & Western Disk Jockeys think tomorrow's hits will be:

1. SLEEPLESS ..... Tony Bennett ..... Columbia 39695
2. MY HERO ..... Four Aces-Al Alberts ..... Decca 28073
3. LOVE, WHERE ARE YOU NOW? ..... Patti Page ..... Mercury 5816
4. HONEST AND TRULY ..... Guy Lombardo Ork. .... Decca 27995
5. SOMEWHERE ALONG THE WAY ..... Tony Bennett ..... Columbia 39695

## • The Retailers Pick

PICKS that have appeared for three consecutive weeks or three times within a six-week period are not repeated below. Based on a weekly survey among them on what the record retailers think tomorrow's hits will be:

1. LADY LOVE ..... Vaughn Monroe ..... Victor 20-4611
2. MOUNTAINS IN THE MOONLIGHT ..... Johnnie Ray ..... Columbia 39698
3. MY HERO ..... Four Aces-Al Alberts ..... Decca 28073
4. SOMEWHERE ALONG THE WAY ..... Tony Bennett ..... Columbia 39695
5. BE ANYTHING (BUT BE MINE) ..... Champ Butler ..... Columbia 39695

## • The Operators Pick

PICKS that have appeared for three consecutive weeks or three times within a six-week period are not repeated below. Based on a weekly survey among them on what the juke box operators think tomorrow's hits will be:

1. WHAT'S THE USE ..... Johnnie Ray ..... Columbia 39698
2. IDAHO STATE FAIR ..... Vaughn Monroe ..... Victor 20-4611
3. HONEST AND TRULY ..... Guy Lombardo Ork. .... Decca 27995
4. SLEEPLESS ..... Tony Bennett ..... Columbia 39695
5. GANDY DANCERS' BALL ..... The Weavers-Gordon Jenkins Ork. Decca 26054

## • The Country and Western Disk Jockeys Pick

PICKS that have appeared for three consecutive weeks or three times within a six-week period are not repeated below. Based on a weekly survey among them on what the Country & Western Disk Jockeys think tomorrow's hits will be:

1. HALF AS MUCH ..... Hank Williams ..... MGM 11202
2. I WAS JUST WALKING OUT THE DOOR ..... Wade Ray ..... Victor 20-4580
3. COPY CAT ..... Cowboy Copas ..... King 1054
4. I'VE TURNED GADABOUT ..... Spike Jones ..... Victor 20-4568
5. DIESEL SMOKE ..... Doye O'Dell ..... Intro 6047

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**"I'M SORRY FOR  
YOU MY FRIEND"**  
MGM 11100

**A BRAND NEW RELEASE**

### • **Country & Western (Folk)** **Record Reviews**

**HANK WILLIAMS**

**Let's Turn Back the Years**

MGM 11202—This is another powerful Williams side. The chanter is, as usual, highly effective on another of his well-written ditties. This is a first-rate waltz item.

**Half as Much**

Williams lifts the tempo a bit here, but his terrific projection and emotion cut thru as usual. Looks like a strong two-sided platter.

84--84--84--84

84--84--84--84

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# THE BILLBOARD Music Popularity Charts

For Reviews and Ratings of Radio and TV Shows See The Billboard Radio-TV Show Charts (Radio Section).

## Record Reviews

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

Continued from page 43

ARTIST LABEL AND NO.	TUNES COMMENT	OVER-ALL	DISK JOCKEY	RETAILER	OPERATOR
<b>POPULAR</b>					
<b>INK SPOTS (Bill Kenny)</b> <b>I'm Heading Back to Paradise</b> DECCA 28078—Kenny sells a warm vocal on this complex but pleasant item that he wrote about a guy who wants to return to his sweetheart. Ork and choral backing is fine. Could get spins.		75--77--75--73			
<b>I Must Say Goodbye</b> Bill Kenny leads the Ink Spots on this new ballad, doing a good job of lead while the boys back him warmly. Will please group's fans.		73--74--74--73			
<b>STUART FOSTER (Dick Jacobs Ork)</b> <b>Take Me</b> ABBEY 15065—Resonant piping by Foster shows to good advantage in the romantic ballad. Disk merits a listen.		75--77--73--75			
<b>Chimney Smoke</b> Outdoorsy opus gets a full-throated reading by the chanter.		71--72--70--71			
<b>RICKY VALLO (LeRoy Holmes Ork)</b> <b>Don't Laugh at Me</b> MGM 11203—Vallo is fairly impressive with his chanting, an another Benjamin-Weiss ballad. Deserves to get spins.		74--76--72--74			
<b>Beware!</b> Again Vallo does well with the material at hand. The Latin-American tempo of the ditty adds interest.		74--75--71--75			
<b>DICK HAYMES (4 Hits &amp; a Miss)</b> <b>And So I Waited Around</b> DECCA 28087—The lovely new ballad is given a fine performance by the warbler with the help of the first-rate vocal group. It ought to catch some coin.		74--75--73--74			
<b>I Am a Heart</b> Slight little ditty gets a relaxed and easy vocal from the singer, backed strongly by the Four Hits and a Miss, plus the ork.		72--73--70--73			
<b>JACK HASKELL (Richard Maltby Ork)</b> <b>Come Back</b> CORAL 80686—A strong vocal by the warbler on a big-styled tune in waltz tempo, on which the singer duets with himself. Should see some action by the deejays.		74--76--71--75			
<b>Be Anything (But Be Mine)</b> Coverage disk on the tune now catching on in the pop field via the Eddy Howard waxing, contains a good vocal by Haskell and nice ork work. However, it can't do too much against the great number of waxings of this item already on the market.		68--69--67--68			

## Leslie Distrib Now Has Self-Service

NEW YORK, April 5. — With a recent move to larger quarters, shopping for records has become largely a self-service proposition at Leslie Distributors, local one-stop. Juke operators now help themselves to fast-moving titles from stacks on seven large counters, five for 78's and two for 45's. Some 450 stacks are displayed at all times.

When the popularity of titles wane, disks are moved to bins which line the walls of the outlet at 750 10th Avenue. Bernie Boorstein, manager, said shopping time per operator has now been reduced to an average of 10 minutes.

## Busse Gets Walled Lake Via McConkey

CHICAGO, April 5.—Continuing to expand into new locations throughout the country, McConkey Artists Corporation this week cracked the lush Walled Lake Casino, Walled Lake, Mich., getting a five-day stand for Henry Busse starting July 16. Location will again feature "name" bands thruout the summer season.

In a second move, MAC set two of its properties into Memphis, Tenn., with the bands to appear at two of the larger hotels at approximately the same time. Don Reid opens at the Peabody on July 7 for two weeks, while Ray Pearl will precede him into town, taking over at the Claridge on July 4, also for two weeks.

## Rainbow Issues Disks On Instruction in Ballet

NEW YORK, April 5.—Ballet students will be the market for a new two-disk set of intermediate exercises just released by Rainbow Records. Spoken instructions on the records are by Mme. Alexandra Danilova, a leading exponent of the method of the old Imperial Russian Ballet. Disks will sell at 89 cents each.

Eddie Heller, Rainbow president, also announced the signing of singers Tony Mango and Gwen Davis.

## COLUMBIA U. ENDS DISK BIZ

NEW YORK, April 5. — Paul Southard, of Columbia, is no longer in the record business. Actually, he sold out his disk inventory late last November, altho many traders may be unaware of the fact.

Southard, who manages the Columbia University book store, gave up the outlet's record department after competition from downtown cut-raters proved too severe. Southard of Columbia U. is no relation to Paul Southard of Times-Columbia, a well-known figure in the disk industry.

## Durante Pubber Starts D-J Club

NEW YORK, April 5. — As a means of spurring sales of their new 10-inch Big Golden record, "I Like People," sung by Jimmy Durante, Simon & Schuster is in the process of promoting "The Friendly Club" among disk jockeys. Idea behind this drive, which was conceived by Nat Shapiro, the diskery's deejay exploiter, is to get jockeys to campaign for club members among their listeners. Membership rules are very simple, the only proviso being that the prospective member likes people. A membership card, signed by the jockey, is then issued. In addition to a picture of Durante, the membership card includes the club credo—a few lines from his record about liking people.

The promotion has a novel twist. Despite the fact that the Durante record is a kidisk, it is the pop deejays who are being solicited with an eye to enrolling adults in the club. Diskery's thinking is that adults, primarily parents, are the heavy buyers of children's disks. This fact, together with the additional popularity Durante enjoys as a result of TV, made this seem logical to Simon & Schuster.

## MGM Waxing LP

Continued from page 17

first LP in the series released last October. Capitol execs say that 5,000 sales are needed to break even, that 10,000 were hoped for and that each of the four LP's has now sold between 25,000 and 50,000 copies.

Capitol uses The Billboard charts in selecting disks for packaging on an LP. Diskery waits until it has at least five records on Billboard best-seller list, with two or three other disks which seem headed for the best-seller list.

RCA Victor has only turned out one album of this type, "Top Pops," featuring Frankie Carle on piano. The album is currently on The Billboard's best-selling pop album list. Diskery has no immediate plans for a follow-up album but can record and press one on short notice.

Basic thinking behind the diskeries' activity in their fairly new field is based on estimates that between 1,500,000 and 2,000,000 homes are equipped with record players which can handle the LP speed only. These people, it is felt, are not ordinarily pop disk buyers but would like to have a collection of current tunes on a single long-playing records.

For the record companies, the pop hit album is a profitable item. Most of the recording costs have been previously amortized via 78 and 45 r.p.m. single sales, royalty rate to publishers is usually 1½ cents per song and packaging is limited to one or two color covers inexpensively designed and printed. Sales feature is the list of most-wanted songs and the artists' names.

## AFRA to Extend

Continued from page 17

clause, a favored nations agreement, and a scale of fees for group singers. Scale is as follows: One to five singers, \$17 per hour or per side, whichever is higher, with a minimum call of \$34; six to 16 singers, \$14 per hour or per side, with minimum call of \$30; 17 to 24 singers, \$12 per hour or per side, with a minimum of \$24, and 25 or more singers, \$9 per hour or per side, with minimum of \$20.

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# On the Stand

## Benny Strong

Reviewed February 29 at Marine Dining Room, Edgewater Beach Hotel, Chicago. Managed by Music Corporation of America.  
**Trumpets:** Hershey Cohen and Pat Baughman.  
**Saxes:** Anthony D'Andrea, Jack Wichman, Don Mapes and Jack Prager.  
**Trombone:** Bernard Press.  
**Rhythm:** John Musick, piano; William McDonald, bass; Robert Hall, drums, and Lenny Carlson, guitar.  
**Violins:** George Meiskis and Tasker Day.  
**Arranger:** Bernard Press.  
**Vocals:** Benny Strong, leader; Joan Hovis and Lenny Carson.

Band is breaking in a new sax set-up with this date, and the switch from three tenors to four altos has strengthened the crew considerably. Working with the alto lead, Strong now is on the Freddie Martin kick, and his 13-piece group should prove a strong

contender.  
 A diversified book is one of the features of the band. It can not only cut a difficult show—as it is doing while working with Carl Brisson and Ricardo and Norma, a dance team which ranges from the "Warsaw Concerto" to a Portuguese peasant tune—but can also do a pretty fair job of keeping the customers entertained on its own. Offering waltz, Latin-American, pop and jitterbug tunes, the band caters to every type of payee, and for the non-terpers, has some good show numbers, in which half or more of the sidemen chime in on vocals.  
 Strong and Joan Hovis, a cute Texas lass, handles a heavy portion of the vocals, with Lenny Carlson doubling from his guitar as a chanter. Latter has a legit delivery, and specializes in such tunes as "There's No Tomorrow," while Miss Hovis carries the lyrics on many of the pops and Strong takes on the oldies, which are liberally sprinkled thru the book.  
 Norman Weiser.

## Hefti-Wayne Band To Do Road Tour

NEW YORK, April 5. — The Neal Hefti-Frances Wayne ork will take to the road on May 15th for a lengthy series of one-nighters which will introduce the band to the dancing public for the first time. The ork goes into rehearsal on May 1. Dates are currently being set by Music Corporation of America. Until now the husband and wife band has been an entity only on Coral Records, having waxed 10 sides for the diskery.  
 The Hefti-Wayne crew will consist of five brass, four reeds, four rhythm and a male vocal trio, "The Cavaliers." Hefti will front, while Mrs. Hefti will handle the fem vocals. The band's personal manager, Sid Fields, this week set Momo Bertocci as road manager. The ork cut four more sides for Coral Thursday (3) which are being rushed out.

## San Antonio to Kick Off Season With 'Marietta'

SAN ANTONIO, April 5. — Gordon H. Silen, stage director for the San Antonio Opera Guild, has announced that Victor Herbert's "Naughty Marietta" will be the first production of the season for the group. The musical will be presented at the Sunken Garden Theater on June 13 and 14. This will be the first of three to be presented this summer. Joseph Gallo will serve as musical director.

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Pan American Dist. Corp.  
 90 Riverside Ave., Jacksonville, Fla.

Mercury Dist. of Georgia  
 112 Edgewood Ave., Atlanta, Ga.

James Martin, Inc.  
 2614 West North Ave., Chicago, Ill.

Gramophone Enterprises  
 604 Baronne St., New Orleans, La.

Barnett Dist. Co.  
 2566 Madison Ave., Baltimore 17, Md.

Mutual Dist.  
 1259 Tremont St., Boston, Mass.

Radio Dist. Co.  
 15401 Woodrow Wilson Ave., Detroit, Mich.

Lieberman Music Co.  
 257 N. Plymouth, Minneapolis, Minn.

Midwest Dist.  
 1835 Main St., Kansas City, Mo.

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 2642-2644 Olive St., St. Louis, Mo.

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Oregon Record Dist.  
 827 S.W. 13th Ave., Portland, Oregon

Kayler Co.  
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Standard Dist.  
 1733 Fifth Ave., Pittsburgh, Pa.

Gramophone Enterprises  
 1906 Leeland St., Houston, Tex.

Standard Supply Co.  
 531 S. State St., Salt Lake City 1, Utah

Allen Distributing Co.  
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## Shop Talk

### Logan to Direct

#### New Sherwood Play . . .

Joshua Logan will stage Robert E. Sherwood's new play, "The Better Angels," next season. He will also co-produce the show with the Playwrights' Company. . . . Jessica Tandy and Hume Cronyn will play the touring company of "The Fourposter" beginning at the Biltmore Theater, Los Angeles, in July and winding up in March of next year. The Playwrights' Company will find other stars to continue the Broadway run. Miss Tandy and Cronyn will quit the Broadway production June 7 after their 264th performance. . . .

Darren McGaven has stepped out of the team producing the series of plays at the President Theater. David Heilweil and Robert Winter-Berger will open "The Victim" there on April 25. . . . Frank and Virginia Davis will present 13 weeks of operettas under the tent at Sheneatlas Lake, 18 miles west of Syracuse, New York. Their season begins June 17.

### ANTA Symposium for Stage Directors . . .

The American National Theater and Academy has skedded a symposium of stage directors for April 15 and a program of dramatic recitals for April 28, both to be held at the ANTA Playhouse at 3 p.m. for members and prospective members. . . . Transportation Displays, Inc., which polled New York Central Railroad commuters on their feelings about the early theater curtain, announces that out of 2,000 replies, support for early curtain time, such as "South Pacific" has Monday nights, ran 10 to 1. The results of the survey are being analyzed and will be pre-

sented to the members of the legit biz at a special meeting later this month. . . . "South Pacific" celebrates its third year on the Stern next Monday (7). . . . The judges in the University of Miami's Arena Playwriting Contest have decided that none of the more than 100 scripts submitted would make solid arena fare, so no prize will be awarded.

The Council of the Living Theater, joining forces with the Theater Guild and the American Theater Society, will launch its subscription campaign for a Festival Season of plays for 1952-'53 in Philadelphia on April 15 with a ceremony at the Walnut Street Theater. Campaign will seek a minimum of 12,000 subscribers for a series of 12 attractions, series scaled from \$49.52 to \$27.74. Prospects for the Festival include "Remains to Be Seen," "Saint Joan," "Desire Under the Elms," "The Fourposter," "Call Me Madam," "South Pacific" and "Stalag 17." . . . A proposal to convert a wing of Memorial Hall in Philadelphia's Fairmount Park into a theater with a seating capacity of 1,000 persons, at an estimated cost of \$150,000, was made by the president of the Philadelphia Board of Education, Walter Biddle Saul. Figured it could be ready by July 1 in place of the summer tent which Theron Bamberger is going to pitch in the park this season under city auspices.

Paula Stone and Michael Sloane have bought in on the producing auspices of the musical version of the old French film, "Carnival in Flanders." They will share producing credits for the show next season with Julian Claman, who had previously been planning to present the show in association with Franklin Gilbert. George Oppenheimer has virtually completed the book. Johnny Burk and Jimmy Van Heusen have been asked to provide the score and lyrics. . . . Sloane and Miss Stone have engaged Robert Young for the male lead in the touring edition of "The Country Girl," which is due to begin its run Labor Day in San Francisco. . . . Roger Stevens of the Playwrights Company and Thane Parker of the London Mask Theater are jointly producing in London a play by Stanley Young, managing director of the publishing firm, Farrar, Straus and Young. Entitled "Mr. Pickwick," it is based on the Dickens novel. John Burrell is the director. The play may be brought to Broadway by the Playwrights Company after the London run, which begins May 7. . . . Helen Gabagan, former Congresswoman from California and wife of Melvyn Douglas, will undertake a major role in "First Lady," the third production in the City Center's spring season. . . . "Saddle and Go," a new musical by Leonard Gershe with music by Harry Revel, will preem in Cheyenne, Wyoming, and will have further tryouts in Denver and Kansas City in the early fall before bowing in New York in November. Milton Bender, talent agent, is producing the show.

### Shakespeare "Historicals"

#### Will Be Given in Ohio . . .

The seven historical plays of Shakespeare, given in chronological order, will constitute a drama festival to be presented by the Antioch Theater in Yellow Springs, Ohio, beginning July 9. The plays will be given outdoors with a single set adaptable to whatever changes are required. Celeste Holm has been signed to substitute for Gertrude Lawrence in "The King and I" while the latter takes a six-week vacation this summer.

### Litigation Looms Over

#### "New Faces of 1952" . . .

Litigation is threatened over the sets for Leonard Sillman's revue, "New Faces of 1952." Leo Kerz claims that an agreement calling for him to design the sets for the show has been breached. Thru his lawyer, Erwin Feldman, Kerz is trying to arrange a meeting with the producer. If the situation is not ironed out in that way, Feldman says he will file suit. . . . Pierre La Mure's dramatic version of his novel, "Moulin Rouge," based on the life of

## FIND THE MUSIC

### 'Wozzeck,' in English, Dull; Lacks Melody

NEW YORK, April 5.—Opera, a reviewer is led to believe, can't stand still. So Joseph Rosenstock, new general director of the New York City Center Opera Company, elected to import England's Covent Garden version of Alban Berg's "Wozzeck" as the troupe's first new offering of the spring season Thursday (3). It was sung in English, but as far as this reporter was concerned, 90 per cent of it might just as well have been in German, Norwegian or what have you.

Since only the cognoscenti were apt to have advance knowledge as to what "Wozzeck" is all about, a beneficent press release advised that one character represents skepticism, another Philistinism, and still another the sexual beast in man. Wozzeck himself is just a simple dope, who gets exploited and pushed around by everybody. This very likely is true, because for 15 scenes, thru three lengthy acts, until he murders his mistress and gets killed by jumping into a pond, the poor sap really has a hell of a time.

It may be that this reporter doesn't know the right time operatically. Maybe "Wozzeck" is great stuff. However, to one more or less untutored ear, Alban Berg's score is dissonantly pretentious and tiresome. An ear literally screams for something occasionally melodic, which never seems to come. The vaunted realism of the book gets lost in a welter of melodramatic twaddle. Gian-Carlo Menotti has done the same sort of thing infinitely better without all the fanfare. If the average pew buyer at the City Center goes for this sort of thing, it will be a vast surprise to this reviewer.

Marko Rothmuller was imported from England to sing the title role which he created at Covent Garden. Rothmuller has a robust voice and is evidently highly competent with the Berg score. His performance, however, will not touch off any flares at the City Center. Patricia Neway sings the mistress with all her accustomed power and verve, and manages the one really dramatic performance in the proceedings. There are further competent vocal contributions from Luigi Velucci, Howard Vandenburg, Ralph Herbert, David Lloyd and Edith Evans.

Action-wise, Theodore Komisarjevsky's direction is clear enough, but the device of two-level tri-scene staging, with an absurd flight of steps running up the middle, is awkward and distracting. Ordinarily it has been a pleasure to report on City Center production accomplishments. This one is very cold potato.

Bob Francis.

## Dramatic Routes

Affairs of State (Plymouth) Boston.  
Bell, Book and Candle (Great Northern) Chicago.  
Brass Ring (Walnut St.) Philadelphia.  
Candida (Royal Alexandra) Toronto.  
Chase, The (Locust St.) Philadelphia.  
Cocktail Party (Gayety) Washington.  
Darkness at Noon (Lyceum) Minneapolis.  
Fire Sale (Playhouse) Wilmington, Del., 10-12.  
Gentlemen Prefer Blondes (Erlanger) Philadelphia.  
Guys and Dolls (Shubert) Chicago.  
Happy Time (Geary) San Francisco.  
Member of the Wedding (Lyric) Richmond, Va., 7-10; (Center) Norfolk 11-12.  
Mr. Roberts (Coliseum) Sioux Falls, S. D., 9; (Orpheum) Sioux City, Ia., 10; (KRNT Radio) Des Moines 11-12.  
Moon Is Blue (Harris) Chicago.  
Moon Is Blue (Convention Hall) Tulsa.  
Moon Is Blue (Home) Oklahoma City 11-12.  
Of Thee I Sing (Shubert) New Haven, Conn.  
Remains to Be Seen (Erlanger) Chicago.  
South Pacific (Taft Auditorium) Cincinnati.  
To Be Continued (Wilbur) Boston.  
Two on the Aisle (Shubert) Boston.

the French painter, Toulouse-Lautrec, is now being set for fall production. Formerly in the hands of Jose Ferrer, it is now held by Arthur Lesser, who has engaged Bernard Lamotte to design the sets and hopes to get Elia Kazan or Ted Harris to stage it. . . . June 25 has been set as the opening date of "Wish You Were Here," the musical by Arthur Kober and Joshua Logan with songs by Harold Rome.

## Equity Library Theater

### O DISTANT LAND and ALL GOD'S CHILLUN GOT WINGS

(Opened Wednesday, March 26)

#### Lenox Hill Playhouse

"Land" by Stanley Richards. "God's Chillun" by Eugene O'Neill. Staged by Ella Gerber. Sets by Roger Furman. Costumes, Andy Milligan. Production manager, Sam Kasakoff. Stage managers, Elbert Hines and Russell Fishbaugh. Presented by Equity Library Theater, Inc.

**O Distant Land**  
Singer . . . Helen Ferguson  
Lucius Benedict . . . Willis Pinkett  
Boro Pres . . . Tom Knight  
Floy . . . Ed Cambridge  
Mrs. Canslor . . . Roseta Le Noire  
Dr. Claypool . . . Reginald H. Fenderson  
Marilyn . . . Vinnie Burrows  
Mr. Chanslor . . . Frederick O'Neal

**All God's Chillun Got Wings**  
Mickey's sister . . . Kathy Chapman  
Mickey . . . Bruce Marshall  
Joe's sister . . . Jacqueline Robinson  
Della . . . Gayle Miree  
Joe . . . Kenneth Samuels  
Shorby . . . Roddy McLennan  
Jim . . . Clinton Dodson  
Ella . . . Janine Chapman  
Stoop Jumper . . . Phyllis Robinson  
Ball Player . . . Barbara Karen  
Henry . . . Henry Boyce  
Stoop Jumper . . . Kathryn Boyce  
Shorby . . . Andy Milligan  
Joe . . . Ed Cambridge  
Mickey . . . Bert Remsen  
Jim . . . Earle Hyman  
Ella . . . Patricia Ferris  
Hattie . . . Gertrude Jeannette  
Mrs. Harris . . . Cecil Scott

**SINGERS:** Don Felasco, Milton Barrows, Ed Cambridge.  
**SALVATION ARMY:** Mary Wallace, Georgia Arne, Russell Fishbaugh.  
**PASSERSBY:** Georgia Arne, Milton Barrows, Alfreda Diggs, Helen Ferguson, Russell Fishbaugh, Halsey Graham, John Gunnison, Beth Morgan, Charles Nelson, Charlotte Nolan, Mabs Risley, Annie Taylor, Mary Wallace, Charlton E. Williams.

Stanley Richards' "O Distant Land" curtain-raiser and Eugene O'Neill's "All God's Chillun Got Wings" give some Negro members of Actors' Equity a real chance to show their wares. And the evening comes nigh to being a 100 per cent success. The actors are good, the direction solid and O'Neill's two-act still has punch after 28 years. Richards, however, comes nowhere near the O'Neill stature and suffers badly in proximity.

"Land" is an overwritten one-act concerning a talented son, a drunken father and a pitiable mother who has managed even in the depression to scrape enough pennies together to send her son to college. Papa spends the savings on a new refrigerator for his bar, and things look pretty dark until the boy's girl friend submits some of his writing in a contest and wins a scholarship for him. Long exposition signposts each development so well that anyone in the audience could have written the play after the first five minutes. But all is far from lost, thanks to the splendid acting of Rosetta Le Noire and Frederick O'Neal, with good support from Ed Cambridge and Vinnie Burrows—not to mention Ella Gerber's fine direction.

### Staggering Story

Despite the wallop of O'Neill's "God's Chillun," his depiction of the incompatibility of white and black is wide open to argument. He says, in unfolding the story of a white girl who marries a Negro boy, that this incompatibility is not necessarily an individual one, but that the roots are deep within the races themselves. But accepting his theme, his "Chillun" becomes a staggering story of a girl torn between racial hatred and love for her Negro husband whom she thinks of as white, which finally drives her mad. It must have been a real shocker in 1924, because it still has punch today.

### Miss Ferris Socko

The list of fine players is imposing. Tho shy on acting experience, Janine Chapman and Clinton Dodson make of Ella and Jim a couple of cute kids, but when Patricia Ferris and Earle Hyman take over the roles, grown up, they really come to life. Hyman's Jim is a little to high-keyed thruout, but Miss Ferris turns in an acting job the likes of which this reporter hasn't seen off-Broadway in a long time. She is a terrific actress, and if her big break isn't soon, it will be a crime. In strong support are Andy Milligan, who also turns out some fine costumes; Bert

## Out of Town Review

### THE CHASE

(Opened Monday, March 31)

#### Locust Street Theater, Philadelphia

A new play in three acts (nine scenes) by Horton Foote. Produced and directed by Jose Ferrer. Associate producer, Milton Barron. Settings and lighting by Albert Johnson. Costumes by George Bockman.

Sheriff Hawes . . . John Hodiak  
Rip . . . Richard Poston  
Tari . . . Lin McCarthy  
Ruby Hawes . . . Kim Hunter  
Edwin Stewart . . . Sam Byrd  
Mr. Douglas . . . Ralph Theadore  
Anna Reeves . . . Kim Stanley  
Mrs. Reeves . . . Eugenia Rawls  
Knub McDermont . . . Lonny Chapman  
Bubber Reeves . . . Murray Hamilton  
Hawks Damon . . . Ted Yaryan

For a little while here it looks as if Jose Ferrer is hitting the theatrical jack-pot in getting this cops 'n' robbers thriller into the same circle with his "The Fourposter," "Stalag 17" and "The Shrike." However, for a longer time it appears Ferrer was pressing his good theatrical fortune.

In its present running form, lack of content keeps "The Chase" down to a slow walk. But the one or two spurts it does take, coupled with the excellent casting and direction, makes it difficult to rule out Horton Foote's saga of the Texas sheriff as rating "E" for effort and in the same sentence knocking it out. It's easy enough to predict what a hit potential it might be under different story and different writing circumstances. But assaying it on its present show value, it is merely a good try on a bad guess—obviously more exciting in the reading of the script than actually comes off in its playing.

John Hodiak, underplaying the role of the confused sheriff that fully captures the Ferrer spirit, is real enough to take as the "public servant" who is beaten down spiritually and mentally by the physical brutality that comes with his calling.

While the tensions aroused by the story line are as obvious as the story itself, an emotional pitch is raised when the escaped convict returns to the town intent on killing the sheriff responsible for his incarceration. And in "chasing" the convict, the sheriff—as well as the audience—well realizes that he himself is being "chased."

While it's basically a characterization rather than a story, its etching is far too shallow to be palatable. And while his characters are finely drawn, what they had to say hardly skims the surface. All play it hard and come thru admirably. But even Eugenia Rawls, who creates the highest emotional pitch in the play portraying the convict's mother, doesn't have enough meaning in her words to keep the folks sitting on the edge of their seats. Mostly tissue—and most unfortunate—is the role doled out to Kim Hunter, as the sheriff's wife. She gives her part sympathetic treatment, but they forgot to give her a part.

The sheriff, his wife, the escaped convict, his mother, his backwoods wife and his friend with whom she is living, and even the "good" citizens in the small Texan town, all search for a reason for their actions, their emotions and even for their frustrations. But the lines that Foote has put into his play lack the maturity in finding the inner level that might well make "The Chase" a breathtaking characterization. The lack of maturity is most pronounced when the author dips into a psychological approach. On that level "The Chase" merely stumbles along.

In short, what is needed is material with meat on the lines that both the cast and customers can digest. What will give after Ferrer does the obvious with the script remains to be seen—and heard.

Maurie H. Ordenker.

Remsen, and last, but far from least, a polished job by Gertrude Jeanette.

All of this is neatly tied together by Ella Gerber's excellent direction and Roger Furman's fine sets.

ELT should be congratulated for showcasing such fine Negro talent. The group is now on a fund drive, and when it can turn out such fare, the dough is indeed for a worthy cause.

Dennis McDonald.

## BROADWAY SHOWLOG

### Performances Thru April 5, 1952

#### DRAMAS

Antony and Cleopatra . . . . .	12-20, '51	60
(Ziegfeld)		
Caesar and Cleopatra . . . . .	12-19, '51	64
(Ziegfeld)		
Don Juan in Hell . . . . .	3-30, '52	46
(Plymouth)		
Flight Into Egypt . . . . .	3-18, '52	23
(Music Box)		
Gigi . . . . .	11-24, '51	155
(Fulton)		
Golden Boy . . . . .	3-12, '52	29
(ANTA Playhouse)		
I Am a Camera . . . . .	11-28, '51	150
(Empire)		
Jane . . . . .	2-1, '52	76
(Coronet)		
Mrs. McThim . . . . .	2-20, '52	53
(Morosco)		
Paris, '90 . . . . .	3-4, '52	39
(Booth)		
Point of No Return . . . . .	12-13, '51	132
(Alvin)		
Stalag 17 . . . . .	5-8, '51	284
(48th Street)		
The Grass Harp . . . . .	3-27, '52	12
(Martin Beck)		
The Fourposter . . . . .	10-24, '51	191
(Barrymore)		
The Moon Is Blue . . . . .	3-8, '51	445
(Henry Miller's)		
The Shrike . . . . .	1-15, '52	96
(Cort)		
Venus Observed . . . . .	2-13, '52	59
(Century)		

#### MUSICALS

Call Me Madam . . . . .	10-12, '50	615
(Imperial)		
Guys and Dolls . . . . .	12-24, '50	572
(46th Street)		
Faint Your Wagon . . . . .	11-12, '51	168
(Shubert)		
Pal Joey . . . . .	1-3, '52	108
(Broadhurst)		
South Pacific . . . . .	4-7, '49	1,228
(Majestic)		
The King and I . . . . .	3-19, '51	428
(St. James)		
Three Wishes for Jamie . . . . .	3-21, '52	19
(Heller)		
Top Banana . . . . .	11-1, '51	180
(Winter Garden)		

#### CLOSED

The Constant Wife . . . . .	4-5, '52	139
(National)		
(Opened 12-8, '51)		
One Bright Day . . . . .	4-5, '52	29
(Royale)		

(Opened 3-19, '52)

#### COMING UP

(Week of April 6)

The Brass Ring . . . . .	4-10, '52	
(Lyceum)		

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### Caught Again

**CAFE PIERRE, NEW YORK:**  
The long, narrow cocktail lounge,  
right off the Hotel Pierre's Cotillion  
Room, has a new boy singer, Rino  
Senteri, a slim, clean-featured, red-  
headed Italian youngster who  
showed plenty in the voice and  
looks department. Using a smooth  
soft bary, the boy sings in English,  
French, Spanish and Italian in a  
strange but appealing fashion. He's  
stymied here because of his use of  
an accordion which limits his vo-  
cal selling powers, a poor room  
layout and no production at all.  
Senteri goes on right after the  
Stanley Worth band, nary an an-  
nouncement or intro to compete  
with a roomfull of chattering cus-  
tomers. The fact that the p. a.  
system is full of dead spots is an-  
other drawback. In between on-  
the-stand-jobs, young Senteri  
strolls, which gives him his best  
impact.

With proper production, light-  
ing, p. a. and no squeeze box, Sen-  
teri could draw attention.

The Stanley Worth band, a five-  
piece outfit, plays a lot of music.  
The basically a society-beat band,  
it has apparently a well-stocked  
library of Latin numbers which  
help keep the tiny floor overflow-  
ing. Bernice Byers, band canary,  
does a competent job.

Bill Smith.

**BEACHCOMBER, MIAMI**  
**BEACH**—For the first time this  
season this club is operating in  
the black, even the earlier losses  
aren't expected to be recouped.  
Sudden spurt in boxoffice is due  
to new low-price policy and girls.  
The show embraces at least eight  
strippers, burlesque blackout skits  
paced by Maxie Furman and a  
couple of legit songsters. Notable,  
for the big hands he gets, is bar-  
itone Tony Bari. The club will re-  
main open as long as business  
holds.

Herb Rau.

### Extra Added

Continued from page 15

act together for himself. The  
**Modernaires**, current at the Last  
Frontier, Las Vegas, Nev., will  
wind up April 17. . . . The **Three**  
**Suns**, who started at the War-  
wick's Raleigh Room January 10,  
will stay there thru the spring.  
Joyce Renee, violinist, has be-  
come a patron of Phi Beta, honor  
fraternity for music and speech.  
Teddy Cohen, vibes, has  
changed his name to **Teddy**  
**Charles**. . . . Childs' Paramount  
Restaurant is now going for jam  
sessions on Sundays with **Max**  
**Kaminsky's** outfit.

**Ben Blue** will prep a new act on  
the West Coast and break it in  
out there. . . . **Betty George** and  
**Billy Vine** will work together at  
the Miami Beach Casablanca. . . .  
**Black and Dundee** (combo of **Pro-**  
**fessor Lamberti** and **Will Maho-**  
**ney**) will open at the Tivoli, Syd-  
ney, Australia, April 29. . . . **Edith**  
**Piaf**, due at Versailles, September  
17, has offers from all over the  
country. She won't work without  
a curtain in front of the band  
which the house must pay for. . . .  
**Anna Sosenko** and **Helen Melba**  
are going into the management  
biz as partners. . . . **Pierre's** Coti-  
llion Room got permission to use  
cover charges. . . . **Ethel Smith** is  
due at the Pierre following **Yma**  
**Sumac**. . . . **Johnnie Ray** will  
work at the Warner Stanley, Pitts-  
burgh, and not the Penn. June 20. His  
deal will be \$10,000 against a 50  
per cent.

## Hocus-Pocus

By BILL SACHS

**CHOP CHOP** and **Charlene** (Mr.  
and Mrs. Al Wheatley) are  
with the **Ted Lewis** unit now  
in the midst of a four-weeker at  
Beverly Hills Country Club, New-  
port, Ky. . . . **Lucille** and **Eddie**  
**Roberts** have been held for a  
third week at **Ruby Foo's** Star-  
light Room, Montreal. . . . **Cay**  
**Baird**, magician and novelty per-  
former, infos from Boston that  
the **Great Martinelli** (**Peter Mar-**  
**tinelli**), veteran trixster, is still  
doing quite well for himself in  
the New England territory. Others  
clicking it off nicely in that  
sector, according to Cay, are  
**Les Nichols**, vent, and **Bert Han-**  
**ley** and **Lee Burke**, jugglers. . . .  
**Carlos the Magician** has just con-  
cluded a week's stay at the New  
Rainbow Cabaret, Montreal. . . .  
**Logan Pritchett** (Mr. Zuko), presi-  
dent of Ring 29, International  
Brotherhood of Magicians, Little  
Rock, typewrites to wit: "My  
partner, **Major Scotty Shamrock**,  
has been selected as the mascot  
for the annual Easter Seal Cam-  
paign in the State conducted by  
the Arkansas Association for the  
Crippled. To celebrate the selec-  
tion, the kiddies at the Children's  
Convalescent Center here tossed a  
party in Scotty's honor. I put on  
an hour-and-a-half show for the  
kids, and the two local dailies  
gave the event considerable space  
in words and photos."

**MANDRAKE** and Company  
move into the Neil House,  
Columbus, O., Thursday (10) for  
two weeks with options. . . .  
**Randolph** and Company keeping  
busy in the better clubs in the  
Midwest and East, booked by the

**Joe Hiller** office, Pittsburgh. . . .  
**Dr. Howard P. Kayton** and **Ralph**  
**W. Read**, prominent members of  
the Society of American Magicians  
and the International Brother-  
hood of Magicians, died recently  
in the East. . . . **Macon, Ga.**,  
magi gathered March 21 to honor  
**Harry Baker**, Washington wizard,  
who played the Macon Moose  
Club on that date. Baker re-  
ciprocated with his demonstra-  
tion-lecture. **George Weisensel**,  
Baltimore, who happened to be  
near Macon, hopped in especially  
to catch the Baker offering. . . .  
**Stewart Judah**, Cincinnati magic  
stalwart and one of the nation's  
toppers in the intimate magic  
department, played for the Fra-  
ternal Order of Police Associa-  
tions at the Hotel Alms, Cincy,  
last Tuesday (1). . . . **Edmund**  
**Denis**, Ottawa trixster, is fram-  
ing a unit to entertain Canadian  
troupes in Korea, provided an  
okay is forthcoming from the  
Defense Ministry. . . . **Black-**  
**stone Magic Club**, comprised of  
patients at Veterans' Hospital,  
Rutland Heights, Mass., staged its  
annual show for fellow patients  
and hospital personnel at the ho-  
spital theater March 19. The **Rev.**  
**Willard S. Smith**, national chap-  
lain of the Society of American  
Magicians and chaplain at the  
hospital, is advisor to the club,  
which is now in its sixth year  
and boasts 30 active members.  
. . . **Dr. Bill Rihhanek**, **Bill Salis-**  
**bury**, **Bob Coe**, **Dick Staub**, **Dr.**  
**James Taylor**, **Kingdon Brown**  
and **Dr. A. L. Baldwin**, Pittsburgh  
trixsters, guested on the local  
"Guest to Ghost" TV show March  
26, interspersing an occasional  
nifty during the show's regular  
format.

## Burlesque Bits

By UNO

**FRANK BRYANT** and **Frank**  
**Engle**, operators of the Casino,  
Boston, and **Gayety**, Baltimore,  
have acquired control of the **How-**  
**ard**, Boston, from **Al Somerby**,  
who is retiring. The deal was con-  
summated March 28, the day be-  
fore the house closed for the sea-  
son. It reopens early in August.  
. . . Before **Beverly Arlyne** be-  
came a strip on the Hirst wheel  
this season, she appeared in TV  
on the Coast and in New York.  
She also did dramatic roles in  
repertory companies and expects  
to go into musical comedy next  
season. . . . The **Dyerettes**, Negro  
unit, open at the Casino, Toronto,  
June 5 thru **Milt Schuster**. . . .

**GLORIA MARLOWE** shifted  
from featured spot at the **Gay-**  
**ety**, Cincinnati, to the Casino,  
Boston, April 7, and the following  
week to the Hudson, Union City,  
N. J. . . . One of four American  
Theater Wing's Antoinette Perry  
Awards for "distinguished per-  
formance" went to **Phil Silvers**,  
ex-burly comic, now headliner in  
"Top Banana." . . . The **Navarre**  
**Twins**, Anita and Juanita, are fea-  
tured at **Pete DeCenzio's** El Rey,  
Oakland, Calif., under the billing  
of "Double Exposure." . . . **Pat Z.**  
**Wolf**, Hirst feature, making her in-

itial appearance in burly this sea-  
son with her novelty act, "Satan  
and the Lady." Formerly an acro-  
batic dancer, she played niteries  
and fairs and had her start for **Izzy**  
**Cohn** in Syracuse. . . . **Jack**  
**Montgomery**, of the **Milt Schuster** of-  
fice, has booked **Betty Bradley**  
and **Sandra** for the Show Club,  
Calumet City, Ill.; **Kiki Ardetto**,  
Cadillac Club, same town; **Jean**  
**Stevens**, Flame Room, St. Paul;  
**Viano Hassan**, 21 Club, Calumet  
City; **Lei Lanii**, 241 Club, Phenix  
City, Ala.; **John Stevens**, Empress,  
Milwaukee; **Lola Ward**, Jumbo  
Club, Milwaukee; **Betty Howard**,  
Silver Frolics, Chicago; the **Atomic**  
**Caribs**, Show Club, Calumet City;  
**Sally Sweet**, Rialto, Chicago;  
**Jeannette Leffler**, LaConga Club,  
Milwaukee; **Lana Richards**, Tri-  
anon Club, Louisville, and **Delilah**  
**Wilde**, Stumble Inn, same town.  
. . . **Bimbo Davis** and **Mac Denni-**  
**son** are the comics at the **Gayety**,  
Cincinnati. Straight men are **Joe**  
**Sterling** and **Dudley Douglas**.  
Strips include **Sherry Everette**,  
**Mila Runa Rae**, **Alice Winter** and  
**Betty Brooks**.

### National-Scala

Continued from page 14

props or special material they  
draw yocks from start to finish  
with their burlesque dances and  
pantomime bits. The hefty fem's  
solo ballet number is a wow.

**Aase Ziegler**, guest emcee for  
this show, scores with a couple of  
comic ditties in Danish and a good  
line of patter.

Three **Byrds**, a classy trio of  
equilibrists, run thru a series of  
tricky hand-to-hand balances,  
plastic poses and unusual bal-  
ancing and lifting feats, smoothly  
paced and sans stalling. They beg  
off to a big hand.

The closing spot is held down  
by the roller-skating **Splendid**  
**Trio**, which is made up of the  
acro duo, **Gerd** and **Gisella** and a  
male partner. All three are good  
on the rollers, with the average-  
sized male swinging and lifting  
the girls with apparent ease. It's  
a neat presentation and good  
showmanship.

**Tage Luneborg's** orchestra cuts  
the show and plays for dancing.  
**Ted Wolfram**.

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# Oregon Picks Skaters For N. W. RSROA Meet

GRESHAM, Ore., April 5.—Victor Bacon, president of the Oregon chapter, Roller Skating Rink Operators' Association, this week announced identity of Oregon skaters planning to attend regional RSROA championships at Burlington, Wash., May 12-14.

These contestants, at the State championships held recently at Imperial Rink, Portland, won the right to represent Oregon. At that match Joan Doerr, Milwaukie, was elected queen.

Judges were Max Fisher, San Francisco; Ruth Leeson, Culver City, Calif., and Dorothy Shores, Seattle. Contestants were from rinks at Albany, Coos Bay, Grants Pass, Newport, Ontario, Roseburg, Portland and Gresham.

Winners and their sponsoring rinks were:

Juvenile dance—Susan Birch and Terry Wallen, Imperial, Portland; Jerry Spina and Karen Brittain, Rolleta, Roseburg. Junior dance—Raymond Jaren and Judith Morris, Oaks, Portland; Walter Range and

Ethel Rich, Imperial, Portland; Larry Archer and Mary Butler, Rolleta, Roseburg. Novice dance—Neal Kidd and Phyllis Christensen, Imperial, Portland; Arthur Coleman and Joan Byrum, Grants Pass; Keith Larkin and Delores Pollack, Oaks, Portland. Intermediate dance—Donald Norlen and Marlene Strous, Imperial, Portland. Senior dance—Roger Frasher and Jeanette Minaglia, Neil Brundage and Marcella Bitterling, Imperial, Portland; Ray Russell and Charlene Russell, Oaks, Portland.

Juvenile pairs—Terry Wallen and Susan Birch, Imperial, Portland. Junior pairs—Fred Cornilles and Norma Lee Bennett, Imperial, Portland; Raymond Jaren and Judith Morris, Oaks, Portland. Senior pairs—Joe Juchemich and Raye Jean El-

(Continued on page 51)

# Steady Growth Registered by Deubach Spot

DALLAS, April 5.—Deubach Roller Rink here, which recently celebrated its 15th anniversary with a week of special events, including a popularity contest for girls, has shown steady growth since its inception.

In 1937 the rink was the first building constructed in Dallas County for the purpose of roller skating. At that time it was a small building with a lobby at its north end and spectator seats down both sides. Since that time the operators constantly have been improving the rink or its facilities. The skating floor has been lengthened and widened twice.

As soon as the war was over and materials were available, a large concrete parking area was installed. In 1947 came the largest improvement. The rink was completely remodeled and a 20 by 150-foot lobby was added by widening the building. Next to be added were skate, lunch and shoe skate sales rooms. In 1949 a Canadian maple floor was installed, plus two large blower-type heaters. Last summer a large party room, which connects with the lunch room, was added. This room also has heating facilities and sides which may be elevated when in use during hot months. The party room is equipped with leather-upholstered booths and is proving to be popular with skaters who wish to take time out for a rest and Coke. It is also available for private party use. Latest addition to rink equipment is a heavy duty industrial cleaner and blower.

# Fo-Mac Intros Rubber-Plastic Skating Wheel

TULSA, Okla., April 5.—Enrup, a blend of synthetic rubber and plastic developed by Vernon Fowlkes, in co-operation with the U. S. Rubber Company, is the latest product to be used in the manufacture of roller skate wheels. Fowlkes is marketing the wheels thru his Fo-Mac Enterprises here.

Enrup, according to U. S. Rubber Company, will wear 50 per cent longer than wood and 25 per cent longer than fiber and is said to reduce floor noise 50 per cent in a rink having several hundred skaters on the floor. It is also claimed that the wheels give a tighter grip to the floor, thus reducing the danger of slipping, and eliminate the use of powder. U. S. Rubber claims the wheels wear down evenly, develop no flat spots and do not chip or split, eliminating the need for refinishing of wheels on rental skates.

Marketed under the trade name of Kwitite, the wheels are said to have received extensive tests by Fowlkes, a former professional skater, and other pros. Fowlkes said that 20 sets of the wheels were used in the national championships at Cleveland last year and that 18 of the 20 sets were worn by winners.

# N. Y. Officials Revive Skatery

FLUSHING, N. Y., April 5.—The one-time Park Department ice and roller rink which was originally built for the World's Fair here in 1939, and was later converted into the first UN General Assembly Hall in 1946, is being turned back into a rink. Contractors are working on the \$237,000 reconversion project against a June deadline. Park Department expects to wait until cooler weather for the official reopening.

Designed and built originally at a cost of \$1,200,000, the columned limestone and glass structure had been planned from the start as a recreational building.

# RSROA Takes In 10 Rinks

DETROIT, April 5.—In recent weeks operators of 10 rinks have become members of the Roller Skating Rink Operators' Association, it was announced recently by Robert D. Martin, RSROA secretary-treasurer.

Operators and their rinks are: Jack H. and V. Regina Wheeler, Skatemor, Oakland, Calif.; Charles L. Davis, Portsmouth Roller Rink, Portsmouth, R. I.; Jerome Gordon, Skateland, Newport News, Va.; E. W. Ramsey, Skate-A-Drome, Roanoke, Va.; Peter A. Lescas, Concord Roller Rink, Philadelphia; Troy and Troy B. Braswell, Troy's Roller-drome, Little Rock; Reginald D. Freeman, Reggie's Rollerina, Racine, Wis., and John A. and Daniel Gay, Gay's Skateland, Temple, Tex.

In addition, two members of the RSROA announced the opening of new rinks which also have become affiliated with the RSROA. Roy L. Hodges, co-operator with Calvin E. Hodges, of Hodges Roller Rink, Springfield, O., opened Melody Skateland, Richmond, Ind. Mrs. May Sloan, operator of Funcrest Roller Rink, Wellsville, N. Y., teamed with Clarence J. Fisher to open the Rollercade at Elmira, N. Y.

# Hartford Throws Party

HARTFORD, Conn., April 5.—Hartford Skating Palace, managed by Irving Richland and Harry Neckes, ran an April Fool's Party April 1, with numerous audience-participation games on the program. Richland has been on a vacation in the South.

# Roadshow Rep

HAROLD MALONSON writes from Epping, N. H., that he had a good winter with his solo show and is readying a small animal attraction to play the East Coast. He's playing vaude dates around Boston until the new feature is completed.

Carol Players are on the last lap of a tour that started in Pendleton, Ore., and will wind up in New York. . . . L. L. (Lafe) Standish, writing from New Orleans, says that he'd like to get in a word or two about tent minstrel shows in the South and Southwest. Standish says that some of the units of this type that he has been with in the past were long on dancing talent but way late in musical and song performers. He also points out that only a few shows were smart enough to have up-to-date afterpieces and sketches. The remainder, says Standish, were satisfied to go along with dated stuff and comedians that couldn't hold a job in a lean med show. "It's too bad," Standish continues, "that some of the old-timers who

knew what patrons of these shows went for are not active anymore. The old-time shows which went out of New Orleans were topnotch in every respect because their managements knew all the rudiments of the Negro tent business."

A. A. STERNER is in Tyler, Tex., readying his museum platform show for a tour of the Lone Star State's panhandle area.

Mr. and Mrs. Ed Boxer are working their way back to the West after spending some time in Florida. They plan to make about 60 dates on their way to the coast with their protean and reading-style show. They will spend most of the summer playing towns in Southern Oregon where they have established territory.

Temple Players, three-cast unit, are planning to play Northwest territory with E. F. Hannan's "Slo Poke." They are in Tacoma, Wash., after spending the winter playing dates in Idaho which were tough because of the cold weather encountered.

A. E. Dumaine is planning to try his luck with 16mm. pix at New Hampshire and Vermont camps this summer. He has been presenting a feature pic in Canada since before Christmas.

LEON STORME advises from Hattiesburg, Miss., that he'd like to put in his 2 cents worth in favor of the tent minstrel shows which will be on the road this summer. "I hope that they present better bills this summer than those which were offered last year," writes Storme. "One that I paid to see took up most of the evening promoting sales of various items and then tried to get their whole show on. It concluded near midnight and people became discouraged and left the tent. That's bad business."

# Meyer Biz Up 20% in Cincy

CINCINNATI, April 5.—Business continues 20 per cent above corresponding figures of 1951 at Lou Meyer's Price Hill Roller Rink, helped along by a remodeling program that adds 5,000 square feet to the building, according to Manager C. V. (Cap) Sefferino.

Meyer eliminated the rink's old refreshment stand. The addition and space formerly occupied by the stand now accommodates a lounge room, locker room, new refreshment stand and a foyer.

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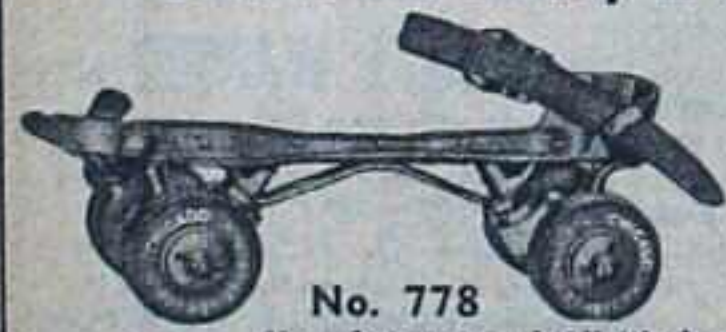
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- 2300 Pr. Ladies' Close Toe White Shoe Skates #324, Hyde Shoes—Chicago Skates . . . \$11.25 PR.
- 1850 Pr. 301BL Gilash Men's Leather Lined Shoe Skates, Chicago Skates No. 287SP . . . \$11.00 PR.
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# Roadshow Rep

**KLINK W. LEMMON**, following a 14-week stand as featured pianist at Pete Guerra's Hub niter in Tampa, is en route to his farm in Hillsdale, Mich. After a brief stay there, he will join the LaVerne Slout Players in Vermontville, Mich., as orchestra leader and banner man. His wife, Frances, again will handle the concessions on the show. This season will mark their seventh with the Slout aggregation. Klink says that he enjoyed recent visits with Arthur E. Bitters, special representative, and Eddie Lane, stage manager, of "Music With Hormel Girls," which unit played Tampa, April 3 and Mr. and Mrs.

**Henry L. Brunk**, of Brunk's Comedians, who wintered in Sarasota, Fla. . . . Cutting up jackpots in Greenwood, Miss., recently were Leon Long, magician; I. C. Page, Aaron Gates and Romie Johnson. . . . Walter Caron, who concluded a series of sponsor dates under firemen's auspices in Pennsylvania, is looking for a summer show spot in New England. He's using amateur talent and E. F. Hannan's "My Dad's a Fireman."

**ROY FRANK** left Sedalia, Mo., where he spent most of the winter, April 1 for Rogers, Ark., from which point he will launch a tour of the Western territory he played last season with his trailer-museum. Frank recently landed a contract with a drug firm and will sandwich in advertising and promotion work of his stock on his regular show stands. Frank carries feature pix and oftentimes puts on sponsor shows with them. . . . **F. N. Bailey** reports good business on his Florida to California jaunt. Bailey, who calls himself The Musical Stroller, has worked Utah and Arizona the past three summers, but this year will give Northern California and Oregon a play. He says that weather in the States which he has passed thru has been way off normal with the result that business has suffered. Bailey is an old-time Eastern vaude and 10-20-30 performer. . . . **Chestnut Hill Players**, after a profitable winter trek, will open a tour of Northern New England resort spots soon.

**ROBISHAW BROTHERS** have framed an expose and crime show which they will present at New England fairs this season. . . . **Mr. and Mrs. Clifford Davis**, who have a puppet show in Central Missouri, have booked a number of Wisconsin resort dates for the summer. . . . "Things are picking up for small shows in Texas," letters **W. W. Garvey** from Lubbock. "This summer should be good for platform shows. Small tent shows are up against it in the Lone Star State, however, because of the help situation." . . . **Members of the Gerry Family Show** advise from Elko, Nev., that "weather has bothered us most of all in the several States we have played since last fall. When it was good, however, we did business. We are planning to try Colorado for the summer and will pick up some dates in feed spots if hall or outside dates don't pan out for us. We've never done much in Colorado and we want to get the lowdown on small towns in that State."

**G. G. COUTOURE** comes thru with the following effusion from his Providence headquarters: "I noted in a recent column the reference to the old-time show houses in New England and the writer's making mention of **Walter Leonard**, a advance agent. There were two Walter Leonards, both well known and hustling agents. One made his home in Salem, Mass., and the other was from Glens Falls, N. Y. I knew the latter well and he had a wide acquaintance among one-night, rep and tent shows. If memory serves, he also published songs at one time. Does anyone know if either or both of the partners of the juggling act, **Allaire and Gedreau**, are active? They did a good juggling act and appeared with various minstrels, including **DeRue Brothers** and **Hi Henry**."

# Drivin' Round The Drive-Ins

**G. F. SWARTS** and **Garrett G. Parker**, owners-operators of the Spindletop Drive-In Theater, Beaumont, Tex., have entered into negotiations with Jefferson Amusement Company, of that city, for leasing the drive-in. Theater is located across the street from the South Park Drive-In, operated by Jefferson. The Spindletop was opened in 1950 at an estimated cost of \$100,000 and has a 450-car capacity. . . . **State-Wide Drive-In Theaters**, San Antonio, are co-operating in a city-wide promotion campaign being conducted jointly by Colgate Palmolive Peet Company and Wesson Oil-Snow-drift Company, in giving passes to San Antonio housewives. Passes are good at the Kelly, Rigsby, Mission, South Loop 13 and Alamo drive-ins. . . . **Kerry Drive-In**, Wilmington, Del., opened its season April 4. **Pleasant Hill Drive-In** there reopens April 18. **Brandywine Drive-In**, operated by **Mel Geller** and **Sam Taustin**, opened March 21.

**BILL CLARK** has taken over booking for Lakes Drive-In, Brighton, Mich. . . . **Henry C. Gardner**, of Huntington Woods, Detroit suburb, is building a 200-car capacity drive-in at Meredith, Mich. **Mrs. Gardner** will manage the concessions. . . . **Wallace O. James**, manager of the 23 Highway Drive-In, Grand Blanc, is opening the drive-in season in Michigan April 3. **Robert Tuttle's Sky Drive-In** at Adrian, usually the first in the State to light up, opens a day later. . . . **Mrs. Ormond Degelbeck**, wife of the owner of the Burnside, Mich., Drive-In, is convalescing at home following several months hospitalization in Detroit. . . . **Tim Hunt**, owner of H & S Drive-In, Marlette, Mich., has set April 18 as opening date, about two months earlier than usual. House will follow a "Dollar a Car Night" policy, with a special show on Thursdays and four changes of program weekly. . . . **Bill Albright** has been named manager of the new Twin Ranch Drive-In, which was opened at Victoria, Tex., by the J. G. Long Theater Circuit. Albright will institute a "lucky license" attraction Tuesday, Thursday and Saturday nights. . . . **R. N. Smith** has opened the Corral Drive-In at Raymondville, Tex. . . . Each Tuesday night \$50 in cash is awarded and on Wednesday, \$50 in groceries is given away at the El Capitan Drive-In, San Antonio.

**AS A PROMOTIONAL** stunt in conjunction with reopening for the 1952 season, **Paul W. Amadeo**, general manager of Pike Drive-In Theater, had two uniformed aids distributing thousands of heralds to passers-by in downtown Hartford, Conn., shopping districts. The management offered patrons a pass in return for the circular when presented at the box-office on either opening night or the following two nights. . . . The Starlite Drive-In, Stamford, Conn., is building a new children's playground. . . . **Aiken, N. C.**, Drive-In Theater Corporation, capitalized at \$3,000, has been granted a charter by the secretary of state to engage in general entertainment, motion pictures, talking pictures, drive-in and vaudeville theater business. **T. A. Little** is president.

**THE 975-car Twin Ranch Drive-In** has been opened at Victoria, Tex., by the J. G. Long Theater Circuit. Location has 18 acres of pavement. A ranch house, located in the center, serves as kitchen to dispense foods. . . . A new mural has been installed on the tower of the Gulf Drive-In, Corpus Christi, Tex., owned and operated by **Claude Ezell** and **Associates**. A brightly colored mermaid has replaced the picture of a sea gull. This was part of a redecorating and remodeling program instituted at the drive-in. The capacity is now 750 cars and 200 walk-in patrons. **J. D. Wolfe** is manager.

# Oregon Picks Skaters

Continued from page 50

**Lott, Oaks, Portland**. Novice ladies' pairs—**Melba Bennett** and **Joyce Mikelson**, Imperial, Portland; **Jean Ashbaugh** and **Barbara Painter**, Oaks, Portland. Intermediate ladies' pairs—**Delores Pollack** and **Ray Jean Elliott**, Oaks, Portland. Pairs—**Delores Pollack**, Ruth Madgen, Dick Leroy and **Mike Jacques**, Oaks, Portland. Juvenile figures, boys—**Ronnie Hansen**, Pacific, Newport. Juvenile figures, girls—**Susan Birch**, Imperial, Portland. Junior figures, boys—**Raymond Jaren**, Oaks, Portland; **George Range**, Imperial, Portland. Junior figures, ladies—**Norma Lee Bennett**, Martha Dodge, Darlene Barber, all of Imperial, Portland. Novice figures, men—**Roger Prasher**, Imperial, Portland. Novice figures, ladies—**Jeanette Minaglia** and **Melba Joan Bennett**, Imperial, Portland. Intermediate figures, men—**Mike Jacques**, Imperial, Portland; **Richard Leroy**, Oaks, Neal Kidd, Imperial, Portland. Intermediate figures, ladies—**Virginia Lee Perkins**, Pacific, Newport. Senior figures, men—**Donald Norlen**, Imperial, Portland. Senior figures, ladies—**Phyllis Johnson**, Imperial, Portland.

Juvenile boys' free skating—**Terry Wallen**, Imperial, Portland; **John Gustafson**, Oaks, Portland. Juvenile ladies' free skating—**Susan Birch**, Imperial, Portland; **Paulette Purkert**, Grants Pass. Junior boys' free skating—**Raymond Jaren**, Oaks, Portland; **George Range** and **Duane Waltos**, Imperial, Portland. Junior ladies' free skating—**Norma Lee Bennett**, Imperial, Portland; **Sylvia Stenover** and **Judith Morris**, Oaks, Portland. Novice men's free skating—**Dale Wilson**, Imperial, Portland; **Al Mullineaux**, Grants Pass; **Ardell Jacobs**, Oaks, Portland. Novice ladies' free skating—**Joyce Mikelson** and **Jackie Furrow**, Imperial, Portland; **Ruth Madgen**, Oaks, Portland. Intermediate men's free skating—**Neal Kidd**, Imperial, Portland; **Richard Leroy** and **Mike Jacques**, Oaks, Portland. Intermediate ladies' free skating—**Virginia Lee Perkins**, Pacific, Newport; **Donna Whitehead**, Oaks, Portland; **Eleanor Macfarlane**, Imperial, Portland. Senior men's free skating—**Joe Juchemich**, Oaks, Portland; **Donald Norlen**, Imperial, Portland. Senior ladies' free skating—**Phyllis Johnson**, Imperial, Portland; **Delores Pollack** and **Amol Stenover**, Oaks, Portland.

Boys' juvenile C speed—**Ronnie Hansen**, Sonic, Albany; **John Gould**, Oaks, Portland. Girls' juvenile C speed—**Paulette Purkert**, Grants Pass; **Bonnie Hall** and **Sharon Rose Jacobson**, Sonic, Albany. Boys' juvenile B speed—**Frederick Likens** and **Ralph Groshong**, Sonic, Albany; **Bob Woodworth**, Oaks, Portland. Girls' juvenile B speed—**Jean Byrum**, Grants Pass. Boys' juvenile A speed—**Robert Schneider** and **James Hubert**, Sonic, Albany; **Howard Studdard**, Oaks, Portland. Girls' juvenile A speed—**Betty Ullian**, Grants Pass; **Helen Emerson**, Oaks, Portland; **Carol Jean Zurbuchen**, Sonic, Albany. Girls' junior speed—**Patsy Byrum**, Grants Pass; **Ruth Madgen**, Oaks, Portland; **Jean Byrum**, Grants Pass. Boys'

junior speed—**Arthur Coleman** and **Don Brehm**, Grants Pass; **Charles Anderson**, Sonic, Albany. Men's relay—**Joseph Marovich**, Oaks, Portland. Ladies' intermediate speed—**Virginia Lee Perkins**, Sonic, Albany; **Verma Chasteen** and **Anna May Walters**, Grants Pass. Men's intermediate speed—**Ardell Jacobs** and **Mike Jacques**, Oaks, Portland; **Al Mullineaux**, Grants Pass. Men's senior speed—**Weldon Teetz**, Roger Buchanan and **Joseph Marovich**, Oaks, Portland. Ladies' senior speed—**Alberta May Chasteen**, Grants Pass.

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## TV's Bill Bailey Sets West.-Country Unit

Candy Mountain Girls, Local Stars To Join "American Barn Dance" Emcee

CHICAGO, April 5.—A new arena package now being prepped will offer Bill Bailey, who conducts the filmed TV "Old American Barn Dance" series and who also portrays "Cactus Jim" on the NBC-TV series of that name, the Candy Mountain Girls, and casts of local barn dance shows wherever the personal appearance is booked. The Bailey-Candy Mountain Girls set-up, which can be augmented with music if it's desired by the promoter, will, under the present arrangements, tie up with local names in the Western and country field to present a regular show on Saturday nights or Sundays.

Reason for using local talent with the Bailey-Candy Mountain

Girls combo is to present a low-priced show in individual localities, eliminating the cost of transporting the majority of the package from one point to the next.

At the present time arrangements are being made to set up appearances in each of the 28 markets now featuring the "Old American Barn Dance." In some cases, these personals will be handled thru local sponsors of the TV series. Tie-ins with radio and TV outlets in the various cities have already been made, and talent is assured in each of the cities.

Plans now call for the shows to get under way later this spring, and run thru the late fall season. Bailey, because of his TV and recording commitments, is available only on week-ends, while the Candy Mountain Girls, who recently concluded a lengthy tour with Gene Autry, must keep a flexible schedule so as to be available for filming dates on "Old American Barn Dance."

## Bldg. Switch Hypes Detroit Expo Crowds

DETROIT, April 5.—Switch in location of the Flower Show, a hardy annual for a quarter century in Convention Hall, to the State Fair Coliseum and adjoining Agricultural Building has resulted in a 20 per cent increase in attendance. An estimated 75,000 people turned out in the first four days thru Tuesday night. Show closes Sunday (6). Convention Hall is being taken over by a ginger ale firm, and no longer is available for public shows, resulting in a general switch to the State fair property, 10 miles out.

Actual exhibit space for the Flower Show, even with the second building made available, was a little less than in the Convention Hall site, but this factor was apparently more than offset by parking for 7,500 cars, according to the management. Parking charge was 25 cents, with admission to the show itself unchanged at \$1.20 (including tax), or 85 cents on the 40 per cent of tickets sold in advance. Children are admitted free.

## Jessell Leads Israel Event At Chi Stadium

CHICAGO, April 5.—George Jessell will emcee the "Festival of Freedom" show in the Chicago Stadium April 13. Included in the all-star presentation will be Allan Jones, Maxie Rosenbloom, Jeanne Bal, Janis Paige, Jackie Cooper, Danny O'Neil, Studs Terkel, Win Stracke, Chet Roble, Cantor Moishe Koussevitzky, Lawrence Davidson and others.

Occasion is the fourth anniversary of the founding of the State of Israel. Every available ticket for the Festival was sold several months prior to the event, with purchasers of bonds for Israel getting tickets as a part of their investment.

Speaker at the event will be the Abba Eban, Israel's ambassador to the United States and United Nations delegate.

## 'Biggest of '52' Opens Saturday At Washington

WASHINGTON, April 5.—General Artists Corporation's "Biggest Show of '52" starring Frankie Laine and Patti Page, will open its season at National Guard Armory here Saturday (12).

Included on the show's auditorium-arena route one-day stands are Richmond, Va.; Raleigh, N. C.; Baltimore; Springfield, Mass.; Montreal, Toronto, Buffalo, Pittsburgh, Toledo, Detroit, Columbus, O.; Cincinnati, Kansas City, Des Moines, Minneapolis, Milwaukee, Chicago and St. Louis. The route extends thru May 11 and 32 cities.

Talent, in addition to the headliners, includes Billy May and his orchestra, Illinois Jacquet, Chocolate, Jay Lawrence, Don Rice and the Clark Brothers.

## N. Y. Convention Hall Planned

NEW YORK, April 5.—Altho plans for building a new \$15,000,000 Metropolitan Opera House in conjunction with the planned new Coliseum convention hall has fallen thru, the future of the convention hall itself is secure, according to Robert Moses, chairman of the City's Slum Clearance Committee and instigator of the re-development scheme centering on this city's Columbus Circle area.

Dropping of the new Met Opera should cause "no one to worry about the Coliseum convention hall," Moses said. "It will be built." The city planning official added "that a great deal of work has to be done" before the Coliseum and housing projects adjacent to it, become realities.

New hall, to be built by the Triborough Bridge and Tunnel Authority, is slated for the block between 59th and 60th streets, and Columbus Circle and Ninth Avenue.

## Talent Announced For Portland Show

PORTLAND, Ore., April 5.—Al Learman, managing director, this week announced attractions signed for the Portland Home Show, April 18-27, in the arena of the Pacific International Livestock Exposition.

Headliner will be Nick Lucas. Other acts are Cooper Sisters, singing comedienne; Burns Twins and Evelyn, tap dancers, and Danny Martin, emcee. George Arnold's band will provide the music.

## Ice Vogues Gets 32G in Five Days

SPARTANBURG, S. C. April 5.—Ice Vogues, skate extravaganza, grossed \$32,516 at its recent five-day stand in the Arena here, March 17-21.

## Arena Routes

Send to 2160 Patterson St. Cincinnati 22, O.

Hollywood Ice Revue: Indianapolis, Ind., 12-16.  
Holiday on Ice of 1952 (Coliseum) San Antonio, Tex., 7-9; (Blackham Coliseum) Lafayette, La., 12-16.  
Ice Capades of 1952 (The Arena) Chicago 7-9; (Ak-Sar-Ben Coliseum) Omaha, Neb., 10-16.  
Ice Follies of 1952 (The Arena) Minneapolis, Minn., 7-20.  
Polack Bros.' Eastern Circus (High School Aud.) Kalamazoo, Mich., 14-15; (Memorial Aud.) Canton, O., 17-18; (Armory) Akron 19-26.  
Polack Bros.' Western Circus (Murat Temple) Indianapolis, Ind., 7-13.

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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 an complete a list of local sponsors/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, Illinois.

## CARLIN, ALLEN SET NEW AUD PACKAGE

6-8 Weeks' Tour of "Romance of Stars" To Be Launched at Des Moines April 14

CHICAGO, April 5.—Herb Carlin, former manager of the Chicago Opera House, and promoter of auditorium shows here, this week announced that he and Dorothy Allen, Allen-Franke Associates, have built a "budget-price" package which will start a six-week to two-month tour of auds and arenas April 14 in Des Moines.

Package, called "Romance of Stars," will feature Lucretia, making her first tour of the United States, but who is an outstanding act in Europe; Charles Robert Schulz, harpist and choreographer; Kristopher and King, a dance team which has been featured on the "Wayne King Show" on television and in theaters and night clubs, and a Ben Arden orchestra which has been seen in a number of motion picture musicals, including "The Time, the Place, and the Girl," "Hollywood Canteen" and others.

Show also will feature a series of comedy numbers, fashioned

after some of the Spike Jones-type presentations, and production numbers built along the lines of Broadway musicals. Special costumes and lighting are now being completed for the show.

After playing the KRNT Theater in Des Moines, April 14, show will move to Kansas City where it will appear in the Music Hall. It will go to Wichita, Kan.; Hays, Enid and Tulsa, Okla.; Memphis; Amarillo, Fort Worth and Dallas, Tex., and will then start working back toward the Midwest.

Carlin said the package was built specifically as a "budget" presentation, and has been booked with promoters on a moderate guarantee against 50 per cent. While it has not been set as yet, show may wind up its run at the Opera House here, where Carlin is currently promoting a series of dates which started with the "Spike Jones Music Depreciation Revue of 1952" several weeks ago. He will bring in the Guy Lombardo package tomorrow for one night.

## NEWS NUGGETS

# Studies Fee Basis; Icer Closes May 21

SAN ANTONIO, April 5.—Mayor Albert Steves returned here this week with tentative plans for Municipal Auditorium operation. He had been to Kansas City to study policies of Municipal Auditorium there. Mayor Steves advocated putting the San Antonio building rentals on a percentage basis rather than flat fees. He also said he favored an appropriation next year to renovate the San Antonio building.

"Hollywood" to Close May 21 at Cincinnati . . .

CHICAGO.—Arthur M. Wirtz's "Hollywood on Ice" is expected to close its first season with an engagement at the Cincinnati Gardens, May 14-21. The date will come on the heels of the show's two Canadian stands, Toronto and Montreal.

Waterloo Opens First Home Show April 30 . . .

WATERLOO, Ia.—The city's first home show will be staged at the Hippodrome-Auditorium April 30 thru May 4, under auspices of the Exchange Club. Most of the 90 exhibit booths were sold during the week the announcement was made. Admission will be free. No entertainment is scheduled.

### New Orleans Schedules

"Holiday on Ice," Dorsey . . .

NEW ORLEANS.—April activities at Municipal Auditorium here got under way Thursday (3) with the New Orleans Opera's "Rigoletto," which was repeated Saturday (5). Highlighting the month will be "Holiday on Ice" at the Arena (23-29). Tommy Dorsey's orchestra comes into Concert Hall

Sunday (13) for the Mancuso brothers. Civil Defense exhibit will run six days in the building, and the opera will have the Concert Hall April 17-19 for "Manon."

"Ice Cycles," Lombardo To Quebec Coliseum . . .

QUEBEC.—Guy Lombardo and His Royal Canadians will play a one-day stand at the Coliseum here April 22 and will be followed by "Ice-Cycles," which opens its engagement April 28. Hockey and wrestling will keep the building busy during most of the month.

Oklahoma City Aud Sets Slout Antiques Show . . .

OKLAHOMA CITY.—Municipal Auditorium here will house the Oklahoma City Antiques Show April 22-25. Show is under the promotion of L. Verne Slout and will include sale of collectors' items.

Snow and Troupe Set Record in Ottawa . . .

OTTAWA.—Hank Snow, Western folk singer, and an all-Western revue set a new record at the Coliseum here. Playing (Continued on page 53)

### 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 Dept., The Billboard, 188 W. Randolph St., Chicago 1, Ill.

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# London Dispatch

By LEIGH VANCE

Continued from page 2  
listeners by its plain speaking for and against both countries. Now it is to be rebroadcast thruout America by the overseas service of the BBC.

## Hylton Buys Carlton; Guild Opens Court . . .

Jack Hylton has bought the Carlton Theater, Haymarket, used as a motion picture house since 1929. But he will not open it immediately for stage productions. On April 25, Alexander Korda's "Cry the Beloved Country" gets a showing there. Afterwards Hylton will state his policy. . . . Michael Gough takes over Dirk Bogarde's role when "The Vortex" moves into the Criterion on April 9. . . . The Royal Court Theater, Sloane Square, scene of Bernard Shaw's earliest triumphs, is to be re-opened after standing empty since before the war. It has been bought by the London Theater Guild.

## Welles Has Full Sked;

### Names in the News . . .

Orson Welles, filming here in Herbert Wilcox' "Trent's Last Case," has a full program, including showing his film "Othello" in Paris, confirming its place in the Venice Film Festival, finding a girl to play in his version of "Salome," and planning a modern-dress movie of "Julius Caesar". . . . Dwight Fiske has a riotous risqué act at the Cafe de Paris. . . . Walter Wade does something similar at the Berkeley Hotel. . . . Karen Greer opened this week at the Bagatelle. . . . Carroll Gibbons has booked Lind Joyce for the Savoy after catching her act at the 96, Piccadilly. . . . Margot Grahame has petitioned the court to wind-up Valiant Films, Ltd., against whom she was awarded \$3,000 damages for breach of contract last year. In November Greta Gynt was awarded \$13,000 for the same reason. Anthony Havelock Allan is chairman of the company.

# Tokyo Mushi Mushi

By RALPH KRZYZAK

Continued from page 2  
ment tax recently levied on such entertainments. With placards and petitions, they are basing their protest on the fact that strip shows also carry 100 per cent amusement tax, and that ballet is much more educational and should not be listed in the same category.

The Japanese Motion Picture Association reported that 864 films were exported in 1951, of which 622 were dramatic (trailers included), 218 newsreels and 24 short subjects. "Rashomon" made more money for its producer than all the rest of the films that were exported, which reportedly has turned producers to direct their best efforts for a high standard type of film. "Rashomon" proved to the Japanese film industry that a good film could not only bring them good publicity but could also bring them many good U. S. dollars, which the film industry badly needs. The industry plans 505 exports on royalty basis for 1952.

## News Nuggets

Continued from page 52

in the 5,500-seat arena for-promoter Bert LaSage on March 17, Snow and his Rainbow Ranch Boys showed to an overflow crowd at a dollar admission. Approximately 1,000 were turned away. The show was booked by the Jolly Joyce Agency, Philadelphia.

## Skating Show in Dortmund Advertising in Berlin . . .

DORTMUND, Germany — The Skating Vanities, international roller skating show, starring

# Paris Peek

By ANNE MICHAELS

Continued from page 2  
Wayne, Don Taylor, Paul Henried, Arthur Kennedy, Yvonne de Carlo and Fred Zinnemann. France has decided to run its representation on a more conservative basis and is sending down many of the French Academy members who are connected with Cinema.

French film critics voted "Journal d'un Cure de Campagne" (Journal of a Country Priest) best French film of the year, with runners-up "Edouard et Caroline," "Le Garçon Sauvage" (Savage Boy), "Un Grand Patron" (A Great Boss), "Sans Laisser D'Adresse" (Without Leaving an Address), "Juliette ou le Cle de Songes" (Juliet or the Key of Sighs), "La Nuit est mon Royaume" (Night Is My Kingdom), "Sous le Ciel de Paris" (Under the Paris Sky), etc.

## "Death of a Salesman"

### Scenes Are Given . . .

A new American theater is looming about the Paris scene. Actually it is more or less a potpourri of the people who were in one way or another connected with the old American Theatre in Montmartre. The group, whose director is Steve Garrett, put on a series of scenes from "Death of a Salesman" last week to give interested Americans an idea of what they were all about. The production, itself, tho supposedly not a finished presentation, didn't quite show enough smoothness and solidity to put it into the professional category, altho there were a few good performances, mainly from George Coneaud as the younger son Hap. The group hopes to work in conjunction with the Babylon Theatre company, who have scheduled their opening for the middle of April. The Babylon is the theater group which plans to do plays in many languages, both commercial and "art type." For 5,000 francs (\$15) one becomes a subscriber, which provides an invitation to all pre-openings and a 50 per cent reduction on tickets bought at the box-office. Besides the theater portion, they have series of concerts, lectures and exhibitions scheduled for their subscribers.

## Comedie Francaise

### Touring Belgium . . .

Yves Montand is likely to make his straight legit debut in the Pierre Fresney role of a revival of "Marius" at the Theatre Sarah Bernhardt. . . . Mouloudji has written a play, "The Veil of Isabelle," for Madeline Robinson. . . . The Comedie Francaise has one of its companies on tour in Belgium. . . . Playing alternately at the Theatre Oeuvre with Michel Vitold's "Resurrection of the Body" will be Jean le Poullain's production of "Faust." . . . Christian Gerard presents this week his production of "On Ne Voit Pas les Coeurs" (One Doesn't See the Hearts). . . . Dostievsky's "Eternal Husband" had a tryout on the stage of the Gaitte-Montparnasse. If the critiques are favorable, the producers will pull out the present show and put this on in its place. If not, it will have merely a one-night run. . . . The novel, "Back Street," by Fannie Hurst has been adapted for a play by Michel Dulad, and will open with Suzy Prim in the lead at the Theatre Fontaine.

In a poll on radio listeners taken in Paris, results indicate that the average radio listener spends three hours a day at the set, about three people use one set, usually the same station is kept on thruout the day, most radios are placed in the kitchen and only a minority listen after 10 o'clock at night.

Peggy Wallace, Lothar Mueller and Nancy Lee Parker, now playing here in Westfalen Halle, has already begun Berlin newspaper advertising, using rave notices garnered here. Show, according to local press, has attracted particular attention for its gorgeous revue mountings.

## 3,600 in Portland Hear Margaret Truman . . .

PORTLAND, Ore. — Margaret Truman drew 3,600 customers to the Public Auditorium here March 29. Tickets went for \$1.20 to \$3.60.

**BARAN—Charles,** 75, March 30 in Detroit. He was the father of Stanley Baran, booker for Paramount Pictures.

**BART—Victor,** 73, in Norwalk (Conn.) March 26. He was a former concert pianist, conductor and lecturer in connection with New York Philharmonic concerts. For the past seven years he has been directing children's orchestras around Norwalk. Survived by his widow, Dorothy and two daughters, Mrs. David Warren, Norwalk, and Mrs. David Misher, Scituate, Mass. Burial in Riverside Cemetery, Norwalk, March 28.

**BAY—Harry,** 74, partner in the Frozen and Bay roadshow of 1905 and a former partner of Guy Kibbee in vaude, recently. Burial in Peoria, Ill.

**BLACK—Mrs. Clara L.,** 75, musical comedy actress between 1893 and 1917 under the professional name of Clara Raymond, March 30 in Greenwich, Conn. Her husband, the late George H. Black, was associated for 22 years with the late John Ringling.

**CAVE—George A.,** 53, vice-president of Technicolor Motion Picture Corporation and a pioneer in color film making, March 30 at his home in Glendale, Calif. A wife, daughter, sister and brothers survive.

**CLAIRE—Rank,** novelty man for the past several years on the Jay Gould Circus, in Cedar Rapids, Ia., April 2 of a heart attack. Interment in that city.

**CLYDE—J. W. (Pop),** 75, photo gallery operator, March 29 in Eunice (La.) Hospital. He had been in outdoor show business 50 years. Survived by his widow. Burial in Greenwood Cemetery, Jennings, La.

**CONISTON—Mrs. Elizabeth Keen,** 33, former actress, March 30 at the home of her grandmother in Philadelphia. During the last war she made two tours of the South Pacific with a USO company presenting "Junior Mias." She was a member of the Savoy Opera Company in Philadelphia and appeared with a number of summer stock and road companies. Surviving are her husband, Ralph; her parents and a sister. Services April 1 in Philadelphia, with burial in Laurel Hill Cemetery there.

**CONNOR—Rev. Joseph P.,** 56, pastor of St. Joseph of the Palisades Roman Catholic Church, Teaneck, N. J., and a well-known pianist and composer of popular songs under the pseudonyms, Pierre Norman and John Openshaw, March 31 in Holy Name Hospital, Teaneck. (See story in Music Section.)

**CORTIS—Antonio,** 61, operatic tenor, April 3 in Valencia, Spain.

**FULLER—John Edward,** 59, city manager for Fife & Nickols Theaters at Snyder, Tex., in Greenville, Tex. He at one time operated three theaters in West Texas and two in Dallas. Survived by a widow and stepson.

**GRAY—Robert Jr.,** 61, former orchestra leader at the Albee Theater, Providence, recently at his home in that city. He also directed the Shrine

## Ferenc Molnar

Ferenc Molnar, 74, one of the most celebrated of modern playwrights, who also won critical acclaim as a novelist and a journalist, April 1 in Mt. Sinai Hospital, New York, after a long illness. He had been admitted to the hospital March 22 for treatment of a chronic stomach condition. His wife, Lili, was at his side.

Best known in this country for his play, "Liliom," which was first made into a moving picture before it served as the framework of the Broadway musical, "Carousel," he had first achieved theatrical fame in his native Budapest, Hungary. His contributions to Hungarian newspapers had also attracted so much attention that he became a noted columnist. Later he became a war correspondent with the Austro-Hungarian forces in World War I. Among the best known of his more than 40 plays were "The Guardsman," "The Play's the Thing," "The Red Mill," "The Green Hussar" and, of course, "Liliom." Full of energy, even in his later years, his white-haired figure was well-known in New York's Central Park restaurants, where he had built up a reputation as one of the city's most quoted conversationalists.

## Songs for Sale

Continued from page 13

coin machine operator as a judge in using Charlie Cantor, president of the Cincinnati Phonograph Operators' Association and an official of the Music Operators of America. It was certainly good thinking to present the opinions of a juke box operator. Cantor, however, liked everything presented. This reviewer's impression was that if Cantor bought disks for his juke boxes the way he judged amateur songs, he'd have a warehouse full of disks. Joe Martin.

# The Final Curtain

Circus band annually in Providence and had led Brown University commencement processions for 37 years. Surviving are his father, his widow and four brothers.

**HERON—Mrs. James,** wife of James Heron, animal show operator, April 1 in Jacksonville, Fla. Services and burial April 7 in San Bernardino, Calif.

**IN MEMORY**  
Of My Dearly Beloved Husband  
**Fred N. Garneau**  
Who Passed on April 11, 1941.  
**MIMI GARNEAU**  
You shared my load as we traveled  
the road side by side.

**HIRLIMAN—George A.,** 50, TV film producer, March 30 in Doctors Hospital, New York. He formerly was president of Film Classics, Inc. Recently he was president of his own television film production company. Surviving are his widow, two daughters, a brother and two sisters.

**JOHNSON—E. S. (Rusty),** concessionaire, March 26 in Tuscaloosa, Ala. His widow, Regina, survives.

**MASON—Frances Bell,** former carnival troupier, recently in Kansas City, Mo., as a result of a fall. At various times she troupied with the Francis and Joseph Ferrari shows and the Harry Melville and DeKreko organizations. At one time she was a dancer with Hamid Ben Ala Pasha and later worked as a concessionaire with Bradner Bros.' Shows.

**MASSA—Oakley D.,** 69, who served as secretary-treasurer of Putnam County Agricultural Fair, Cookeville, Tenn., for 25 years, was secretary of the Association of Tennessee Fairs for 29 years and served one year as president of the association, March 30 in Nashville. Surviving are his widow, son and daughter.

**MATHEWS—George B.,** 86, in New Britain, Conn., March 27. He had been well known in Connecticut music circles for 40 years. He retired in 1936. Survived by a wife and son. Burial in that city March 29.

**MAY—Foster,** 46, former Midwest radio newscaster, March 31 in a hospital in San Diego, Calif. For many years he had been at WOW, Omaha, doing man-on-the-street interviews.

**MORLEY—George F.,** 83, New York ticket agency owner, March 27 at his home in New Rochelle, N. Y. He was once manager and treasurer of George White's "Scandals" and had also once been treasurer of the Palace Theater, New York. A wife, three sons and four daughters survive.

**MOORES—Frank W. (Moese),** 82, circus fan of Midland, Ont., March 26 in St. Andrews Hospital, Midland. Altho born in New York, Moores spent most of his life in Midland. Survived by two brothers, E. J., Midland, and Albert J., New York. Services March 28. Body was sent to Toronto for cremation.

**PALMER—Eric H.,** 64, publicity man and journalist who was prominent in radio broadcasting in its early days, March 30 in Methodist Hospital, Brooklyn. Surviving are his widow, three children and a brother.

**PHILLIPS—Charles S.,** 52, theatrical booker, April 1 in Plymouth, Mich., following a heart attack. He was with Mutual Theaters, Detroit, for the past three years. Survived by his widow, Evelyn, also formerly a booker with Kunsky, Co-Operative and Mutual Theaters. Interment at Riverside Cemetery, Plymouth, Mich.

**HERB SHIVE**  
Passed Away March 27, 1952.  
A Fond Farewell to a Good Friend.  
**JOE AND JEAN FONTANA**

**SCHLOBOHM—Carl J.,** 67, operator of a cigarette vending business in Westchester County, New York, March 27 at his home in Yonkers, N. Y. A wife, two brothers and four sisters survive.

**SHORT—William F.,** 44, Detroit bird and animal dealer and former partner in the B&C Film Service, March 28 in that city. Survived by his widow and two children.

**SIMONS—Edward Leland,** 75, one of the pioneers in the use of artificial light in the motion picture industry, March 28 at his home in Lansdowne, Pa. In the early days of the movie industry he was associated with the old Lubin Company. Surviving are his widow, Martha N., and three sons. Services March 29 in Philadelphia, with interment in Arlington Cemetery, Drexel Hill, Pa.

**SPADA—Charles P.,** 34, in Bridgeport (Conn.) Hospital March 25. He was operator of Blue Goose Inn, Stratford, Conn. ntery. Survived by his parents, four brothers and four sisters. Burial in St. Michael's Cemetery, Stratford, March 27.

**SUTOR—Adele,** 86, piano teacher for more than 50 years, March 26 at the Presser Home for Retired Musicians, Philadelphia. She operated the Adele-Sutor School of Music in Philadelphia for many years. A sister survives. Services March 30 in Philadelphia, with interment private.

**WEATHERALL—R. B.,** 43, owner of the Town Theater, Huntsville, Tex., following a lengthy illness. Survived by a brother and two sisters.

**WEST—Roland,** 65, producer of "Alibi," one of the first "talkie" films, March 30 in Santa Monica, Calif., hospital. He was long associated with Joseph M. Schenk, production head at 20th Century-Fox, but retired in 1938.

## Marriages

**COHEN-MANDELL—** Pfc. Allan Cohen and Anita Mandell in Brooklyn April 5. Bride's father operates Northwestern Sales & Service Company, New York coin machine concern.

**PHILLIPS-HARTZEL—** J. M. Phillips, Baton Rouge, La., and Mrs. Lee Hartzel, Gulfport, Miss., March 10.

**SHELDON-ROLLINS—** Sidney Sheldon, film writer and producer, and Jorja Curtright Rollins, of the roadshow of "Streetcar Named Desire," March 28 in Las Vegas, Nev.

## Births

**ADAMS—** A daughter, Susan, to Mr. and Mrs. Kenny Adams April 1 in Philadelphia. Father is accordionist with the Ted Forrest Trio playing in that city.

**ANTOLICKS—** A son to Mr. and Mrs. Charles Antolicks March 26 in St. Mary's Hospital, Philadelphia. Parents are dancers, making up the professional dance team of Lock and Myers.

**GARNER—** A daughter March 23 to Mr. and Mrs. Claude A. Garner in St. Louis. Father formerly was superintendent for Stevens Bros.' Circus.

**HUNT—** A daughter to Mr. and Mrs. Lee Hunt March 26 in Albert Einstein Medical Center, Philadelphia. Father is a TV writer and producer.

**KENT—** A daughter, Deborah Anne, March 30 to Mr. and Mrs. Marshall Kent at St. Joseph's Hospital, Chicago. Father is an announcer at Station WGN.

**McNEA—** A son, Michael Robert, March 13 in Memorial Hospital, St. Thomas, Ont., to Mr. and Mrs. Robert McNea. Father is a clown who formerly appeared with the Garden Bros. and Robbins Bros. shows.

**SHERER—** A boy to Mr. and Mrs. Lowell Sherer, Bloomington, Ill. Parents are former members of the Bob Fisher flying return act.

**WATSON—** A son, Wesley W. Jr., to Mr. and Mrs. Wesley W. Watson March 21 in Atlantic City Hospital, Atlantic City. Father is general manager of the Welland-Lewis Theater Circuit at the resort.

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## NEW RECORD IN SIGHT

Elephant Census Reaches 264  
As Import Boom Continues

• Continued from page 1

in modern circus and zoo animals. The present census compares with 243 elephants a decade ago and is only 20 animals short of the total of 20 years ago.

Responsible for the boost is the continuing mass importation of young elephants from Asia. Already at least a half million dollars has been spent in the boom. The big safari began when war-blocked trade channels reopened in 1946. The procession of satchel-sized trunks which has invaded the country since then makes Hannibal's ancient Alpine elephant corps look like peanuts. He counted 37 war elephants in his army; three times that many newly imported baby bulls are included in the present census, and additional animals have died since they were landed here, by ship and plane.

## Half Are Youngsters

Baby elephants, some still less than 40 inches high, make up nearly half of today's total, but they were a rarity in this country for decades prior to 1946. All elephants must be imported,

since the number born in captivity here has been infinitesimal.

Actually, the present buying spree is the result of terrific demand which built up during the depression and war years. It amounts to restocking for the most part, altho it is difficult to draw a line between this and the "bigger and better" goals of circuses. The demand now is weakening and future buyers may run into shortages. Several foreign governments have banned export of elephants and United States dealers report it's hard to find calves for sale.

The depression ended normal flow of replacements to U. S. herds. Few shows and zoos had the kind of money it takes to deal in elephants. Thus the supply was frozen. A 1933 count, amended to conform with the computing system used by The Billboard, showed 284 animals, probably fairly accurate as an average for several preceding years. The normal death rate chopped at the total during ensuing years.

Demand also declined during the depression, with fewer shows in business and elephants from the defunct shows being placed on the market. A surplus of elephants, tho aging, existed until about 1942.

## Lose 21 in Depression

In that year a second census showed 243 animals, reflecting

losses during depression years. Demand for bulls scooted upward as war prosperity set in, but the same cause cut off the chances for buying new ones. New and enlarging shows were forced to bid against each other for the diminishing supply already in the United States.

Just how far the elephant count dropped was not computed. But it's a certainty that it reached a modern-time low in 1946. If the death rate continued at the 1933-1942 level, the score in 1946 must have hovered close to the 200 mark.

Then came the deluge. Dealer Henry Trefflich in New York landed the first of more than 32 imports he has handled in five years. Louis Goebel, of Thousand Oaks, Calif., began bringing in youngsters, 27 of which are counted in today's census. Louis Ruhe, of New York, Meems Bros. (Continued on page 65)

N. Y. Erases  
Sunday Bans  
Nixing Shows

ALBANY, N. Y., April 5.—Gov. Thomas E. Dewey on March 30 approved a bill repealing existing Statewide Sunday Blue Laws, which had prevented Sabbath presentations of circuses, and stock car races. New law leaves it up to local option, to legalize Sunday presentations of theatrical performances, concerts, motion pictures and "other exhibits, shows or entertainment."

Exemptions and piecemeal amendments over the last few years had led to "glaring inconsistencies," Dewey stated. Previous exemptions had permitted such Sunday sports as baseball, basketball, football, hockey and soccer, but had continued to ban hunting, track events and "equestrian performances."

New bill still prevents Sunday parimutual horseracing, wrestling and boxing.

CNE Execs  
Cold-Shoulder  
Auto Races

TORONTO, April 5.—Possibility of stock car races in front of the Canadian National Exhibition grandstand appears remote since a request to pave a 20-foot strip around the cinder track was cold-shouldered by the sports committee of the CNE.

The parks committee of Toronto will next have to deal with the matter. Fred Hamilton, race promoter, has a contract to operate the races on the CNE track during the summer.

At the time of contract discussion Hamilton told the committee his group planned to bank the curves to make racing on the oval practical.

He told the committee this week his group would have great difficulty in operating unless the track could be given a hard surface. He also asked that the 20-foot-wide strip be increased to 30 feet in front of the grandstand.

Under the contract, Hamilton's group, the Exhibition Stockcar Racing Club, has agreed to pay the city 25 per cent of the first \$16,000 gross, plus 10 per cent of any additional revenue. There is a guarantee return to the city of \$1,000 for each afternoon and \$2,000 for each evening the track is used.

Sweeney-White  
Set Auto Races  
In Utah, Idaho

CHICAGO, April 5.—National Speedways, Inc., (Al Sweeney-Gaylord White), has signed to produce big car races at two Western fairs located in two States new to the auto race organization. Signed contracts were received here this week by Sweeney for two big car meets at Utah State Fair, Salt Lake City, and Eastern Idaho State Fair, Blackfoot.

Races at Salt Lake City are skedded for September 14-15, while the Idaho meets will be run September 12-13. Other new fair contracts reported by Sweeney include one big car program each at the Southwest Missouri District Fair, Cape Girardeau and Shelby County Fair, Harlan, Ia. Two new still dates have been added. One is a 100-mile stock car race at Davenport, Ia., May 11, under Mississippi Valley Amusement Park auspices and the other a big car event at Urbana, Ill., May 18.

G. J. (Mokey) Cosby, will re-join the Sweeney-White press staff this year, after spending the winter on The Davenport (Ia.) Democrat. Jerry Mariott, Des Moines, again will head the No. 1 advertising car, while Harry Barrows, former Ringling biller, will manage the No. 2 crew. Merle Heath, Silvis, Ill., has signed as pit steward.

Williams Grove  
Sets Race Sked

MECHANICSBURG, Pa., April 5.—Inaugural race at near-by Williams Grove Speedway will be held Sunday (20), promoter Roy E. Richwine, announces. Ten AAA events have been assigned to the Williams Grove track this year by the Association's Contest Board.

Big car race dates are May 4 and 18, June 1, July 13 and 27, September 7 and 21 and October 5 and 19.

Motorcycle races sanctioned by American Motorcycle Association are scheduled for May 11, August 2 and 3 and September 14.

Frank Winkley  
Sets 75 Meets;  
53 at Fairs

MINNEAPOLIS, April 5.—Auto Racing, Inc., will produce 75 race meetings this season, 38 of them big car contests, 25 long distance stock car meets and 12 stock car sprints, Frank Winkley, manager of the organization, announced.

Included in the 75 days are 21 races at State fairs, 11 at district annuals and 21 county fair programs in addition to 22 still dates.

Winkley's season will begin at Shreveport, La., on April 6, with a 100-mile stock car meet at the State fairgrounds and will wind up at the Oklahoma Free State Fair, Muskogee, October 5, with a 100-mile stock event.

Fairs included in the '52 route are Minnesota State Fair, St. Paul; Kansas State Fair, Hutchinson; Kansas Free Fair, Topeka; Oklahoma State Fair, Oklahoma City; Oklahoma Free Fair, Muskogee; North Dakota State Fair, Minot; Northwest Missouri State Fair, Bethany; Ozark Empire District Fair, Springfield; All-Iowa Fair, Cedar Rapids; North Iowa Fair, Mason City; Mississippi Valley Fair, Davenport, Ia.; Sioux Empire Fair, Sioux Falls, S. D., and the Clay County Fair, Spencer, Ia.

Durham Preps Expo  
Entertainment Bill

DURHAM, N. C., April 5.—A nightly change of stage show, dancing, bingo and concessions have been set for "Durham on Parade," the annual indoor exposition to be sponsored by the local Veterans of Foreign Wars April 21-26 in Roycroft Warehouse, reports Mel J. Thompson, who is assisting the sponsor in handling details.

Officials expect the affair to be a big success, pointing out that three large local cigarette factories are working at capacity, assuring large pay rolls. A number of national figures are expected to be on hand, including North Carolina Sen. Willis Smith and Congressman Carl T. Durham, of North Carolina. Secretary of State Eure will officially open the expo.

Commercial exhibitors have taken 200,000 square feet of exhibit space for display of varied lines that will include automobiles, soap, TV sets and evening dresses.

Free tickets will be distributed to city and county school children, and several thousand dollars worth of prizes will be awarded to holders of lucky admission stubs.

GOOD YEAR SEEN  
FOR OUTDOOR OPSHigh National Employment Expected  
To Provide Higher Grosses Than '51

• Continued from page 1

duction with resultant lay-offs. In Western Canada, which otherwise presents a rosy picture, the hoof-and-mouth disease will have some effect on fairs. How much none can foretell.

Farm areas generally thruout both countries should be productive of better, or at least as good, grosses as last year for the farmer continues to romp in a field of high income.

## Brighter Picture

In industrial areas, the picture is brighter than it was at the same time last year, for then there were dislocations and lay-offs in a number of cities due to the change-over to defense productions.

This being a presidential election year, there probably will be no abatement of federal spending, but more likely, greater spending. All of which will keep employment high.

Veterans in outdoor show business lend no particular importance to the fact that department store sales have been sliding.

The number of wage-earners is high and the average wage-earner is handling more money than ever before. This, to the veteran outdoor showman, spells prosperity. Last season was a slow starter, businesswise, but it got better progressively. This year, it is believed, shows will start much stronger and hold to that pace thruout the year.

## Television Programing

The outdoor business has gone unaffected by television, largely because the two are not competitive and also because televiewing declines in the warm season of outdoor business. One brief conflict between the two entertainment forms might come this summer when the national political conventions are telecast. This is the only type of video programing calculated to dent outdoor business, but inasmuch as both conventions will last less than a week and not extend over week-ends unless unforeseen events develop, conventions should put but a slight dent in attendance at outdoor doings.

The real problem facing outdoor showmen is the tight labor situation. Men gravitate to the outdoor field when other businesses are having a rough go. This was true of the tough '30's, when many of today's leading outdoor showmen broke into the field. The war years were booming ones—as have been the intervening years. As a consequence, there has been no mass influx into the outdoor amusement business.

This year, with employment generally high and consequently a smaller pool of capable people to draw from, owners will be hard pressed to maintain good, capable crews and staffs. Most of them take the situation philosophically, observing "you can't have your cake of high employment and eat it, too."

## Carnivals Hit

Of all the branches of outdoor show business, the carnival field is expected to be the hardest hit. It was tight last year, and it's certain to be tighter this year.

Circuses, too, will come in for continued headaches over help. Amusement parks and fairs will

feel it less, tho they will have to dig harder to keep their crews up to standards.

On the whole, carnival operational costs will be slightly higher than last year, with increased cost of help, insurance, and miscellaneous items accounting for the boost. However, touring mid-way organizations face a bright spring and as good, if not a better than '51 fair season.

Circuses, cued by the success of indoor stands, are pushing the shift to sponsored performances, with even the Ringling-Barnum Circus, the biggest of them all, stepping up its campaign to show under sponsorship.

One by-product of this trend is that more of the smaller shows are cracking towns hereto closed or are going to play towns of larger size than hitherto because of either a greater assured income or perhaps reduced cost of showing under auspices, or both.

## Parks Outlook

Amusement parks enjoyed a good season last year, and the outlook is for much of the same this year. Costs are about the same. Few have made major capital investments since last year and most of them look for as strong or stronger patronage.

Fairs this year will operate for the first time in more than 10 years without the 20 per cent federal tax on gate admissions. This will be a boon to fairs, for it will lessen the cost of attendance and leave patrons with more money to spend on the grounds.

Some fairs, aware of the need to make greater allowances for plant depreciation, replacement, or new construction, are mulling upping admission prices slightly.

Hearing Set  
On N. Y. State  
Aerial Code

ALBANY, N. Y., April 5.—A conference to study the content and scope of the proposed safety code for aerial acts will be held at the offices of the Board of Standards and Appeals, 11 North Pearl Street here, Wednesday (9) at 2 p.m. Charles N. Morgan, senior industrial engineer, will preside. Invitations have been sent to a number of booking agencies, circuses and performers so that they might present their views before the code is formulated.

Conference will be preliminary in nature. Later on large public hearings will be scheduled, Morgan said. The bill, signed recently by Gov. Thomas E. Dewey, charges the supervising agency or producer with the responsibility of providing adequate safety devices for acts working 20 feet or more in the air.

Portland, Ore.,  
Rose Festival  
Pacts Rodeo

PORTLAND, Ore., April 5.—The Portland Rose Festival Association has signed with the National Intercollegiate Rodeo Association for a college cowboy rodeo program as a two-day attraction during the June 11-15 festival. Chester R. Duncan, festival association president, announced.

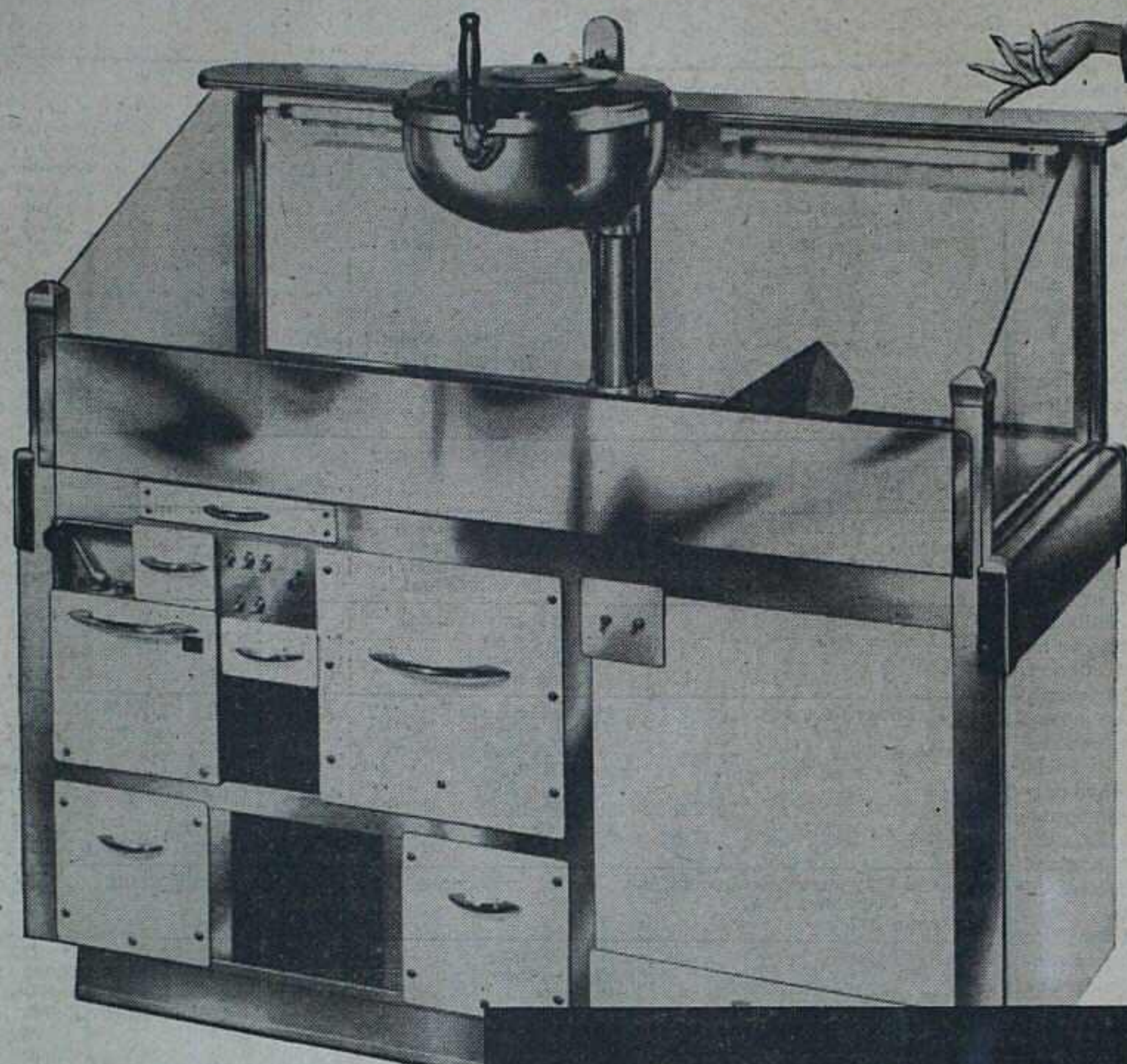
Ten teams of six college cowboys each will perform in Multnomah Stadium on a program supervised by Harold Kelley. Schools represented will be Sul Ross State College, Texas; Colorado A & M; University of Wyoming; California Polytechnic Institute; Oklahoma A & M; Montana State College; New Mexico A & M; Washington State College; Texas A & M; Ranger Junior College, Texas, and Oregon State College.

N. E. Agents  
Elect Cogert

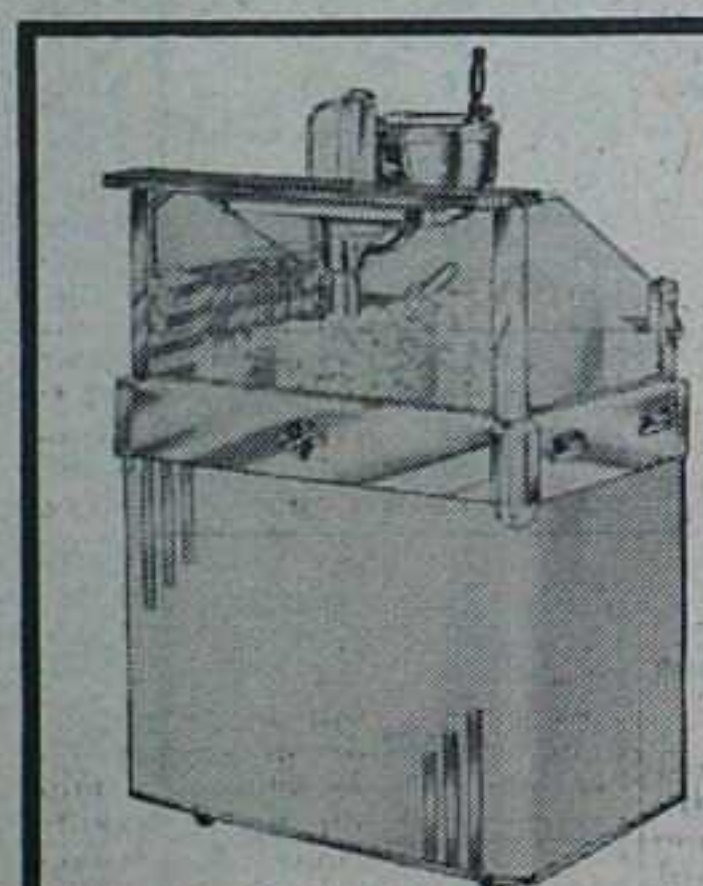
BOSTON, April 5.—Annual meeting of the Theatrical Agents, Inc., of New England, unanimously re-elected artists' rep. Henry Cogert, its president for his third straight term. Entire board of directors, Billy Waldron, Danny White, Harry Drake and Jack Ford, also were re-elected. The Rhode Island Agents' Association, which is affiliated with TAINE, elected Ray Mullins, president, William Chiavirini, vice-president and Samuel Silverman, secretary-treasurer.



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# Kidspots Pace Ride Market

• By JIM McHUGH

Materials Supply Short; Makers Skip New Models; Kiddielands, Parks, Carnivals in Three-Way Split

**C**ONTINUING uncertainty surrounding the availability of materials due to the government's defense program, together with the steady growth of Kiddieland installations thruout the country, are influencing the operations of the nation's amusement ride manufacturers.

A just-concluded annual survey by The Billboard indicated that business for all ranged from good to excellent, with many producers reporting the demand exceeding the supply as a result of material shortages. The survey also showed that manufacturers have once again avoided the costly and speculative introduction of new major rides, obviously because the market stimulation normally sought thru the introduction of new devices is not needed.

Actually, except for the flurry of building new devices in the immediate post-war years, the introduction of major units has long been at a virtual stand still. And the outlook in this respect is not bright for a number of reasons. To begin with, most builders have all they can do to supply the standard units. The engineering and testing of major devices is costly and operators have largely shied away from the big investments that they require today. With materials short, manufacturers can build up to six or more kiddie units out of the material that might be needed for the completion of a single major unit.

### Kid Spots Continue Growth

In nearly every instance manufacturers reported that growth of Kiddieland installations thruout the country was continuing at a rapid rate. Many reported that fully one-third of their sales were made to these new endeavors. While some reported an even bigger percentage of sales to the moppet spots, only a few failed to credit them with importance as a market.

The distribution of new units which mostly went to carnivals in the immediate post-war years and then went to parks as the traveling operators ran into lean seasons, has again returned to a more or less normal flow with parks and carnivals practically halving two-thirds of the output. While the kiddie spots take about one-third, much of this can be chalked up as new business with many of the operators involved having had little or no prior experience.

While only about half of the material needed for rides this year is reported available by a number of manufacturers, nearly all are hopeful of receiving larger allotments. The shortages are general, for the most part, and not involved in one or two needed items. This situation has prevailed in the past and units that were nearly complete, but inoperable because of a missing part, had to be held up for long periods before delivery.

### Interest Lags

The interest in the manufacturing end of the business, which mushroomed along with all other phases of activity after the war, has lessened considerably. The designing and building of units failed to pay off a number of bud-

ding manufacturers, even tho, due to the growth of Kiddielands, they had the biggest market the nation has ever known. The stalwarts and old-line outfits continue, meeting and conquering all problems.

Many of the long established firms have been participating in war work for some time and others are looking forward to securing government contracts. The federal work and funds are welcome, and often needed badly when the production of fun features is drastically curtailed.

Many industry leaders predicted that the used equipment market would be stimulated as a result of the curtailment of production. Exchanges, however, will result from personal contacts and information, or thru the columns of The Billboard, since most manufacturers reported no interest in this market.

An indication of the supply picture occurred at the recent meeting of the New England Association of Amusement Parks and Beaches in Boston when only a few manufacturer's representatives attended. Normally, the gatherings of the New England group attract representatives of all of the major builders.

### Moppet Spots Best Bet

The key to good business continues to be the Kiddielands. The moppet spots are continuing to prosper, and while it is unlikely that all win big money, it is apparent that the casualty rate is low. Repeat business from Kiddielands established in recent years has been good. Modest operations have grown in size, adding new units annually, while a number have installed major units in an endeavor to expand their operations and to snare some adult business.

Another good feature of the Kiddieland market is the fact that the prospective operators have the money with which to start their enterprises. The demand in the past has been such that if an operator wasn't well heeled he could be ignored in favor of someone who was. The units, for the most part, cost much less than the major rides and the newcomer is not frightened by the potential investment.

Manufacturers have held pretty close to the price line in effect last year with costs appearing quite reasonable in comparison to other commodities. With some leaders referring to the future only as "unpredictable," there is no telling what either the supply or price picture might be in only a few months' time. The cost of materials has risen sharply in recent years and this, of course, is reflected in prices.

### Hop on Bandwagon

Expanded kiddieland presentations within established major amusement parks are currently being added to many funspots. The operators of the established spots catering to family trade were slow in following the trend established by the highway and neighborhood endeavors that reflected the upswing in the birth rate.

Apparently, many are now satisfied that kids are here to stay and that the investment in expanded and elaborate Kiddielands is worthwhile. In many respects, the operators of the permanent spots have advantages over the kiddie spots. Their endeavors are established and, frequently, the area available for Kiddielands is spacious and pleasant, encompassing a lot of natural beauty that a new spot set up on vacant lots would find hard to duplicate. While not as accessible, as a rule, they do hold considerably more lure for outing groups.

## RIDE MANUFACTURERS

FIRM NAME	UNIT NAME	CAPACITY	PRICE
Allan Herschell Co., Inc. 104 Oliver St. N. Tonawanda, N. Y.	Kiddie Auto	20	\$ 3,975
	Kiddie Boat	24	\$ 3,975
	Little Dipper (Coaster)	24	\$ 7,250
	Kiddie Carrousel	26	\$ 5,250
	Sky Fighter	16	\$ 4,850
	Kiddie Buggy	20	\$ 3,975
	Kiddie Jeep	20	\$ 3,975
	Carrousel (36-feet and larger)	38	\$12,750
	Caterpillar (18-car)	36-54	\$16,500
	Looper	20	\$16,250
	Whiz Bang	40-60	\$19,500
	Moon Rocket	66	\$20,500
Construction plans only			
A. K. Brill 228 N. University St. Peoria, Ill.			
Eli Bridge Co., Inc. 800-820 Case Ave. Jacksonville, Ill.	No. 6 Baby Eli Wheel	12-18	\$ 3,335
	No. 5 Big Eli Wheel	24-36	\$ 8,300
	No. 12 Big Eli Wheel	24-36	\$ 8,700
	No. 16 Big Eli Wheel	32-48	\$10,625
Custer Specialty Co. 512 Linden Ave. Dayton 5, O.	Swing Away (kiddie)	16	\$ 3,900
	Swing Away	16	\$ 6,900
	Bubble Bounce	32	\$15,000
	C-Cycle (boats)	2-3	\$ 495
H. E. Ewart Co. 707 E. Greenleaf Compton, Calif.	Merry-Go-Round	32-38	\$10,450-\$12,650
	Flying Horses	10	\$ 1,894
	Ferris Wheel	24	\$ 2,154.60
	Auto Ride	10-car	\$ 2,154.60
	Airplane Ride	10	\$ 1,894.32
	Rocket Ride	10	\$ 1,656.72
	Pony Cart	6-Carts	\$ 2,369.52
		8-Carts	\$ 2,612.52
Playground and swim pool equipment			
General Playground Equipment, Inc. 1133 S. Courtland Ave. Kokomo, Ind.			
Eyerly Aircraft Box 670 Salem, Ore.	Roll-O-Plane	8	\$ 6,500-\$ 7,500
	Fly-O-Plane	16-24	\$12,000-\$13,000
	Octopus	16-48	\$ 9,000-\$12,000
	Rock-O-Plane	8-16	\$ 9,000-\$11,000
	Bulgy (kiddie)	8-16	\$ 4,000
	Midge-O-Racer (kiddie)	9	\$ 4,500
King Amusement Co. 82 Orchard St. Mt. Clemens, Mich.	Miniature Electric Train		\$ 1,595
	Kiddie Airplane	10	\$ 1,490
	Kiddie Rocket	20	\$ 1,810
	Kiddie Elephant	20	\$ 1,210
	Kiddie Fire Chief Auto	16	\$ 3,185
	Kiddie Racing Car		\$ 2,050
	Kiddie Tractor	8	\$ 1,995
	Kiddie Pony and Cart	16	\$ 2,960
	Kiddie Army Tank	16	\$ 2,985
	Kiddie Speed Boat	25	\$ 1,495
	Midget Racing Car		\$ 650
	W. F. Mangels Co. 2875 W. 8th St. Brooklyn, N. Y.	Kiddie Roto-Whip	16
Kiddie Speed Boat		16	\$ 2,200
Kiddie Pony Cart		16	\$ 2,500
Kiddie Carrousel		30	\$ 4,100
Whip		16-24	
Mar-Craft, Inc. Kraus Rd. & Main St. Clarence, N. Y.	No. 1 Kiddie Boat	16	\$ 2,000
	No. 2 Kiddie Boat	24	\$ 2,250
	Pony-Buggy	20	\$ 3,850
	Kiddie Auto-Fire Engine	20	\$ 3,850
	Train Ride	20	\$ 3,750
	Kiddie Rocket	12-16	\$ 2,750
	Adult Single Bike Boat	1	\$ 300
	Adult Double Bike Boat	2	\$ 250
Midget Circus Wagon Mfg. Co. 6th & Farrell Street Mountain View, Mo.	Express Wagon	6	\$ 225
	Chuck Wagon	6	\$ 250
	Farm Wagon	6	\$ 225
	Stake Wagon	6	\$ 225
	Chariot	5	\$ 190
	(Above are designed to be pulled by ponies)		
Miniature Train Co. Rensselaer, Ind.	G-16 Limited	48	\$14,200
	G-16 Suburban	36	\$ 9,125
	G-12 Streamliner	14	\$ 3,285
National Amusement Device Co. Box 488 V. A. F. Dayton 7, O.	Comet Jr. (Miniature Coaster)	540 per h.	\$20,000
	Century Flyer (Miniature Train)	120	\$ 6,000-\$ 8,000
	Kiddie Ferris Wheel	12	\$ 2,175
	Pony Cart	20	\$ 4,200
	Large Roller Coaster	12-24	\$75,000-up
	Old Mills	16	\$40,000-up
	Fun Houses		\$10,000-up
	Mirror Maze		\$ 7,000-up
Ottaway Amusement Co. 224 W. Douglas Wichita, Kan.	Miniature Steam Train	12-100	\$ 5,250-up
Overland Amusements P. O. Box 3 Lexington, Mass.	Kiddie Fire Engine Ride	20-26	\$ 2,875
C. W. Parker Amusement Co. Leavenworth, Kan.	Teen-Ager Baby Q Wheel	32	\$ 7,342-\$ 5,750
	Kiddie Ferris Wheel	24	\$ 2,700
	Kiddie Fairy Swing	8	\$ 700
	Kiddie Aeroplane	8	\$ 700
	Kiddie Zeplinger	10	\$ 2,575
	2-Abreast Baby Q, 36-foot	32	\$ 8,775-\$10,750
	3-Abreast Baby Q, 36-foot	42	\$ 9,725-\$11,750
Philadelphia Toboggan Co. 130 E. Duval St. Philadelphia 44	Junior Roller Coaster		\$20,000-\$25,000
	Major Roller Coasters		\$75,000-up
	Mill Chutes & Old Mills		\$30,000-up

(Continued on page 60)



TRAVEL TROUBLES

# Perils of So. American Trek Almost "Seal" Spiller's Doom

By CHARLIE BYRNES

**A**N OUTDOOR performer must be able to cope with the unexpected in order to tour South America. At least that's the opinion of Albert Spiller, and he should know. Spiller, whose seal-penguin act currently is touring with the Polack Bros.' Western Unit in the States, put in four rugged, exciting seasons in South America before he returned to this country in 1951.

In those thrill-packed years, Spiller ran into an earthquake, a political revolution, a 22-day voyage in a leaky banana boat, and a fire that almost destroyed one of South America's leading circuses and cost him a substantial loss.

The experiences were anything but what Spiller expected when he took his animals into Mexico for what was intended then as a short season of theatrical engagements but which developed into a tour of South America.

Shortly after playing a Mexico City date, Spiller joined the Circo Americano for a tour that in the summer of 1948 led the organization to Ecuador where the husky animal trainer had his first experience in the form of an earthquake.

**Earthquake Hits**

Preparatory to an afternoon performance in a small town there, Spiller was being shaved at the local barber shop, when, without warning, the building trembled as the quake struck. Luckily, he escaped from the keen edge of the barber's razor and, fortunately, he was in a steel-framed building that withstood the shocks while near-by structures tumbled. Altho anxious for the safety of his animals, he was forced to remain in the building until the shocks had subsided, but then hurried thru the debris-littered streets to the show lot where he found a bedlam.

The jolts had broken many of the cages and the circus animals were running over the lot, wild with fright. Quickly mustering his crew, Spiller joined other personnel in an animal hunt that lasted for hours but ended with the animals back in hastily repaired cages. A semblance of order was restored.

Salvaging the circus equipment, however, was another problem. The surface of the circus lot, heaved by the shocks, had softened and most of the heavy gear and trucks had sunk deep into the ground. After hours of labor, the equipment was dug out and it was several days later before the show was again able to hit the road.

**Runs Into Revolution**

A few weeks later, while playing Quito, capital of Ecuador, Spiller found himself in the midst of a revolution aimed at overthrowing the government. Altho martial law was immediately declared and troops patrolled the city, spasmodic outbreaks of fighting, accompanied by shooting and the explosions of bombs, made the streets unsafe and circus performances impossible.

While most of the circus personnel remained comparatively safe at a local hotel, the animals were kept some distance away in the bull ring and daily feeding trips to the arena were necessary. Several times, Spiller, after caring for his animals, was forced by outbreaks of violence to remain at the arena past the strict curfew and spent many nights sleeping with his animals.

The most terrorizing incident during the revolution came as Spiller and his wife, Judy, were on their way to a doctor's office. As they taxied past the president's

palace, they were caught in the midst of a demonstration on the part of the revolutionists. The rioters apparently mistook the Spillers for friends of the regime and the two people were forced to leave their cab and flee on foot thru the riot-swept streets.

**Rescued by Soldiers**

A troop of government cavalry, seeking to break up the gathering, charged into the mob swinging sabers. As the soldiers neared the two performers, caught in the mob, Spiller frantically waved his arms, shouting he was an American. After several tense minutes, he was recognized by a lieutenant, who came to their rescue. The officer called several of his men and instructing the Spillers to grab the tails of their horses, pulled them free of the mob and escorted them to safety.

By then, Spiller had seen

enough of South American show business so he accepted an engagement in Puerto Rico and made arrangements with the captain of a banana boat to transport his menagerie while he went by plane. At the last minute, however, he decided to accompany the animals and this decision let him in for another grueling and hazardous experience.

Once in the open, the tiny ship proved unseaworthy. The three-man crew was far from able, the power plant broke down regularly and to add to the discomfort and danger, the craft was buffeted by violent storms. In addition, the one life boat aboard had five holes in its bottom.

**Saga of the Sea**

Altho normally a seven to eight-day voyage, the faulty engines and stormy weather strung out the trip to 22 days. Spiller

was many times forced to take over the ship's helm while the crew made repairs, sometimes at the height of a storm and while waves broke over the decks.

Altho the little band finally reached their destination, it was an expensive trip for Spiller. During the rough crossing, he lost one seal, 12 monkeys, a tiger cub and 32 macaws.

Spiller had by this time gone thru enough to last a normal lifetime but a fourth experience was yet to come. This occurred in the fall of 1950 in Rio de Janeiro and was the most serious of the entire trip.

While with the Circo Buffalo Bill in the Brazilian city, Spiller and his wife were in a restaurant near the lot when natives rushed in shouting the circus was burning. The Spillers ran to the lot to find the grounds a torch of smoke and flames.

**Save Seals, Penguins**

They quickly scaled a high fence surrounding the lot and, despite the heat, with the help of others were able to save their seals and most of their penguins. The two, altho severely burned on the face and hands, quickly broke open the cages and by continually immersing the seals and penguins in their near-by water tanks saved the major part of the

menagerie. A number of the penguins were killed in the fire, the seals were injured and before the fire was brought under control the Spillers had lost their tent, all their clothing and most of their personal effects.

The circus property was badly damaged but new canvas was obtained and it was back on the road in 12 days. This last disaster cost Spiller an estimated \$5,000, and while it would have discouraged most people, Spiller stayed with the circus and it wasn't until six months later that he embarked for the U. S.

Spiller rates his current tour with Polack Bros. as going "first class." But he allows that even tho he encountered violence and the unexpected on his trek thru South America, he would consider returning.

"For one thing, the people are show-starved. To them, a circus is indeed a big event, and it is a joy to work before them," Spiller observes.

As for the rugged experience, Spiller points out it puts something of a challenge into touring the continent, and lifts trouping, as we've come to know it in this country, out of the day-by-day routing and gives it the exciting flavor that prevailed in the States about the turn of the century.

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# ELEPHANT CENSUS



## FIRST IN DECADE

THERE are 264 elephants in the United States, according to a census compiled by The Billboard. The census, first of its kind in a decade, was made thru canvassing all possible owners of elephants. The survey covered all of the nation's circuses, zoos, carnivals, animal acts, dealers and animal farms.

It was conducted over a period of several months, and every available lead on possible location of pachyderms was checked.

Findings of the census are listed under an alphabetical roster of the owners. After each owner's name is the number of elephants. This

is followed by the name of each of the elephants together with the year it was acquired and the name of the previous owner or the place it was obtained.

The census is limited to elephants owned by persons in the continental United States. Omitted are several of the elephants which dealers have scheduled to arrive in this country within the next few weeks. Future imports are included in the totals only when a specific number was reported in transit and names of buyers were available.

Almost all elephants in this country are females of Asiatic species. The exceptions to this rule are identified as males, Africans or pigmies.

### CIRCUSES

Total: 124

**CLYDE BEATTY** (3)—Sidney (1938, Cole Bros. Circus); Anna May (1938, Cole Bros.); Babe (1945, Wallace Bros. Circus); Cora (1945, Wallace Bros.); Inez (1945, Wallace Bros.); Addie (1945, Wallace Bros.); Susie (1952, Henry Trefflich); Peewee (1952, Trefflich).

**BEERS-BARNES** (1)—Sun Bros. (1945, Wallace Bros. Circus).

**CAPELL BROS.**—(See Wallace Bros. Circus).

**COLE BROS.** (10)—Big Babe (1935, Barnett Bros. Circus); Carrie (1935, Barnett); Louie (1935, Barnett); Jean (1935, Barnett); Little Babe (1934, Robbins Bros. Circus, William P. Hall); Big Jenny (1934, Robbins, Hall); Tessie (1935, William P. Hall); Little Jenny (1935, Hall); Nellie (1934, Hall); Wilma (1935, Hall).

**COLE & WALTERS**—(See Kelly-Miller Circus).

**GAINESVILLE COMMUNITY** (1)—Gerry (1950, Louis Goebel).

**GIL GRAY CIRCUS** (1)—Dolly Dumbo (1950, Louis Goebel).

**HAGAN-WALLACE** (1)—Nancy (1949, Henry Trefflich).

**HAGEN BROS. (CLYDE BROS.)** (1)—Dixie (formerly Jenny; 1951, Mills Bros. Circus).

**HAMID-MORTON** (5)—Mysore (1949, Mysore, India); Bombay (1949, India); Siam (1949, India); Delhi (1950, India); Calcutta (1950, India).

**HOWE'S FAMOUS** (1)—Modoc (1949, Ringling-Barnum Circus).

**HUNT BROS.** (7)—Dolly (1926, Ringling-Barnum); Blanche (1939, Ringling-Barnum); Jewel (1941, Gus Tramier Farm); Rahne (1949, Mysore Palace Herd, India); Sita (1950, Mysore); Dinnu (1949, Bangor, India); Chandra (1949, India).

**TERRELL JACOBS CIRCUS** (1)—Jean (1951, Henry Trefflich).

**AL G. KELLY & MILLER BROS.** (22)—On Kelly-Miller (15): Margaret (1946, Russ. Bros. Circus); Tena (1943, Russell Hall); Elsie (1946, Russell Bros.); Dixie (1946, Russell Bros.); Myrtle (1946, Russell Bros.); Sally (1949, Meems Bros. & Ward); Kay (1949, Meems-Ward); Jenny Woodcock (1949, Meems-Ward); Barbara (1949, Meems-Ward); Hattie (1950, Polack Bros. Circus); Marie (1951, Biller Bros. Circus); Hazel (1951, Frank Ketrow); Mona (1950, Hamid-Morton); Juno (1950, Hamid-Morton); Mabel (1950, Hamid-Morton). On Cole & Walters (4): Jess (1948, Ringling-Barnum); Daisy (1946, Russell Bros.); Victoria (1948, Ringling-Barnum); Norma (1950, Polack Bros.). On Miller's Baby Elephants act (3): Anna May (1950, Polack Bros.); Fanny (1951, Henry Trefflich); Lydia (1951, Trefflich).

**KELLY-MORRIS** (5)—Jewel (1949, Henry Trefflich); Dinah (1950, Trefflich); Blanche (1952,

Cole Bros.); Trilby (1952, Cole Bros.); Katie (1952, Cole Bros.).

**KING BROS. & CRISTIANI** (12)—Mona (1946, Kelly-Miller); Alice (1946, Franco Richards); Margie (1947, Harry Rimberg and Jack Fox); Christie (1950, Robbins Bros. Circus); Carrie (1950, Robbins Bros.); Babe (1950, Robbins Bros.); Shirley (1950, Robbins Bros.); Mary (1951, Dailey Bros. Circus-Norma Davenport Cristiani); Maude (1951, Dailey Bros.); Norma (1951, Dailey Bros.); Bessie (1951, Dailey Bros.); Canada (1951, Dailey Bros.).

**MILLS BROS.** (7)—Burma (1944, Spencer Huntley); Jenny (1950, Ringling-Barnum); India (1950, Polack Bros.); Bunty (1950, Polack Bros.); Lena (1950, Polack Bros.); Lelarbardi (1951, Baptiste Schreiber); Minnie (1951, Schreiber).

**TOM PACKS CIRCUS**—(See Independent Acts).

**POLACK BROS. CIRCUS**—(See Independent Acts).

**ROGERS BROS.** (3)—Shirley (1948, Martin Arthur); Judy (1950, Dales Circus); Mary (1950, Dales).

**RINGLING BROS. AND BARNUM & BAILEY** (24)—Mary, Minijak, Moodo, Sabo, Ukey, Emily, Barnes Jewel, Louis, Judy, Marcella, Big Ruth, Modoc, Little Ruth, Tony, Topsy, Barnes Babe, Jockey, Myrtle, Eno, Little Babe, Little Jewel, Barnes Jenny, Little Trilby and Soudan (African pigmy, 1937).

**WALLACE BROS.** (12)—On Wallace Bros. (9): Myrtle (1942, Lewi Reed, Adele Nelson Elephants); Jennie (1942, Reed); Cutie (1942, Wier's); Hank (1942, Wier's); Tommie (male, 1947, Mysore, India, direct); Virginia (1947, India); Rosie (1947, India); Texas (1947, India). Leased to Capell Bros. Circus (2): Lucy (1946, William Ketrow); Trixie (1942, Wier's). Leased to Circo Union in Mexico (1): Charlie (male, 1947, India).

**WALLACE & CLARK** (2)—Palm (1952, Stevens Bros. Circus); Babe.

### ACTS

Total: 28

**JAMES M. COLE** (3)—Frieda (1945, Wallace Bros. Circus); Dorothy (1947, Harry Rimberg-Jack Fox); Elizabeth (1947, Rimberg-Fox).

**TONY GENTRY** (1)—Burma (1951, Louis Goebel).

**HARRY IAAG** (1)—Judy (1937).

**NOBLE HAMITER** (1)—Diana (1950, Louis Goebel).

**HAP HENRY** (1)—Marie (1951, Louis Goebel).

**WILL H. HILL** (3)—Judy (1922, John T. Benson-Hagenbeck); Tulsa (1922, Benson-Hagenbeck); Wanda (1950, Chase Wild Animal Farm).

**DOLLY JACOBS** (3)—Modoc (1942, Bud E. Anderson Circus); Empress (1942, Anderson Circus); Jewel (1942, Anderson Circus).

**ED C. LEARMONT** (1)—Joyce (1947, Philadelphia).

**MILLER'S BABY ELEPHANTS**—(See Kelly-Miller Circus).

**RUDY MUELLER** (1)—Shipwreck Rosie (1950, Louis Goebel).

**TOM PACKS** (6)—Alice (1948, Louis Goebel); Jean (1948, Goebel); Mary (1948, Goebel); Penny (1948, Goebel); Tommy (1949, Goebel); unnamed infant to arrive this month (Henry Trefflich). On Polack Bros. Circus.

**FRANCO RICHARDS** (2).

**FRANK WHITEBECK AND GEORGE EMERSON (MGM)** (3)—Queen (1937, MGM Pictures); Sally (1937, MGM); Happy (1937, MGM). Leased to Polack Bros. Circus since 1947.

**ED WIDEMAN** (2)—Zetta (1947, Harry Rimberg-Jack Fox); Peggy (1951, Goebel).

### ZOOS

Total: 92

**ATLANTA**, Grant Park Zoo (3)—Alice (about 1941, carnival); Penny (1950, Biller Bros. Circus, renamed); Coca II (1950, Benson Wild Animal Farm).

**ALBANY**, Ga., Albany Zoo (1)—Alaska (1952, Don Robinson Circus).

**BALTIMORE**, Baltimore Zoo (1)—Minnie (1935, Frank Buck).

**BOSTON**, Franklin Park Zoo (4)—Topsy (1940, Frank Buck-World Fair); Jennie (1942, LeCourt Animal Farm); Beba (Frank Buck-RKO Pictures); Pat (1952).

**CHICAGO** (Brookfield), Chicago Zoological Park (4)—Ziggy (male, 1936, Singer's Midgets); Minnie (1934, Frank Buck-World Fair); Baby Brookfield (1947, Glick Farm); Arsal (African female, 1934, Christof Schultz, Africa).

**CHICAGO** (Libertyville), Hawthorne-Melody Dairy Farms (1)—Jessie (1951, Louis Goebel).

**CHICAGO**, Lincoln Park Zoo (1)—Judy (1943, Brookfield Zoo).

**CINCINNATI**, Zoological Society (2)—Miss Chief (Ruby), (30 years old, 1948, Siamese dealer); Gympy (African pigmy, 1931, Louis Ruhe).

**CLEVELAND**, Cleveland Zoological Park (1)—Frieda.

**COLORADO SPRINGS**, Colo., Cheyenne Mountain Zoo (3)—Rose (1948, Louis Goebel); Penny (1948, Goebel); Julie (about 1949, Henry Trefflich).

**COLUMBUS**, O., Columbus Zoological Gardens (2)—Cinney (1941, Louis Ruhe); Tanzy (1939, Ruhe).

**DALLAS**, Marsalis Zoo (2)—Queen (1918, Hagenbeck-Wallace Circus); Toots (1937-7, Tom Mix Circus).

**DENVER**, City Park Zoo (1)—Cookie (1950, Trefflich).

**DETROIT** (Belle Isle) Belle Isle Zoo (1)—Sheba (1923, Hagenbeck, Germany).

**DETROIT** (Royal Oak), Detroit Zoological Park (2)—Mona (1947, Louis Ruhe); Mary (1947, Ruhe).

**ERIE**, Pa., Erie Park Zoo (1)—Eva.

**EVANSVILLE**, Ind., Mesker Park Zoo (1)—Kay (1929, Hagenbeck, Germany).

**EVERETT**, Wash., Forest Park Zoo (1)—Rosie (1951, Horne Bros. Circus, H. J. Rumbaugh).

**FORT WORTH**, Fort Worth Zoo (2)—Queen Tut (1923, William P. Hall); Penny (1940, Louis Ruhe).

**FRESNO**, Calif., Roeding Park Zoo (1)—Nosie (1949, Louis Goebel).

**GAINESVILLE**, Tex., Frank Buck Memorial Zoo—(See Gainesville Community Circus).

**HOUSTON**, Houston Zoological Garden (1)—Hans (male, 1925, Ellis F. Joseph).

**JACKSONVILLE**, Fla., Municipal Zoo (1)—Miss Chic (1926, Hagenbeck, Germany).

**KANSAS CITY**, Mo., Swope Park Zoological Gardens (1)—Anarat (44 years old, no record).

**LITTLE ROCK**, Municipal Zoo (1)—Ruth (1937, circus).

**LOS ANGELES**, Griffith Park Zoo (1)—Bojo (1948, Louis Goebel).

**MADISON**, Wis., Henry Vilas Zoo (1)—Winkie (1950, Trefflich).

**MEMPHIS**, Overton Park Zoo (3)—Alice (1926, Burma direct); two young ones coming direct from Siam this spring.

**MILWAUKEE**, Washington Park Zoo (1)—Venice (1923, Al G. Barnes Circus).

**NEW ORLEANS**, Audubon Park (1)—Itama (1924, New York dealer).

**NEW YORK**, Central Park Zoo (2)—Lucy (1950, Henry Trefflich); Julie (1950, Trefflich). A third elephant now here belongs to the Pittsburgh Zoological Society.

**NEW YORK**, New York Zoological Park (5)—Dolly (India); Cutie (India); Sudana (African bush); Barney (male, African forest); Pinky (female, African forest).

**NEW YORK**, Prospect Park Zoo (2)—Judy (1929, Henry Bartels); Astra (1938, Henry Trefflich). A third elephant now here belongs to a buyer this month.

**OAKLAND**, Calif., East Bay Zoo (1)—Effie (1951, Louis Goebel).

**OKLAHOMA CITY**, Lincoln Park Zoo (1)—(1949, Louis Goebel).

**PHILADELPHIA**, Philadelphia Zoo (3)—Burma (1939, Burma); Peggy (1947, Louis Ruhe); Babe (1947, Ruhe).

**PITTSBURGH**, Highland Park Zoological Gardens (4)—Gloria (1947, Meems Bros. & Ward); Ruth (1949, Meems-Ward); Arusha (African female, 1951, Louis Ruhe). The fourth is an unnamed infant temporarily at Central Park Zoo, New York (1952, Henry Trefflich).

**PRAIRIE DU CHIEN**, Wis., Rose Park Zoo (1)—Rosa (1951, Meems-Ward).

**PROVIDENCE**, Roger Williams Park (1)—Alice.

**PUYALLUP**, Wash., Amusement Park (1)—Scheduled for spring delivery (Henry Trefflich).

**SACRAMENTO**, Calif., William Land Park (1)—Sue (1948, Louis Goebel).

**SALT LAKE CITY**, Hogle Zoological Gardens (2)—Alice (1916, Sells Floto Circus); Alicette (1949, Louis Goebel).

**SAN ANTONIO**, San Antonio Zoo (2).

**SAN DIEGO**, Calif., San Diego Zoo (2)—Lucki (1941, India); Maya (1941, India).

**SAN FRANCISCO**, San Francisco Zoological Gardens (4)—Babe (Frank Buck); May (Frank Buck); Virginia (Frank Buck); Marjorie (Frank Buck).

**SEATTLE**, Woodland Park Zoo (1)—Wide Awake (1921, Singer's Midgets).

**SCRANTON**, Pa., Nay Aug Park Zoo (1)—Tillie (1935, John T. Benson).

**ST. LOUIS**, St. Louis Zoo (7)—Clara Belle (1935, Louis Ruhe); Marian (1936, Ruhe); Vi (1936, Ruhe); Honey (1942, Ruhe); Lady (1942, Ruhe); Judy (1949, Henry Trefflich); Jill (1949, Trefflich).

**TOLEDO**, Toledo Zoological Park (1)—Toots (1923, Hagenbeck, Germany).

**WASHINGTON**, National Zoological Park (4)—Jumbina (African, 1913, Egyptian government zoological gardens); Jennie (1949, Henry Trefflich); Shanti (1950, gift from Indian government); Ashok (1950, gift from Indian government).

### CARNIVALS

Total: 5

**AMERICAN MIDWAY SHOWS** (1)—Ena (leased from Mrs. Harry Craig, 1951).

**FOLEY & BURK SHOWS** (1)—(1951, Louis Goebel).

**HILL'S GREATER SHOWS** (1)—Susie (leased-option, 1952, Franco Richards).

**STRATES SHOWS**—(See Terrell Jacobs Circus).

**T. J. TIDWELL SHOWS** (1)—Queen (1939, Crowley United Shows).

**UNITED EXPOSITION SHOWS** (1)—Cross Country Babe (1948, Kelly-Miller Circus).

### DEALERS

Total: 15

**BENSON WILD ANIMAL FARM**, Hudson, N. H. (3)—Betsy, Babe, Jenny.

**CHASE WILD ANIMAL FARM**, Egypt, Mass. (2)—None on hand now but one on order for the Alberta Slim Circus and another, Judy, sold recently and immediately resold to an unidentified buyer. Several others in transit.

**LOUIS GOEBEL**, Thousand Oaks, Calif. (5)—One in stock (1952, repurchased from William Meyer) and four more in transit.

**HENRY TREFFLICH**, New York (3)—One in stock, stabled at Prospect Zoo, New York; two more, not listed elsewhere in this census, due to arrive this month; others in transit.

**WORLD JUNGLE COMPOUND**, Thousand Oaks, Calif. (2)—Emma (1948, Kelly-Miller Circus); Baby Tusko (1951, India); others in transit.



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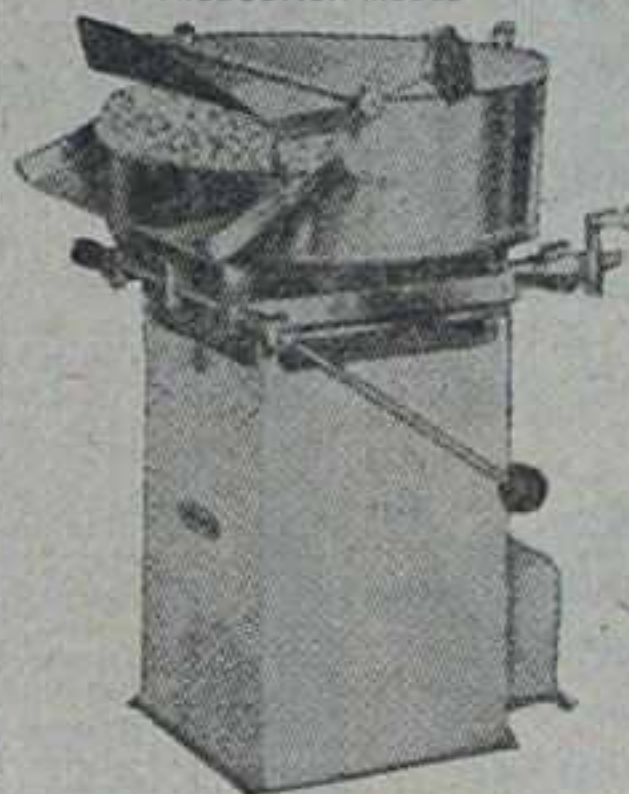
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Concentrate (All Flavors), 1 Qt. \$1.75, 4 Qts. \$6.50, 1 Gal. \$6.00; Case of 4 Gallons.	24.00
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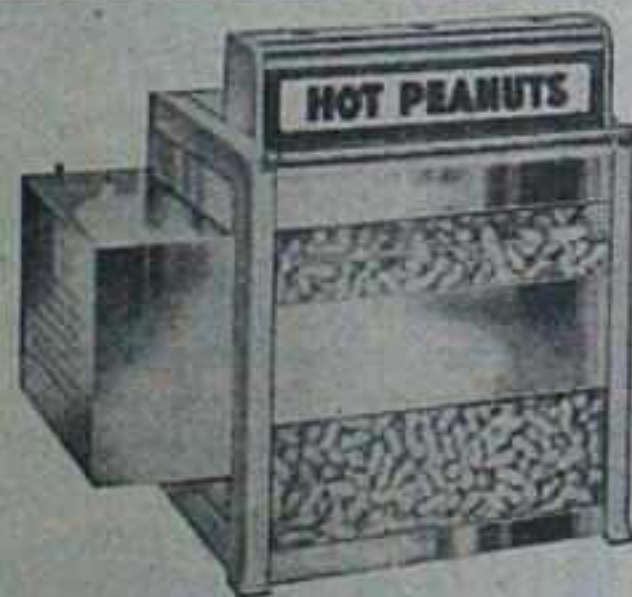


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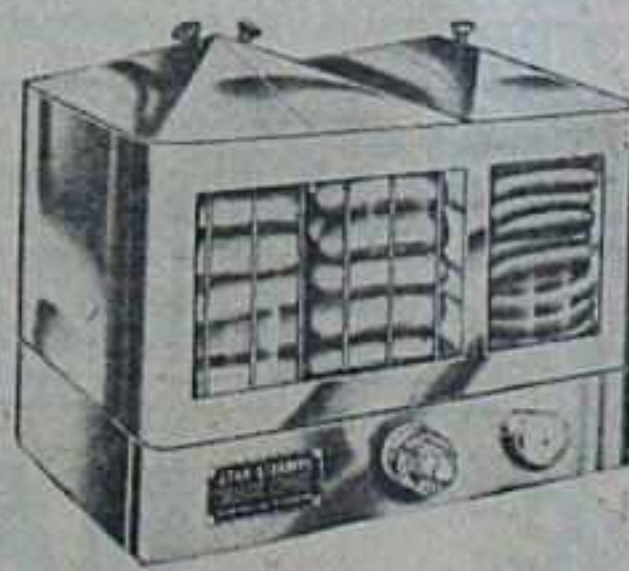
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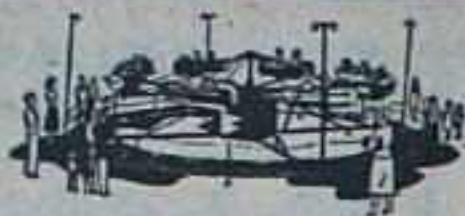
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Continued from page 56

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Murdock Mfg. Co. 4056 Del Ray Ave. Venice, Calif.	2-Abreast Kiddie Flying Horse Kiddie Airplanes Space Ships Flying Horses	20	\$ 2,586.60
Orbit Mfg. Co. 422 Radio Bldg. Wichita Falls, Tex.	Orbit (park model) Orbit (portable)	16-24 16-24	\$12,500 \$15,000
Ride-Hi Mfg. Co. Route 13 N. Harrison Rd. Murphysboro, Ill.	Chairplane (adult) Chairplane (kiddie)	24	\$ 1,700
Sellner Mfg. Co., Inc. 515 Fowler St. Faribault, Minn.	Tilt-A-Whirl	28 adults	\$12,500
Smith & Smith, Inc. 303 Franklin St. Springville, N. Y.	Ferris Wheel Chairplane Kiddie Airplane Kiddie Boat Jeep Fire Engine	30 24 15 14 20-30	\$ 5,250 \$ 4,000 \$ 2,660 \$ 1,950 \$ 2,650
Stacy Johnson Amusement Ride Mfg. 3640 N. W. 47 St. Miami	Junior Ferris Wheel Little Tug Boat Ride Airplanes Jet Plane or Rockets Jeep Fire Engine Kiddie Ferris Wheel on Truck	36 children 28 children 16-20 16 20 20 16	
Thornton Miniature Steam Railways 3945 2nd Ave. Des Moines, Ia.	Miniature Steam Trains	50 children 30 adults	\$ 4,000-up
Tiny Power Box 218 Corvallis, Ore.	Steam Train	45	\$13,000
Traver Enterprises, Inc. 200 Sickles Ave. New York	Traver Jeep	360 per hr.	\$ 4,000
Vogel Neon Mfg. Co. 60 Western Ave. Amarillo, Tex.	Kid-E-Kruzeland Boats Kid-E-Kruze Flying Saucers	20 24	\$ 1,995 \$ 1,795
Williams Amusement Device Co. 2820 N. Speer Blvd. Denver, Col.	Kid-E-Coaster Silver Streak Train Deluxe Flyer Train	10-15 24	\$ 3,500 \$ 2,975 \$ 5,500
Weld-Built Body Co., Inc. 59-03 Preston Court Brooklyn 24	Kiddie Locomotive Kiddie Tank Kiddie Airplane Kiddie Boat Kiddie Whisp Whisp (truck mounted) Merry-Go-Round (truck mounted)	16 14 10 24 12-16 12 13	\$ 2,950 \$ 2,650 \$ 2,100 \$ 2,650 \$ 2,450-\$ 2,650 \$ 2,425 \$ 1,950

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**HORSE MAY HELP**

**Lack of New Units Curbs Arcade Biz**

By TOM McDONOUGH

**D**ESPITE the efforts of many in the trade to develop traveling shows, fairs and amusement parks as key locations for Arcade type coin-operated equipment, little progress has been made since World War II. Oddly, too, the reason is a simple one—few new products suitable for outdoor show business have been developed in the past six years. One of the major hopes to change the de-emphasis on Arcade equipment is the mechanical horse, a device which has been winning favor the past 12 months with showmen and is expected to be an important item in the coming season.

Consistent with the history of many new ideas, the present form of the mechanical horse was developed slowly and its present growth in popularity followed a period of years when such an amusement product was virtually forgotten. Back in 1931, Otto Hahs, owner of a small machine tool shop in Sikeston, Mo., built the first mechanical horse as a surprise present for his growing youngsters. The obvious favor of the horse with all the kids in the area convinced Hahs that such an item was worth a try as a commercial venture. His initial break-in came when he exhibited a few of his hand made horses at the 1932 convention of the National Association of Amusement Parks (now known as the National Association of Amusement Parks, Pools and Beaches) and captured an award for producing the best new piece of equipment. As a result, he received orders for several horses from some of the leading amusement parks, including Playland at Rye, N. Y. Later he also had considerable success operating the horses as a concession at the Chicago and New York World's Fairs.

**Lacked Promotion**

Despite this initial success, interest in the mechanical horses dropped, Hahs states, because no one seemed to get behind the riding devices with a solid promotional program. Strangely enough, most of the horses Hahs sold as long as 20 years ago are still in service. The next big break for the coin-operated horses came in 1950 when one of the leading coin machine manufacturers contacted Hahs on the possibility of developing horses as location pieces for such stops as dime, department, drug stores and super-markets. Tho the purpose of the horse in this case was to operate as a sideline for the location's regular business, it became clear in a few months that the receipts in the coin boxes were proving the horses a business on their own.

By the time the NAAPPB trade show rolled around in November, 1950, two manufacturers had entered the field and both exhibited at the outdoor event. The initial response from conventioners was not overwhelming, but both exhibitors were convinced that with the proper spadework they could make the grade with outdoor showmen.

**Limitless Markets**

Thru 1951, the manufacturing end of the horse business slowly grew, but the over-all concentration was on the store type market which offered seemingly limitless possibilities in all parts of the country. However, with an eye toward the future, six of the 10 horse producers exhibited at the NAAPPB trade show last November and all of them reported steady sales to parks and traveling shows for spring delivery. Most of those with booth displays pointed out that while they still had many untapped locations, they also were anxious

to build a future for their horses with the various segments of the outdoor show industry.

With 1952 already earmarked as the year for the promotion of the horse in outdoor locations, a review of the experience of two modern pioneers in the field is significant. Harry Julius, Arcade operator on the Royal American Shows, started out with a single unit the first two days of the Florida State Fair in Tampa in February, but soon found the youngsters were forming long lines while waiting for their turns for a ride. While the lines indicated the popularity of the mechanical steeds with the younger set, it was all too obvious to Julius that some of the customers were discouraged by the long wait. He phoned the factory for several more and for the entire run of the fair, the horses were doing volume business. He is firmly convinced that horses in batteries will chalk up more rides per unit than singly placed units because the youngsters especially enjoy riding in groups.

**Horses Set Pace**

Jimmy Johnson, owner of Playland Park, San Antonio, used the horses last summer not only as a profit maker in their own right, but as a pace setter for other equipment in the amusement park. Johnson located batteries of horses at the entrance after he found that even adult patrons, arriving in groups, usually singled out one of their number to ride a horse just for a gag. After the rest of the group got a laugh, the rider in turn challenged others to take a mount. Johnson's psychology is that when groups arrive at amusement parks they like a little help in breaking down their normal reserve, but once this is accomplished they prove better spenders on the rides and at concessions.

Current horses being delivered vary in operation and appearance, but all are built with maximum safety in mind. Tho originally thought as something of special interest to youngsters, records kept by Arcade and amusement park operators show the horses pack considerable appeal for adults as well. Dime operation is the standard, and riding time can be adjusted from approximately one to three minutes. Most of the models are designed so that a tightening of the reins increases the movement of the horse from a slow-trot to a gallop.

**Materials Control Price**

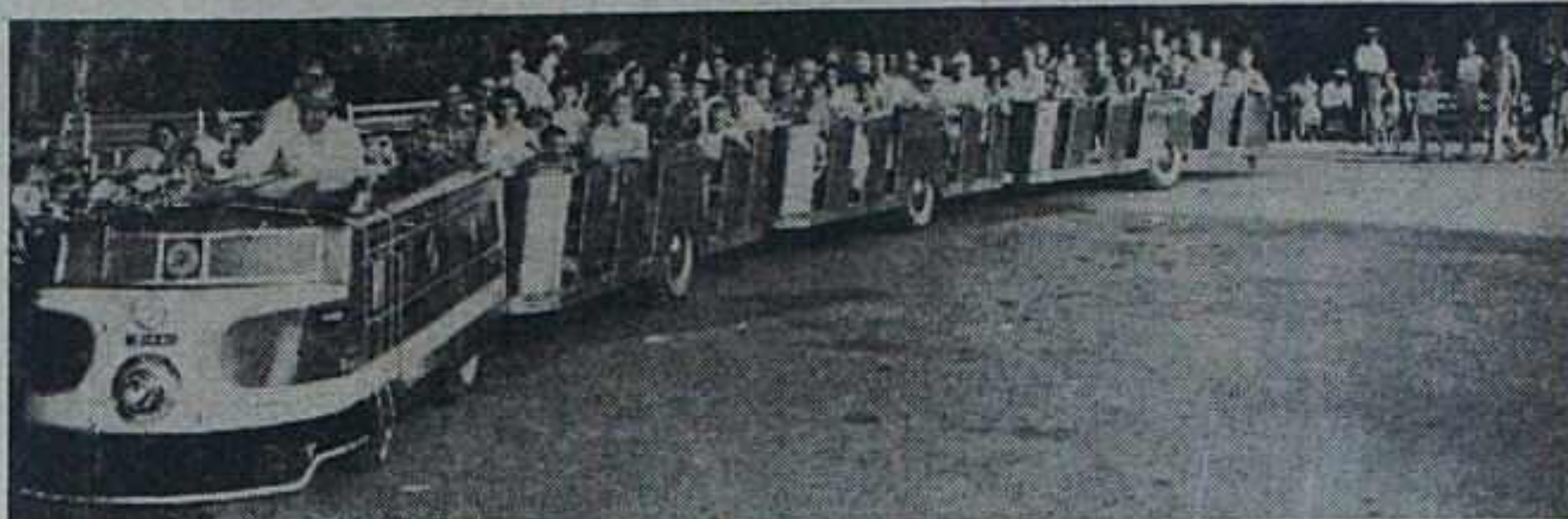
Prices of mechanical horses begin at \$675 and run up to \$995. The difference in price is mostly accountable thru materials used. The trend now is to build the horse body of aluminum, but some firms have had notable success with fibre glass and wood bodies.

What many traveling Arcade and amusement park operators hope for, if the horse proves to be a general success in outdoor locations this year is that manufacturers of coin-operated Arcade equipment will show a re-birth of interest in their field and produce once again a variety of equipment. Most of the units now operating are of pre-war vintage, altho in remarkably good working order. Because few new subjects have been introduced in the postwar period, they must go along with their older equipment. Most of the Arcade operators feel certain their locations would do a lot more business with new equipment offering a variety of new amusement.

Meanwhile, manufacturers of Arcade equipment point out other reasons for the lack of variety. Namely, it is a pretty expensive proposition to develop new Arcade lines. Where prior to the war, there were scores of neighborhood all year Arcades in the major cities and a proportional number in smaller communities, now there are relatively few. Thus there is little chance to produce Arcade equipment in both variety and volume and offer it at a nominal price. Because of these factors, the manufacturer naturally picks out specialized equipment which he knows is salable and therefore has a reasonable chance of making a profit.

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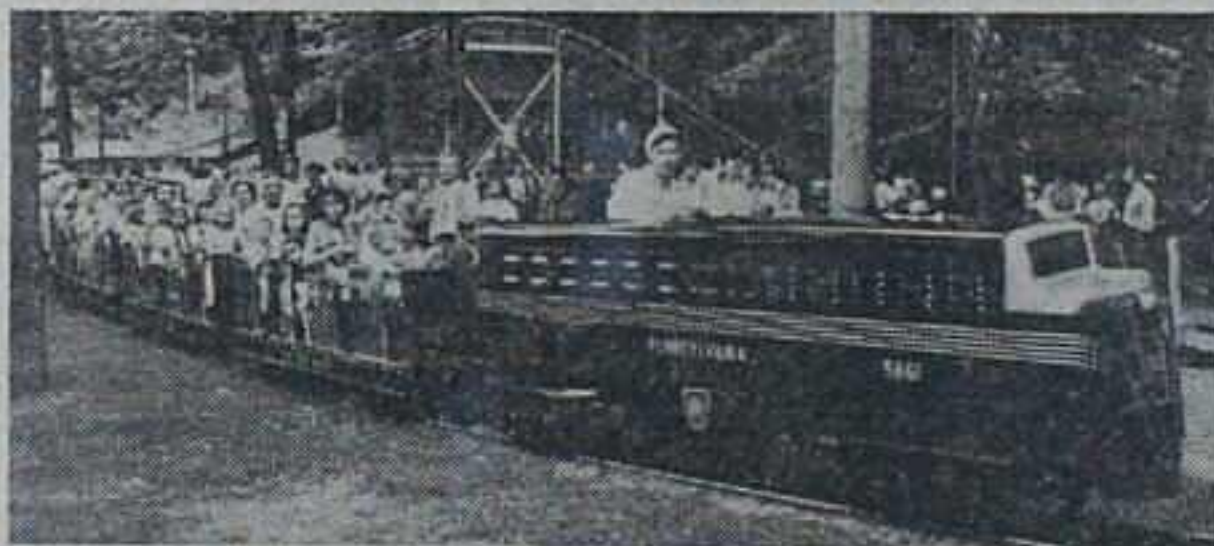
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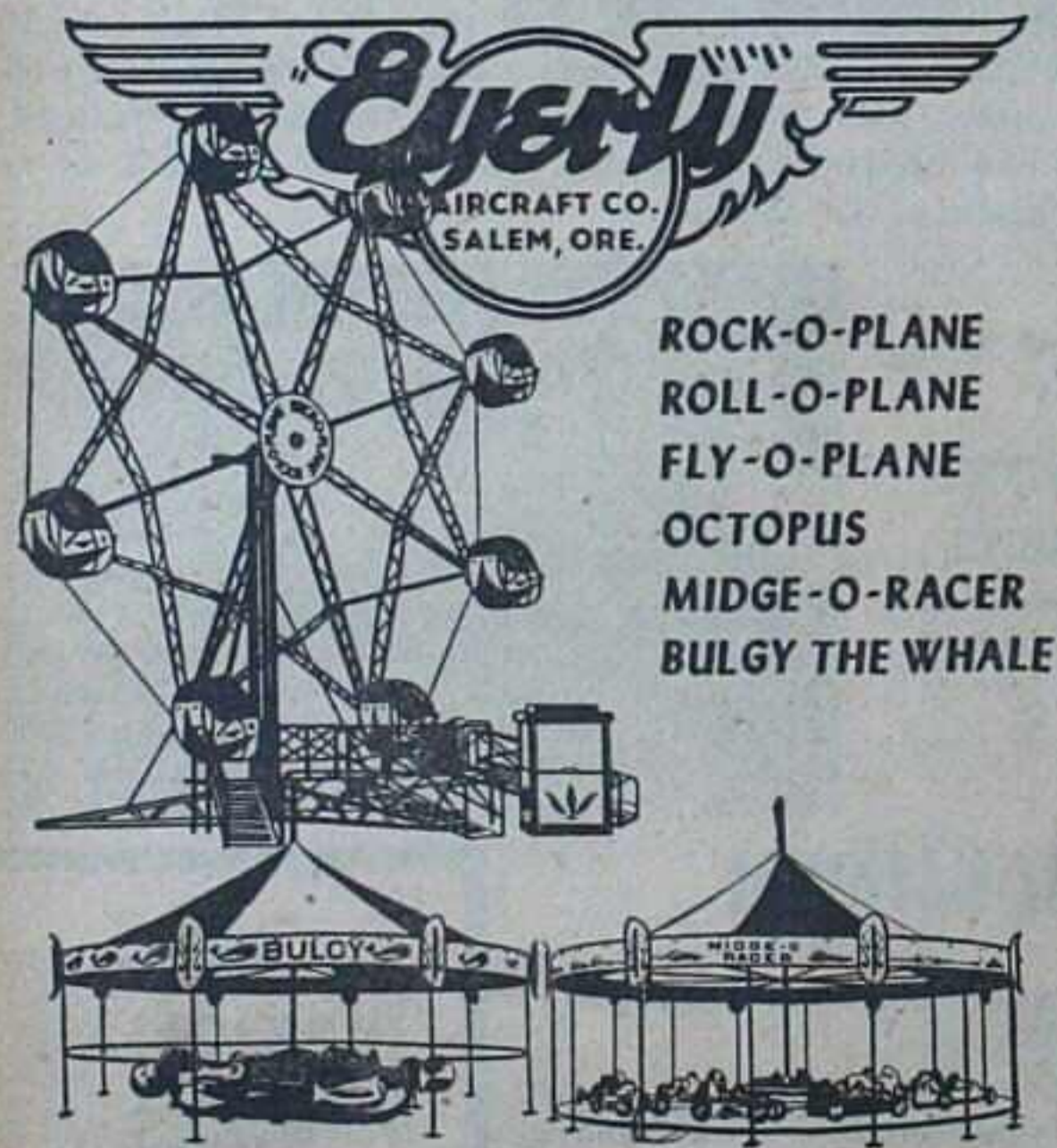
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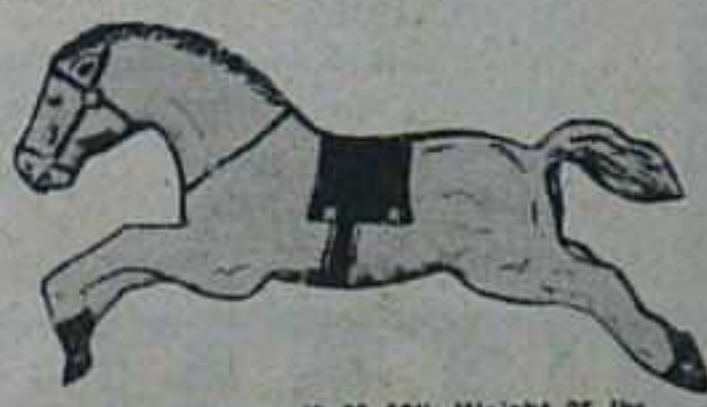
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## CLOSE-UPS: BILL PRESTON

# Missourian Heads Up Both Fair, Stock Show

By HERB DOTTE

(This is another of a series of articles on little-known facts about people prominent in outdoor show business.)

**WILLIAM E. (BILL) PRESTON** is one of the nation's youngest State fair secretary-managers. Now 36, he had only turned 34 in June, 1950, when he was named to fill the secretary-manager's position at Missouri State Fair, Sedalia.

In less than two years he has distinguished himself by guiding the Missouri Fair to an all-time attendance record, a notable achievement inasmuch as 1951, his first full year at the helm, was one in which attendance record-setting by fairs was rare.

Besides steering the Sedalia fair to a record gate of more than a half million, Bill last year latched on to another job, the management of the huge American Royal Livestock Show at Kansas City. On its own, the American Royal assignment is a man-sized one, but Bill currently is shouldering both it and the Sedalia post. He will continue to fill both until after the '52 fair.

### Penchant for Work

Bill always has had a penchant for taking on work, his friends



**BILL PRESTON**

maintain. Early in life he showed an above-normal inclination for keeping busy, even if it meant filling in his after-work hours by going to night school.

Those after-duty school courses, mostly in advertising, public relations and selling, have stood him in good stead since he switched to fair-stock show management.

His background as a working newspaperman, too, helped, his friends point out. Actually Bill was born into the newspaper business, both his father and grandfather having been owners of Missouri weeklies.

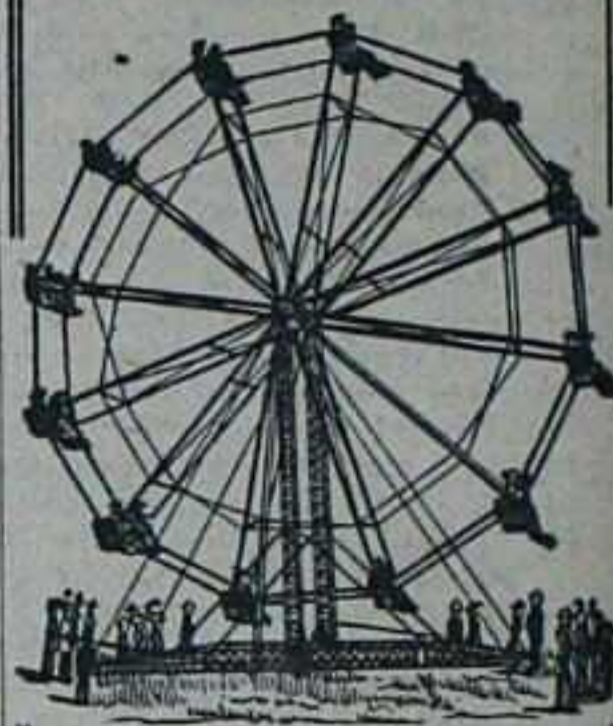
Each summer of his high school

years he worked as a printer's devil in his father's shop and also learned business office procedure. When he moved on to Missouri Valley College, he took on the job of running the college's printing office and spent his summers working on his grandfather's paper, the Liberty Tribune at Liberty, Mo. He followed up his years at Missouri Valley College with a course at the Chillicothe College, meanwhile continuing to spend his week-ends and summer vacations on The Liberty Tribune.

### Salesman 4 Years

Starting in '36 and continuing for four years, he sold office and printing supplies as well as drug sundries in Central Missouri, working out of Jefferson City, the State's capital. From 1940 thru 1949, he was a federal civil (Continued on page 87)

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The BIG ELI Wheel has proven itself one of the most popular riding devices for Park and Carnival operation.

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**CROP LOSS BLAMED**

**Popcorn Costs Up; Seasonings Down**

A CLEAR picture of higher prices for first grade popcorn and sharp reductions in the price of seasoning has taken shape this spring, according to a survey of the popcorn industry made by The Billboard. Without exception, popcorn suppliers report increases of from 10 to 20 per cent in their prices. Directly responsible for the upswing, they state, is the weather damage to the 1951 crop.

One wholesaler of popcorn oils says the price reduction in that field is the "biggest ray of sunshine in the concession field." The drop, variously reported at from 20 to 33 per cent, puts the price of popcorn seasonings at the lowest point since 1945. Generally, peanut oils are off 25 per cent and coconut oils are down 33 per cent.

For popcorn machines this season, the concession operator will pay about the same prices as a year ago. In most cases, makers and distributors declare that their prices are unchanged. However, a few report their prices have gone up 3 or 4 per cent. Some new models are priced about 5 per cent higher than a year ago, while several other products are reported at prices somewhat below government ceiling levels. There's a hint that machine prices may go up slightly in the future.

**Overplanting Anticipated**

From the Indiana Pop Corn Company, Muncie, comes word of a 20 per cent hike in prices for processed bulk and packaged popcorn, an increase attributed to the short 1951 crop in corn producing States. Prices probably will be lower in the fall because of an expected overplanting this season, the firm reported.

Midland Pop Corn Company, Minneapolis, estimates the increase in price for both popcorn and boxes at 10 per cent and the reduction in oil prices at 25 per cent. J. L. Larson, manager, voices the opinion that outdoor concession business will continue about at last year's level thru this season.

Midland's previous line of corn, popping supplies, popcorn boxes and bags, oils, peanuts, apple skewers, floss paper, salt and pop-

corn machines has been augmented this season by offerings of bags for hot dogs and hamburgers, sandwich bags, glassine bags for French fries and drive-in trays.

Larson warns of an extremely wide range in the quality of popcorn this year because of poor growing conditions and early frost, and maintains his company has secured some top quality stocks for its summer trade.

Fred W. Young, owner of the Atlanta Popcorn Supply, confirms the reported price trends in corn and oils. He tells of a shortage in first grade corn, but states that there is an adequate supply of lower grades. For his business supplies, dealing in popcorn and lunch equipment as well as popcorn supplies, Young sees indication of little improvement unless theater business picks up.

Blevins Popcorn Company, Inc., Nashville declares that all signs point to good business for outdoor concessionaires this season. W. M. Holder, advertising manager, reports Blevin's prices for high-quality corn follow the industry-wide trend. He indicates that popcorn equipment prices also are up somewhat.

New in the Blevins offering is Savoral, a powdered popcorn seasoning containing MSG (monosodium glutamate), which gives a buttery flavor and color to popcorn and also brings out the full flavor and taste of the popcorn.

Virginia & Spanish Peanut Company, Providence, R. I., duplicates price reports from most other firms, with corn up and seasoning down. Leon Kaloostiana, partner, tells of unsettled conditions in that area at present, but believes the outlook is good once these are settled. His company handles peanuts, popcorn, supplies and also nut meats, chocolate, cocoa, coconut and corn sirup.

J. A. Ryan, vice-president of C. F. Simonin's Sons, Inc., Philadelphia, says that the outlook in the corn seasoning field depends entirely upon the business done in the amusement field. He looks as the employment will be high, Ryan observes, and he concludes that a good year will follow. People will have money and they are likely to be willing to spend, he believes.

The Simonin company deals in flavored and colored peanut oil and in Seazo brand of coconut oil, also butter flavored and colored. Its prices conform with the general industry's, with peanut oil down 25 per cent and coconut oil down 33 per cent.

Materials are plentiful now, according to this and other companies, and it is expected that coconut oil supplies will continue good. But, Ryan maintains, there is a possibility of a slight shortage of peanut oil by late summer.

Popcorn Service Company of New York has added to its line a new 5-cent bag of toasted peanuts and a bag of French fried popcorn, designed to sell for a dime. Already included were bulk and packaged pre-popped corn, toasted peanuts and salted peanuts as well as penny packages of candy. The firm reports it is having to pay 40 per cent higher costs for popcorn and similarly higher prices for peanuts.

Edison T. Britzius, of the Britzius Manufacturing Company, Dover, Minn., makers of popcorn cones, reports a 10 per cent price hike has gone into effect. He anticipates a good year and foresees no shortages.

Concession Supply Company, Toledo, which handles popcorn and supplies along with its lines of concession equipment, tells of lower prices for popcorn seasoning oils. B. H. Brockaway, manager, describes this price as the lowest in seven years.

Gold Medal Products Company, Cincinnati, interprets the rise in popcorn prices and the drop in all prices as equalizing each other for a balanced result. Dave Evans, president, believes that there will be money this season, but that it will be more difficult to induce spending. He foresees good business for efficient and capable concessionaires, but expects the poorer business man to find this season more demanding.



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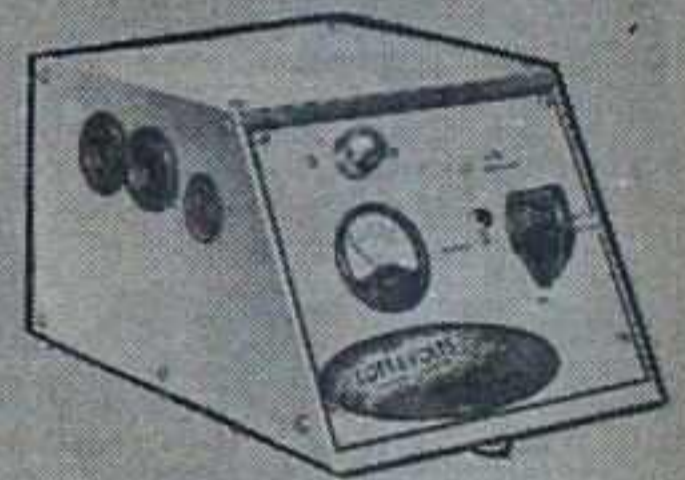
Here's the New Whirlwind, the floss machine that takes all the guesswork out of the floss business. So simple that any youngster can run it. Designed to operate without breakdowns. If you want a machine that will run and run and run, buy a Whirlwind this year!

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Gold Medal is the ONLY manufacturer of machine-made Cotton Candy Cones. Now you can get a strong cone made of white kraft paper, all ready to use, and for just a little more than you would pay for the paper alone! These cones and the Whirlwind make an ideal combination—make it easier to get agents, and give you an accurate check on them. It all adds up to a lot of extra sales that now pass you up.



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These are just a few of the many concession items listed in our 1952 Catalogue just off the press. If you do not have a copy we will be glad to send one upon request. Line up with the leader this year and get the "mostest for the leastest and the fastest."

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# Beachler-The Unstoppable!

Staying Power Enabled Veteran Fireworks-Maker  
To Build Huge Enterprise From Humble Beginning

**STAYING** power—plenty of it—is the outstanding quality of Walter L. Beachler.

It is that quality which has enabled him to build the United Fireworks Company at Dayton, O., on a literal shoestring into its present position as the nation's largest producer of fireworks, both for commercial and display purposes.

Disastrous fires, explosions, employee casualties and more recently severe illness have hit Beachler. A man with less resoluteness would have long ago tossed in the sponge.

But Walter never has backed away when things got rough. And, they were extremely rough when he first started in the fireworks business in the early '20's when conditions were anything but conducive.

Now 54, he was 23 years old when he put his finger into the fireworks business. Except for two years, he has been active ever since. When he started out, he had behind him a grade school education, some mechanical know-how gained in the National Cash Register repair shops, and brief experience as the co-owner of a typewriter sales and service store.

#### Enters Fireworks Field

His introduction into fireworks was on a small scale. He operated a roadside stand selling commercial fireworks before July 4. This gave him an inkling of the business and, in 1921 he set out as a jobber of commercial fireworks. That first year he purchased about \$3,500 worth. The gross soared to \$250,000 in 10 years.

Meanwhile, he looked into other aspects of the fireworks business besides the sales end. In '31 he started in the display field. His early shows were at Cincinnati's Coney Island and were followed by displays at country clubs in and around Dayton, O.

His first year in the display manufacturing field was marred by a fire that did much damage to his plant. A violent explosion wrecked three buildings, and it was some time before he decided to build up the business again.

He relocated his plant that year at its present site, a 52-acre tract, which is the highest point in Montgomery County, of which Dayton is the biggest city. Manufacturing then was done in a dilapidated old school and a few small buildings. He used those buildings all thru the depression '30's and meanwhile built up his business.

#### Model Plant

Today, his plant is virtually a model one. There are 132 buildings on it, and these structures are so spotted as to minimize the danger of explosion or fire. They are equipped to do anything needed in the making of any kind of display or commercial fireworks. In addition, some contain ma-

chines adaptable for other uses, such as defense work, and the plant has, since early World War II years, done much of that.

Beachler's staying power enabled him to continue to rise in the field as others withdrew. As a result, the number of competing companies has fallen off sharply in the last 10 years.

Not a few of his former rivals sold their equipment or inventories to him. For instance, he purchased part of the inventory of the Unexcelled Fireworks Company, New York, thru sources other than that company which at one time was a biggie in the field.

He also bought up some of the machinery of the Liberty Fireworks Company, Joliet, Ill.; acquired the Topp Fireworks Company, Tipp, O.; purchased the raw materials and finished inventories of the National Fireworks Company, Boston, and of the American Fireworks Company, Randolph, Mass.

#### Buys Dundee Works

In addition he purchased the plant of the Dundee (Ill.) Fireworks Company and the small display plant of the North Carolina Fireworks Company. Most of these acquisitions were made in the years immediately following World War II.

However, by the time the war started Beachler was well entrenched in the commercial field. And with all of the machinery, inventory and materials he had acquired, together with the new machinery he had developed, Beachler was well prepared for the war orders he received.

During the war years, he averaged about \$500,000 worth of government orders in '42, '43 and '44. Those orders put his plant on about 40 per cent war work to 60 per cent commercial-display production the first year and in the closing years of the war on 100 per cent war work. However, Beachler was in a position to service display and commercial accounts because of the inventories he had purchased from other companies.

United Fireworks continues in defense work now, and is prepared to turn out a wide variety of items used by the armed forces. During the last war, the principal items it made for the government were veri-lights, a 10-gauge shotgun shell used for signaling, cannon starters, parachute flares, aircraft signal lights, signal bombs and a complete line of practice bombs. It also turned out some items that were highly secret and for which Beachler and his aids were given no indication of their final usage.

#### Biz Concern Items

Beachler's firm made some few items that are used by various business concerns, principally manufacturers of space-heaters. One of these is a smoke pot, used to determine the flow of air.

For 15 years, ending in 1946, United Fireworks itself was active in firing display shows. During that period it had built up a huge business in the field. On its peak year of its display-firing operation it provided operators and fireworks for more than 100 shows.

Beachler's decision in '46 to withdraw from the firing of shows was prompted by the sharp reduction in the number of operators available following the war and the realization that his manufacturing business had grown to such an extent that it required all of his attention.

#### Gross Over Million \$\$

Gross output of the United plant now runs about \$1,250,000 annually, a far cry from Beachler's initial year when the gross was about \$13,500. At the inception, Beachler had only two or three people on the pay roll, whereas now the number approaches 200.

Similarly, the number of items produced has soared until now his firm turns out more than 150 commercial items and over 200 display items in addition to other products used either by the government or private business.

A keen mechanical mind that combines the imaginative with the practical has played second fiddle in Beachler's success only to his staying power. The combination of his resoluteness and his flair for dreaming up and executing new machinery has enabled him to keep out front, production-wise.

He is credited with having designed and developed several machines that have put fireworks manufacturing on a mass-production basis. He was spurred on in such development by the urgent need to step up production and also by a compelling desire, as well as need, to lessen the dangers that prevailed in fireworks manufacturing.

#### Mechanical Mind

As a youngster on a farm situated only three miles from his present plant, Beachler early revealed his mechanical mind. Then, he tore down and rebuilt farm motors on every possible occasion. Time spent in the repair shops of the National Cash Register gave him added know-how. But it was his determination to cut down on the human element involved in manufacture that actually kept him pushing relentlessly for newer, better machinery.

One of his creations is an automatic screen that can handle 100 pounds of chemicals in an hour, contrasted to the former operator, one-man with a sieve, who could only screen the same amount in four hours—and then to the accompaniment of much danger.

Another of his developments is a fuse-cutting machine that cuts to length and punches fuses for bomb shells. The machine is not only faster than the one previous-

(Continued on page 91)



ONE MAN CAN DIP 300,000 sparklers in a day. The dipping process is shown above, with the drying racks in the background.



SHAKER-MACHINE, shown above, drops 465 sparklers at one time. Sparklers, biggest seller in commercial fireworks, are dipped twice. Heaters, equipped with blowers, speed up drying process.



ONE OF THE TWO rotary presses in United's plant is pictured above. These presses are used to make pyrotechnic snakes and also in the manufacturing of tetryl pellets which are used as boosters in ammunition.



WALTER BEACHLER IS SHOWN at his desk testing one of the countless sparklers manufactured in his plant. Beachler lives a busy life, spending much time on the road visiting customers and, when at home, putting in long hours at his plant.



POPULATION: 264

# Elephant Census Zips Toward Peak

Continued from page 54

& Ward; Chase, Benson and other established dealers swung into action, bringing baby bulls to East and West Coast ports and airports. Harry Rimberg and Jack Fox opened a new company and landed elephants at Savannah, Ga., and New York.

### Shows Send Agents

More indicative of the demand were the private shopping tours conducted by circus owners. Dailey Bros. Circus sent veteran elephant man Lewis Reed to India twice, and he brought back 18 punks, the largest single purchase. Hunt Bros. Circus commissioned sculptress Madelaine Parks to buy five elephants. These, as well as many of the others, came from the vicinity of Mysore, India. Other shows and several zoos also went direct to Asia for their new elephants.

One shipment destined for the Goebel farm ran low on feed in mid-Pacific and the navy airlifted bales of hay to meet the emergency. Some of those elephants now are in the Tom Paeks group and one is at the Sacramento zoo.

Simultaneous with the importing came a new rush of trading among circuses. Old and new elephants changed hands and new names turned up as owners of major herds. Among these were Al G. Kelly & Miller Bros. Circus, which now has 22, and the Dailey show, which at one time had 25. Most other shows enlarged their herds. Some outfits which had operated for years with from one to three elephants moved into the 7 to 12-head class. In the early 1940's the old Wallace Bros. Circus set a new record for truck shows by mustering nine bulls. Today three motorized circuses have nine or more and two others have seven each. Kelly-Miller holds the new truck show record.

Among the zoos, arrival of new elephants brought volumes of publicity and set off considerable community action. Many of them paid for new bulls as they had for the old, by collecting nickels and dimes from school children, often with the backing of newspapers.

### Circuses Have Most

In the current census, circuses have 124 elephants, while independent acts and carnivals account for another 33. Zoos have 92, with the largest single herd, seven animals, at St. Louis Dealers and animal farms account for the remainder. Two at the Honolulu zoo are not included in the census totals.

There are only four male Asiatic elephants in the census and one of these is leased to a circus in Mexico. Brookfield Zoo of Chicago, the Houston zoo and Wallace Bros. Circus exhibit the others.

The only African elephants in zoos, except for an African pigmy on Ringling Bros. and Barnum & Bailey Circus. The only other pigmy is at the Cincinnati zoo, while other African elephants include a female at Brookfield, two females and one male at the New York Zoological Park and single males at Pittsburgh and Washington for a total of six.

Who has the smallest elephant can be settled only by on-the-spot measuring and weighing, but last season the distinction probably went to Lydia in the Kelly-Miller kraal. Several claims also are made for the largest bull, and finalists probably would include Big Blanche on the Kelly-Morris Circus, Alice on Beers-Barnes Circus and Iema at the New Orleans zoo. The oldest circus elephant is Palm on the Wallace & Clark Circus, whose affiliations date back to the be-

ginnings of the old Gollmar Bros. herd. The 85-year-old Queen, which the Dallas zoo bought from Hagenbeck-Wallace Circus, is the oldest in the zoos.

### No Jumbo, Tusko

There are no elephants today with the fame which was accorded Jumbo, Tusko or Black Diamond. Jumbo, which still holds the all-time record for size, doesn't even have a namesake. But the World Jungle Compound's Baby Tusko recalls the big tusker which the Barnes circus bought from M. L. Clark's show and renamed. There almost was another Diamond when Kelly-Morris put that tag on one of its imports, but the name was mispronounced by a handler and soon the punk's name was corrupted to Dinah.

The Indian male at Brookfield zoo is named Ziggy for Flo Zigfield and appeared in some of the "Follies" before being sold to Singer's Midgets. Rosie, the elephant which played the title role in Billy Rose's musical, "Jumbo," died some time ago and her owner, Rudy Mueller, now has a new one, Shipwreck Rosie.

Tracing the trail of older elephants from show to show points up the fact that bulls are the only remaining non-human links with many of the well-known shows of the past. Some elephantine trouper have retired to zoos. Among these are Boston's Topsy, formerly with J. Augustus Jones circuses, Little Rock's Ruth, Salt Lake's Alice, Toots at Dallas, and Milwaukee's Venice, which was obtained in 1923 thru a trade with Al G. Barnes. A few zoo elephants appeared at World Fairs with Frank Buck, and a few others came from the Hagenbeck animal agency in Germany.

### Circus Deals Recounted

It is among the circus nerds that most of the trading has taken place. Turning up frequently are bulls that passed thru the dominion of William P. Hall who once owned 30 elephants and was a leading dealer, leaser and booker in the field. Two of these, Anna May and Sidney, now with Clyde Beatty were known as the Firecracker Kids in the Hall catalog because of their stunt with fireworks when they were young.

Continued on page 42

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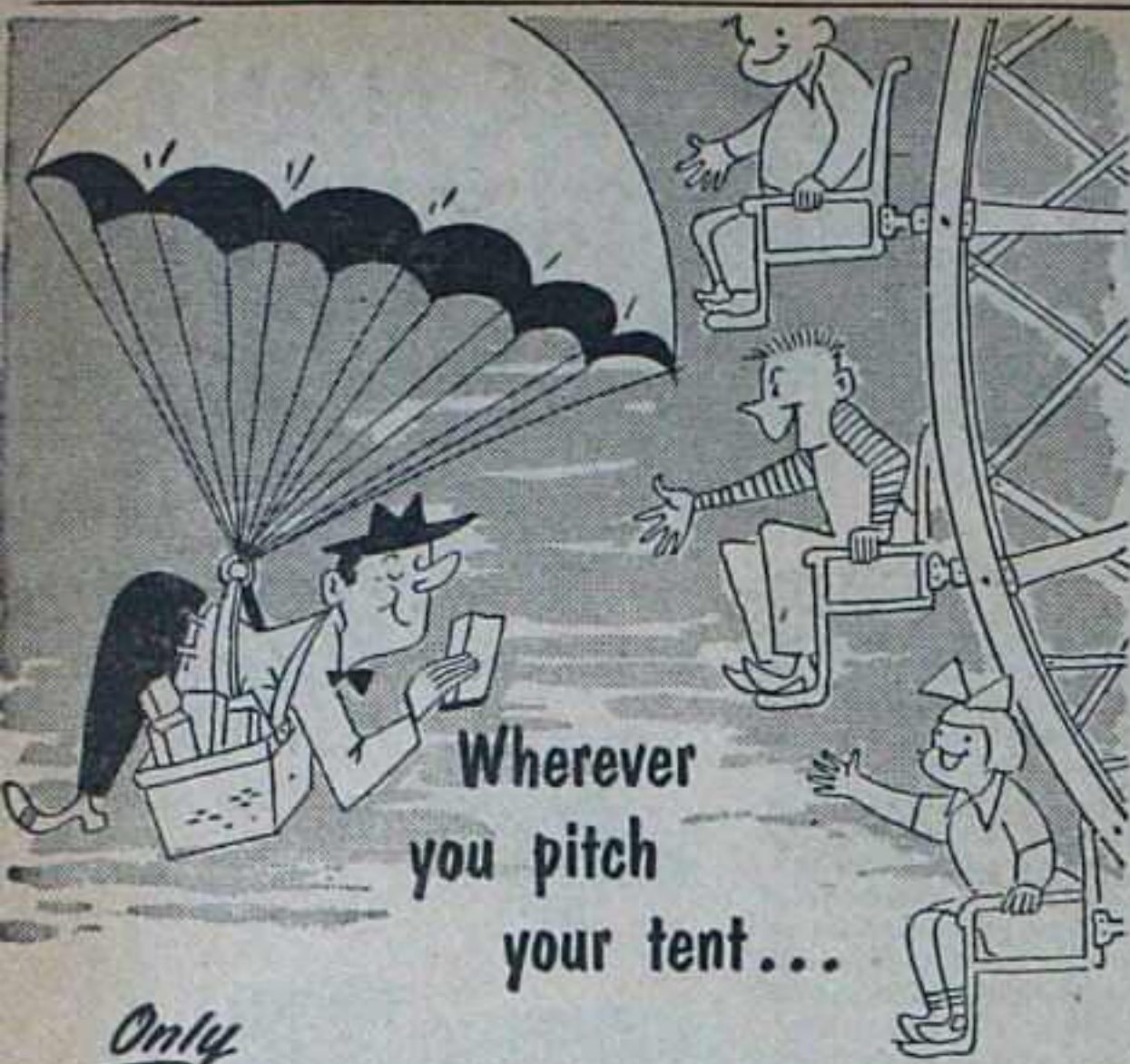


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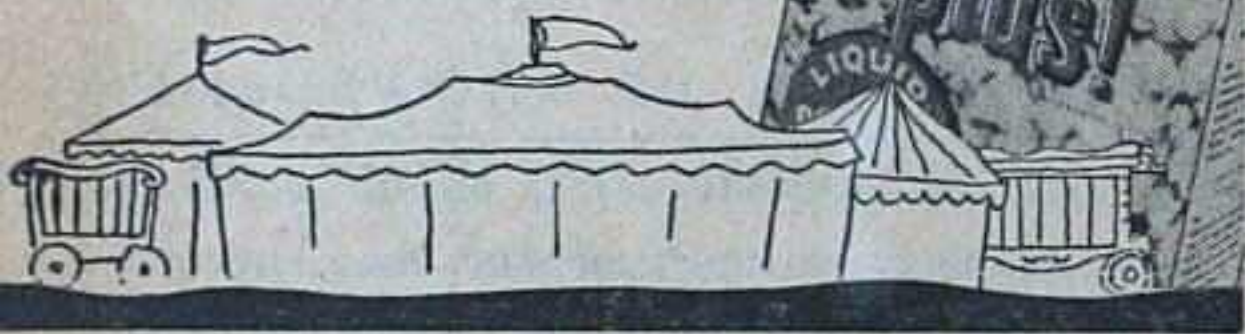


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# New Beatty Edition Shines With Glamor

By **SAM ABBOTT**

LOS ANGELES, April 5.—Clyde Beatty unveiled a new and colorful show here that exceeds anything that he has presented during the five years of the Clyde Beatty Circus. Only a few acts have been carried over from 1951 and the new talent, gay costuming and special lighting put the show in a class by itself. Beatty's move toward streamlining will no doubt draw criticism from the dyed-in-the-wool circus goer who still likes to hear the unprofitable rumble of old wagon wheels and the clopping of heavy horses. But, on the other hand, there will be many admirers of the steps that have taken to modernize and stream-

(Continued on page 88)

# Build Bigger Advance Staff For Chitwood

READING, Pa., April 5.—Joie Chittwood's Eastern unit, which bows April 26 at the new \$300,000 Medley Stadium speed plant, Miami Springs, Fla., has completed staff and physical enlargements for the new season, according to Charles (Buddy) Wagner, general agent.

Thrill show has enlarged its press-radio advance corps to comprise six men, added a giant \$9,000 house trailer, with kitchen, shower and sleeping accommodations for 14 persons, designed by Chitwood, as well as a new sound car, flashed with neon signs, built by Woidill Sound Company, of Pittman, N. J. Sound car is expected to be ready for the Miami Springs opener.

Advance agents skedded to open in Florida for Chitwood are Gerry Walker, John Purtrill, Bob Hagan, Jim Ord and Jim Riser and Wagener. The last-named handles promotions until July 2, when he opens his own Chitwood unit.

Stunt personnel includes Christy (Snooks) Wentzel, Don Forrester, Jimmy Curry, Billy Carter, Dick Cobb, Buck Cowling, Don White, Joe Whitely, Danny Little, Harry Jacobs, Buddy Brooks and Mickey Reider. Johnny and Pete Roberts will handle clown alley.

Medley date is a repeat for the auto stunts, who performed before 8,000 in two shows last February, at the new Miami oval, despite cold weather.

# Out in the Open

Art Briese, Thearle-Duffield Fireworks rep, is confined to his Oak Park, Ill., home where he is recuperating from a recent illness.

Lee Barton Evans reports continuing success with a series of concerts that he has been presenting under auspices thruout the winter. He is preparing a show for the Knights of Columbus, Elyria, O., April 23, having recently completed a souvenir program for a minstrel show endeavor. Souvenir programs are issued in conjunction with all of his concerts.

See Page 83 for  
THE BILLBOARD'S NEW WEEKLY  
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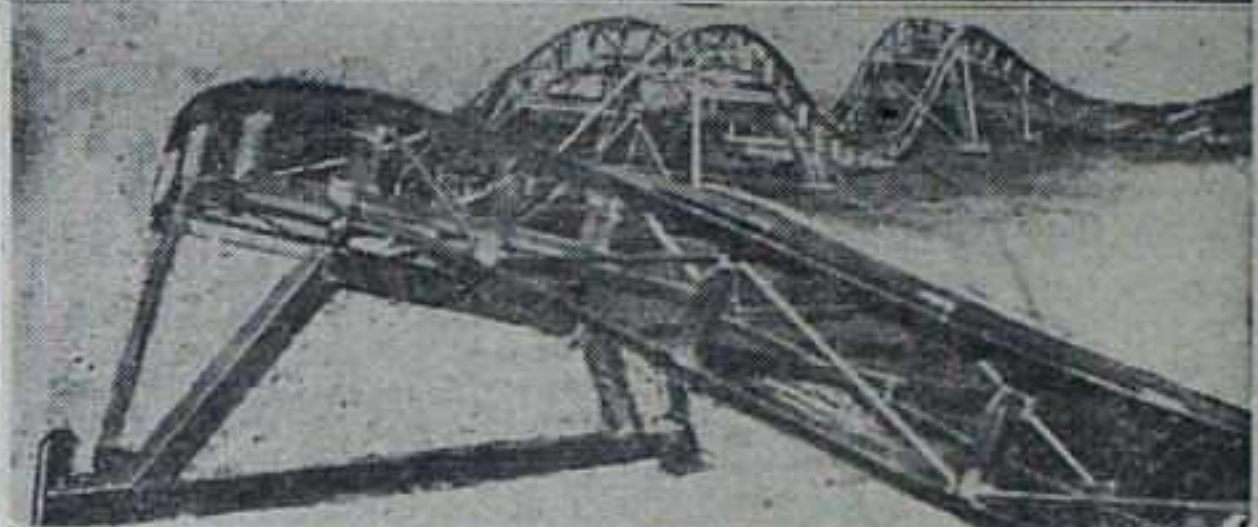
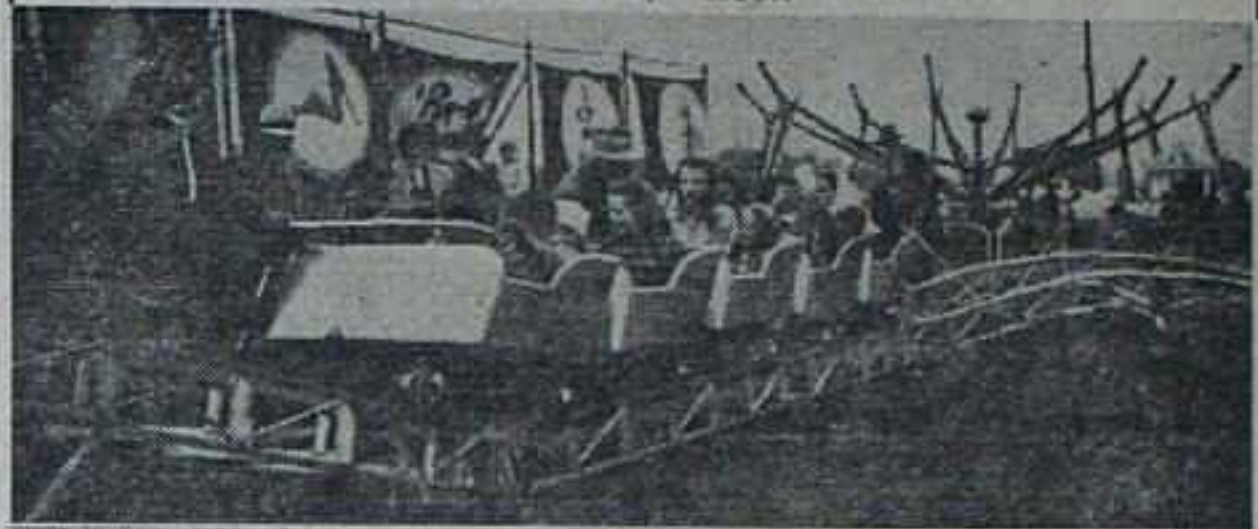
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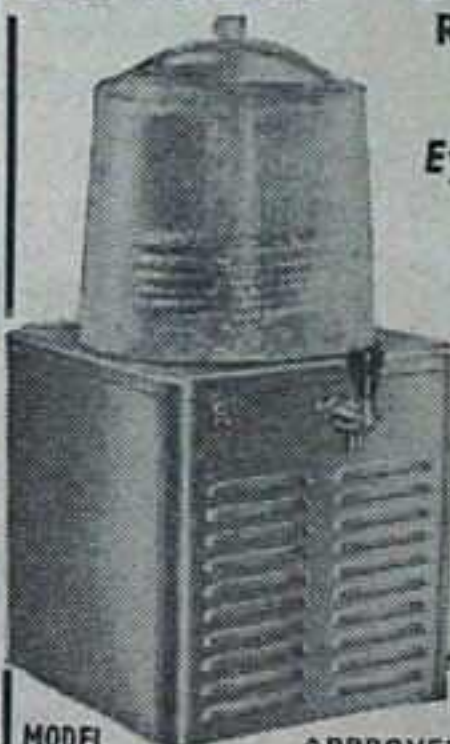
The ride that is taking the country by storm, well built, simple to operate, easy to set up and tear down, loads on a 16 ft. truck. Capacity 10 adults or 15 children. This ride has the record of 5406 riders in one day at the Washington State Fair three years ago. Price F.O.B. Factory \$6750, including Fence, Ticket Booth and Three Phase Motor.

Appreciation is here expressed to all the legitimate Ride Manufacturers who have had the decency and ethics to not imitate this coaster while the patents are pending, thereby benefiting Show Business as a whole by making it worth while for all manufacturers to develop and market new rides without fear of infringement. However, due to an exception of the rule, two new rides will have to be held from the market until their patents are granted.

# SLASH Goes the PRICE!

Refrigerated **ALL STAINLESS STEEL**  
**BEVERAGE DISPENSER**

Eye-Catching! **CASH-CATCHING!**



- ★ ★ ★ ★ **DURABLE**, Built of finest materials for long, hard, CONSTANT use . . . fast, easy efficiency . . . in serving icy-cold drinks. Everlasting finish won't crack, chip or peel.
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- Completely automatic
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# COVERED WAGON A NEW TEXAS KIDDIE RIDE

No Kiddie Park or City Park can afford to be without at least one of these new sixteen passenger units. Priced at \$1250.00

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**YOUR  
SHOW  
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**EXTENDS TO  
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FOR A  
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### Talent Topics

Joe Beach, of Springfield, Mass., reports that he recently visited Don Fancisco at the Better Homes Show there. In addition to presenting his wire act, Don supervised the booths at the show. At the Valley Arena in Holyoke, Mass., Joe visited Louis and the Oliver Sisters, Danny Shaw, Joe Morris and Company, Jack and Miriam Parket, Al and Connie Fenton, Eddie White and Joanne and Stanley Kayne.

Beatrice Dante, who has her chimp act with the E. K. Fernandez All-American Circus in Tokyo, writes that when the troupe arrived there March 26, they were greeted at the airport by a large crowd of natives who showered them with flowers. All 48 performers are living in the Ga-Jo-En Hotel for the month stand in the Japanese capital, after which they are skedded to tour other cities on the island. Beatrice's chimps arrived on the S. S. Sea Serpent, where they were cared for by Rueben Castang, who has a similar act.

Milo Jones, head man of the Three Milos, high act, is still at his home town, St. George, Utah, where he will remain until the outdoor season starts. Billy Barton, cloud swing, infers he will play indoor dates for Frank Wirth at Johnstown, Pa., Hartford, Conn., Providence, and Syracuse, N. Y.

Jack Gordon, unicycle-juggler, was in Chicago recently after closing a long winter engagement as a half-time attraction with the Harlem Globetrotters, pro basketball aggregation. After a few days in the Windy City, he headed for Los Angeles where he will play the Biltmore Bowl. Other recent arrivals in Chicago included Emil and Evelyn, teeterboard, and Hap Hazard, comedy juggler, who went there from Florida winter vacations.

Grandstand line-up at Hartford, Mich., Fair will include nine acts, according to Ernie Young, Chicago booker, who has closed to produce the show. In addition to several production numbers, talent will include the Palmers, songs; Farias Duo, hand balancing; Three Dee Sisters, trampoline; Three Debutantes, trapeze; Great Smetona, wire; Gabrielle and Nemeth, perch; Trio Brooks, comedy; Cortello's dogs and Capt. William Busch bom's Liberty horses.

Gabrielle and her high school horse, Silhouette, are still in New York where she recently played the Tootsie Hippodrome TV show over American Broadcasting Company. Whitey Carson, ropes, and Clem Belling's dog act were skedded to play the April 6 show.

Grandstand show at LaCrosse, Wis., Fair, heretofore skedded for three nights, has been extended to five nights, Boyle Woolfolk, Chicago booker, reports. Talent line-up there will include Alice Moorehouse, acro-dancer; Jerry Coe, accordion; Alphonse Berg, the Great Drapo; Walter Nilson, comedy unicycle; Clements Bellings, comedy dogs; All American Boys, trampoline; Joe Howard, comedy; Judy Talbot, songs, and Gae Foster's Roxyettes.

Melita and Wicons will do their perch and iron-jaw on the Sunday (13) "Super Circus" TV show from Chicago via ABC. Also on that day's bill will be the Winlos, unicycle, and the Ivanovs, casting act. Lott and Anders, unicycle-jugglers, will perform the following Sunday and a week later, Porter Sims, dogs and ponies, and the Aero Stylites, high act, are scheduled.

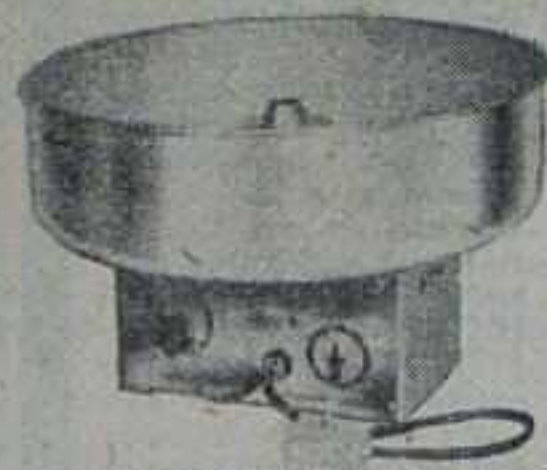
Wally Overman is playing Montreal night clubs and reports that he's set in that territory until May 4. . . . During Polack Bros. Western Unit's stand at Taft Auditorium, Cincinnati, March 19-29, 15 penguins were flown into the Queen City from the Magellan Islands at the tip of South America and delivered to Albert Spiller, whose seal act is one of the show's features. Spiller retained the penguins which he thought had show potentials. The remainder were presented to the Cincinnati Zoo.

Count Popo DeBathe closes with the kids' rodeo at the Cow Palace, San Francisco, April 6. Popo reports he has 10 West Coast fairs skedded, the first starting May 1.

## A FEW OF THE MANY CONCESSION SUPPLY CO. MONEY-MAKERS FOR '52

Send for the Big New Catalog  
It's FREE!

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CONCESSION SUPPLY CO.  
DOES IT AGAIN!**

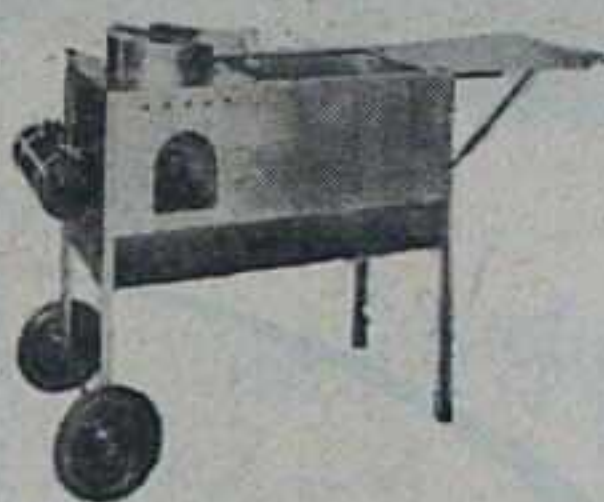


The new deluxe Model 120 Floss Machine with 29 1/2" spun aluminum pan is guaranteed to out-produce any other machine on the market or your money back. Keeps two men busy rolling the floss onto the cones. Motor has variable speed control. Spinnerhead is on the shaft—direct drive. Remote heat control. For a few dollars we can convert your standard Model 120 to the deluxe model for unsurpassed production.

**ROUGH AND READY . . .  
CONCESSION MODEL 120**

From the World's Largest Maker

The Concession Standard Model 120 Floss Machine is known throughout the trade for its dependability and rapid rate of production. Direct drive, variable speed motor, heat control, six-month motor guarantee. Compact, 25" spun aluminum pan. Best buy in the world for the money. Also complete line of rheostats, voltage boosters, bands and ribbons for all makes of machines.



**PORTABLE POPCORN  
SET UP ANYWHERE**

You can't miss the jackpot with this one . . . plenty of storage space for boxes, bags, seasoning, popped and unpopped corn. Complete outfit includes Coleman Heating Unit, 12 quart Saratoga Popper and semi-pneumatic rubber tired wheels. Length 36", width 18", height 36" with legs, 18" without legs. All-aluminum construction. Available without legs for stationary set-up.

### SUPER KETTLE POPPER

35 QT. Here's the popper for the large volume business. Pops two to three pounds of raw corn per popping. Can be easily motorized. 19 1/2" diameter, 15" deep of 3/32" aluminum. Gearless agitator. 35 quarts of popped corn per popping.



### SARATOGA POPPER

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8 QT. Keep this one ready for auxiliary use during rush periods. It's tops.



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EVERYWHERE**



Concession Supply Company makes two hi-profit, sturdy rides for the kiddies. Auto ride track layout can be set up to suit the space you have available. Jeeps are powered by storage batteries. Each jeep will run 4 to 6 hours steady without recharging. Equipment furnished to re-charge batteries at night. Boat ride is circular. Powered by 110 volt electricity. Boats are Fiberglass. Can't leak and never need refinishing. Both of these rides are top attractions at every location where they have been tried in competition.

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Write for it . . .

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| A-101 WITH MY EYES WIDE OPEN I'M DREAMING<br>PLAY, HURDY-GURDY, PLAY | A-111 OFFICIAL WEST POINT MARCH<br>PERFUMED ZEPHYR               |
| A-102 HOW MANY G'S IN PEGGY<br>BIBBIDI-BOBBIDI-BOO                   | A-112 PAUL LUKE'S SATYR TANZ<br>BOLERO FROM SICILIAN VESPER      |
| A-103 SOME ENCHANTED EVENING<br>DEAR HEARTS & GENTLE PEOPLE          | A-113 SECOND FEMALE FROM TRAVIATA<br>PARTS 1 & 2                 |
| A-104 ENJOY YOURSELF<br>MUSIC, MUSIC, MUSIC                          | A-114 LOVE SONG OF RINALDO<br>WOODPECKER SONG                    |
| A-105 THE LAST WALTZ<br>PASQUINADE CAPRICE                           | A-115 BEER BARREL POLKA<br>CREAKING OLD MILL ON THE GREEN        |
| A-106 OLD TIME WALTZES—PART 1<br>OLD TIME WALTZES—PART 2             | A-116 EL RANCHO GRANDE<br>ALICE BLUE GOWN                        |
| A-107 FAUST—PART 1<br>FAUST—PART 2                                   | A-117 MAN WITH MANDOLIN<br>AT THE BALALAIKA                      |
| A-108 LIGHT CAVALRY MARCH—PART 1<br>LIGHT CAVALRY MARCH—PART 2       | A-118 LITTLE RED FOX<br>CECELIA                                  |
| A-109 THREE O'CLOCK IN THE MORNING<br>YOU-CAN'T BE TRUE, DEAR        | A-119 LAUGHING POLKA<br>AHI SWEET MYSTERY OF LIFE                |

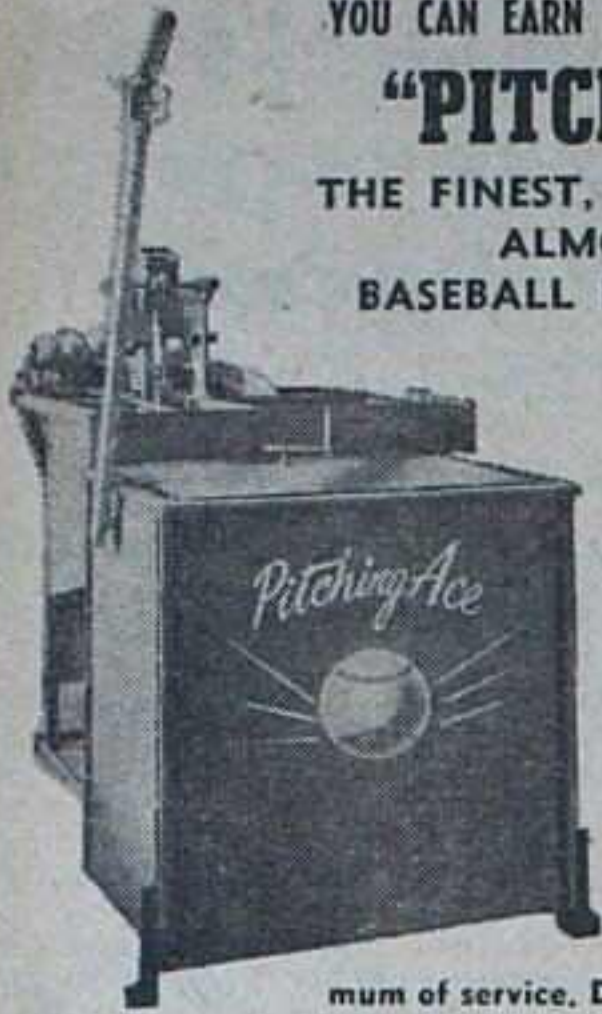
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→ ONLY THE BILLBOARD COVERS ALL OF SHOWBUSINESS!



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YOU CAN EARN PHENOMENAL PROFITS WITH  
**"PITCHING ACE"**  
 THE FINEST, FULLY AUTOMATIC,  
 ALMOST HUMAN  
 BASEBALL PITCHING MACHINE



Get set for **BIG BUSINESS** this summer with a batting range of **PITCHING ACES**—the new, tried and tested baseball pitching machines that throws the ball just like a big league pitcher. Thousands of brand new locations are available for this new nationwide sensation—and we offer **PROMPT DELIVERY!** **PITCHING ACE** is not just another machine. It's new—it's different—it incorporates every sound feature necessary to attract and maintain the play at a minimum of service. Don't wait! Get started **NOW!**

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**GIVE TO DAMON RUNYON CANCER FUND**

## Los Angeles Opens Strong for Beatty

Crowds Slacken After Week-End Rush; Ticket Deal to Hype Kid Turnouts

LOS ANGELES, April 5.—Strong business that greeted the Clyde Beatty Circus when it opened here Friday (28) and continued thru the week-end slowed to a walk the first of the week. Show is playing 17 days as against 11 last year and this was considered in the slackening, but more blame was placed on the cold nights that have cut down the evening crowds.

Indications were, however, that the second and last full week will pull well. Schools will be recessing for the Easter holidays, and the reduced tickets available thru 43 Owl drugstores are expected to bolster the matinee attendance.

Beatty opened Thursday (27) in El Monte where satisfactory business was reported. Opening the following day in this city at Washington and Hill streets, the circus passed up the matinee and concentrated on the evening show, which was attended by radio and television celebrities. Members of the Pacific Coast Showmen's Association were Beatty's guests at the opener.

Saturday (29) was overcast but attendance was good for both performances. Sunday's matinee was a turnaway and the evening show held up well. Beatty plays three Sundays on the lot during the run.

The show makes a neat lot appearance with all new canvas and newly painted rolling stock. As in former years on this lot, the Side Show is spotted on the right looking toward the big top. On the left this year is Harry  
 (Continued on page 86)

## Revamped Bill Aids Barlay Unit

BERLIN, April 5.—The business had turned bad for the Barlay indoor circus here, right after Christmas, and the manager had originally decided to close, substitution of a new and stronger show hyped attendance and allowed Barlay to continue. Show will probably go thru the Easter holidays, after which it will start its usual tour thru the Soviet zone. Acts which proved a life-saver for Barlay were Jacob Holzmueller's talking elephant, Nellie; the Casi riding troupe; Pribyl, wire walker, and the 12 Romanos, gladiators.

West Berlin will see the West German circus Willi Holzmueller, an outdoor show with a 5,000-seat top, which makes its debut for an indefinite run April 12. Circus Paula Busch starts here in May. The larger circuses in West Germany, Hagenbeck, Krone and Althoff, are waiting for the cold, gusty weather to ease before hitting the road.

## SHOW PAPER

### Ad Material Prices Hold To '51 Level

CHICAGO, April 5.—Two show print companies report prices of advertising material is unchanged this season.

Neal Walters Poster Corporation, Eureka Springs, Ark., reports it anticipates a 50 per cent boost in its business this season. The company supplies outdoor advertising for circus, carnival, fair and rodeo needs. It also prints and mails newspaper-style heralds.

King Show Print, Estevan, Sask., foresees business on a level with last year's unless hoof and mouth disease interferes with some Western Canadian fairs.

The Canadian company reports that materials are available in fairly good supply. The Arkansas firm tells of shortages in some lines, mainly newsprint for heralds.

## Olney Lines Up Talent for Cele

OLNEY, Ill., April 5.—Local American Legion's Fourth of July Celebration to be held June 30-July 5 will feature a variety show Wednesday and Thursday, July 2-3, with Staples Championship Rodeo the attraction on Friday and Saturday afternoon and night. Dolly Young's Royal Crown Shows will provide the midway for the event, Phil H. Heyde, committee's general manager, announced this week.

Grandstand show, said Heyde, will be concluded Friday night (4) with a fireworks display, with Royal Crown closing its midway run Saturday (5).

## TIGER BILL ROPES GOOD TEXAS TAKES

New Wild West Outfit Doing Business; Plans Test of Draw in Bigger Cities

CROCKETT, Tex., April 5.—The all-new Tiger Bill's Real Wild West Show moved into its second week here Tuesday (29) with good takes behind it despite cold weather. Local matinee attendance was light. Matinee at Brenham, Tex., was near-full. Show is using telephone promotion and auspices.

Framed along traditional Wild West Show lines, the Tiger Bill opera uses a 170 by 210-foot open canopy top. It carries 31 motor vehicles, about half of them privately owned. There are 52 people, with more scheduled to join soon, and 25 horses. Side Show is a 50 with two 30's and a 100-foot banner line. Pit show, pony ride, concessions and 30 by 30 marquee are on the midway.

Show is owned and managed by Leo (Tiger Bill) Snyder, former equestrian director with Dalley

Bros. and Kelly-Miller circuses. Three generations of the Snyder family have trouped under the Tiger Bill title, and Snyder's father operated it years ago as both a rail and truck outfit.

Snyder announced that he'll take the show into Illinois, Indiana, Ohio and Michigan territory played by the earlier Tiger Bill shows. It has played small towns since opening at winter quarters in Waelder, Tex., March 21. But it's playing Texarkana and April 7-8 will be in Shreveport, La. Snyder described this date where police auspices will be used, as a test of the show's strength in bigger cities.

Advance advertising has been light, according to early reports. But promotions have turned up  
 (Continued on page 86)

FOR

Your Next Show

have plenty of light... conveniently economically, without the use of heavy rotating equipment. Simply plug a Strong portable spotlight into any 110-volt outlet and you have a bright, quiet, flickerless spot with sharp edge from head to flood.

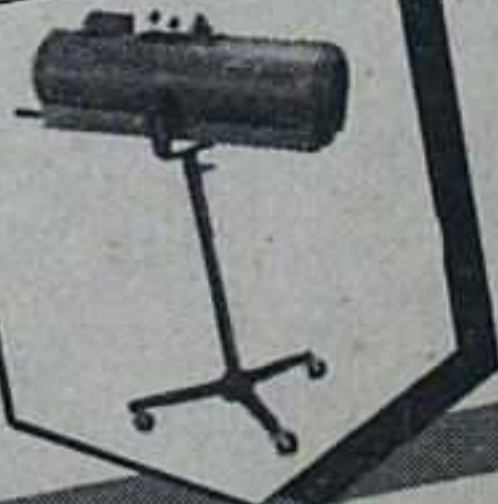


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**HIGH INTENSITY ARC SPOTLIGHT**

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 Adjustable, self-regulating transformer in base. Automatic arc control.  
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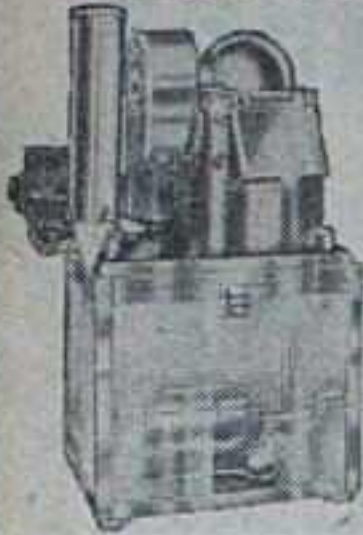
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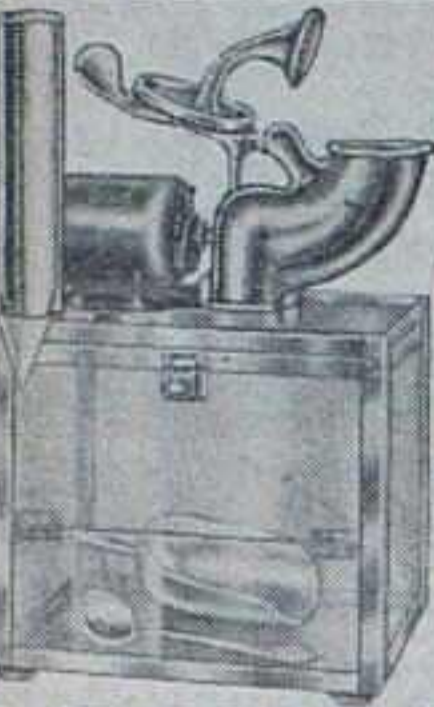
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**Amusement Parks**

**Alabama**

Anniston—Oxford Lake Park, W. E. (Billy) Morgan, owner-mgr.; has seven rides, 12 concession games, pool, rink, Penny Arcade, coin machines.  
Birmingham—Fair Park Kiddieland, R. H. McIntosh, mgr.; has 22 rides, pool.  
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**

Balboa—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.  
Guernwood Park—Guernwood Village, Jack W. Wright, owner-mgr.; has five rides, eight concession games, rink, Penny Arcade, coin machines.  
Long Beach—Virginia Amusement Park, Pacific Mutual Life Ins. Co., owners; David Bradley Jr., mgr.; has six rides, 20 concession games, Penny Arcade.  
Long Beach—Long Beach Am. Co. "Nu Pike," L. P. (Pat) Murphy, mgr.; has 22 rides, 36 concession games, Penny Arcade, pool, ballroom.  
Long Beach—Long Beach Am. Co. "Nu-Pike," L. P. (Pat) Murphy, gen. mgr.; has 14 major and 12 kiddie rides, 27 concession games, Penny Arcade, pool; books orchestras.  
Los Angeles—Beverly Park, David E. Bradley Jr., owner-mgr.; has 11 rides, Penny Arcade.  
Los Angeles—Lucas Kiddieland, 2521 Riverside Drive, J. L. Lucas, owner-mgr.; has 11 rides.  
Los Angeles—Suker's Kiddieland, Harry Suker, owner-mgr.; has seven rides, four concession games.  
Ocean Park, (Santa Monica)—Ocean Park Amusement Pier, Roy C. Troeger mgr.; has 12 rides, 36 concession games, Penny

Arcade, coin machines; books attractions occasionally; six rides in Kiddieland.  
Oceanside—Oceanside Beach Amusement Park, Harry Gordon, owner; Monroe Eisenman, mgr.; has three rides, 10 concession games, Penny Arcade.  
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 eight rides.  
San Diego—Mission Beach Amusement Center, Warner Austin, mgr.; has seven rides, 35 concession games, pool, rink, Penny Arcade, coin machines; books attractions; orchestras occasionally.  
San Francisco—Whitney's Playland at the Beach, George E. Whitney, owner-mgr.; has 29 rides, 45 concession games, rink, Penny Arcade, coin machines.  
Santa Cruz—Santa Cruz Beach, Thomas W. Cutting Jr., mgr.; has 14 rides, 20 concession games, pool, Penny Arcade, coin machines, ballroom.  
Santa Monica—Santa Monica Amusement Pier, W. D. Newcomb Jr., owner-operator; has four rides, seven concession games, Penny Arcade, ballroom.  
Sunland—Sunland Amusement Park, Terrel Fox, mgr.; has 25 rides, 15 concession games, pool, Penny Arcade.  
Venice—Hoppyland, William (Hopalong Cassidy) Boyd, part owner; Clyde G. Hilliard, mgr.; has 23 rides, 10 concession games, pool, Penny Arcade, coin machines; books attractions.

**Colorado**

Denver—Elitch Gardens, Arnold B. Gurtler, mgr.; has seven major and eight kiddie rides, two concession games, Penny Arcade, coin machines; books orchestras and attractions.  
Denver—Lakeside Amusement Park, Benjamin Krasser, mgr.; has 19 rides, five concession games, pool, Penny Arcade, coin machines; books orchestras.  
Pueblo—Minnequa-Lakeside Park, Harry W. Ellsworth, mgr.; has eight rides, 14 concession games, pool, Penny Arcade, coin machines; books orchestras and attractions.

**Connecticut**

Bridgewater—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 kiddie rides, seven concession games, rink, Penny Arcade, coin machines; books orchestras and free acts.  
Middlebury—Lake Quassapaug Amusement Park, M. J. Leon, mgr.; has six rides, 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 concession games, rink, three Penny Arcades, coin machines; books orchestras and attractions.  
New London—Ocean Beach Park, owned by city; August Menphl, 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**

Port Penn—Augustine Beach and Park, Tommy Tekis, owner; Jack Paulson, mgr.; has five rides, 16 concession games, Penny Arcade, coin machines; books orchestras and free attractions.

**Florida**

Daytona Beach—Forest Amusement Park, Jim Forest, owner and manager; has six rides, three concession games.  
Jacksonville Beach—Griffen Amusement Park, P. A. Griffen Sr., owner; P. A. Griffen Jr., mgr.; has 11 rides, six concession games; books free attractions.  
Jacksonville Beach—Boardwalk, Boardwalk Assn., mgr.; has 20 rides, 18 concession games, pool, Penny Arcade, coin machines.  
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 attractions.  
West Palm Beach—Haverhill Grove Amusement Park, Mac Marchess & Bud Watson, owners; has five rides, 10 concession games, coin machines; books orchestras, attractions.

**Georgia**

Atlanta—Fun City, Lakewood Fairgrounds, Mike Benton, mgr.; has 25 rides, five concession games, two lakes, rink; books attractions.  
Augusta—Funland Park, Joe Haworth, mgr.

**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 machines.  
Fox Lake—Fox Lake Kiddieland, Thomas Bacco, owner-mgr.; has six rides, three concessions, Penny Arcade.  
Lake Villa—Sherwood Park, George Rex, mgr.; has six rides, five concession games, pool, Penny Arcade, coin machines; books pay attractions.  
Lyons—Fairland Park, Richard Miller, owner; Alfred Miller, mgr.; has 18 rides, 11 concession games; Penny Arcade.  
Oak Lawn—Green Oaks Kiddieland, M. J. Doolan, owner; Robert Elzrow, mgr.; has 15 rides, three concessions.  
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, Eleanor and Harry Smythe, mgrs.; has six rides, eight concessions; books pay attractions.  
Port Wayne—West Swinney Park, H. E. Hart, owner; has nine major and four kiddie rides, 10 concession games, pool, 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; books orchestras and attractions.

Michigan City—Washington Park, Harold E. Barr mgr.; has five major and eight kiddie rides, 12 concession games, beach, Penny Arcade; books orchestras.  
Monticello—Indiana Beach, T. E. Sparkman, mgr.; has five rides, three concession games, Nickel Arcade, rink, coin machines; books orchestras and attractions.  
Mouth Bend—Playland Park, Earl J. Redden, owner-mgr.; has 10 rides, 10 concession games, rink, Penny Arcade; books attractions.

**Iowa**

Arnolds Park—Benit Amusement Park, Eldo M. Benit, mgr.; has eight major and four kiddie rides, 24 concession games, beach, rink, Penny Arcade; books attractions.  
Clear Lake—Bayside Park, H. A. O'Leary, mgr.; has five rides, six concession games, rink.  
Council Bluffs—Playland Park, Abe Slusky mgr.; has 16 rides, 30 concession games, Penny Arcade, coin machines; books attractions.  
Davenport—Mississippi Valley Amusement Park, H. A. Getfert, mgr.; has five rides, five concession games, Penny Arcade; books orchestras and attractions.  
Des Moines—Riverview Park, Bart Kooker, mgr.; has 15 rides, 10 concession games, Penny Arcade; books orchestras, pay and free attractions.  
Methuen—Grand View Park, Ross Hancock, owner-mgr.; has 10 concession games, rink, Penny Arcade, coin machines; books orchestras and acts occasionally.  
Slous 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**

Senner Springs—Lakewood Park, L. D. Ward, owner-mgr.; has five rides, 16 concession games, pool, rink; books orchestras and free attractions.  
Wichita—Jordland Hills and Joyland Central, The Ottaways, mgrs.; has 20 rides, 10 concession games, Penny Arcade, coin machines.

**Kentucky**

Dayton—Tacoma Park, Charles E. Graham, owner-mgr.; has three rides, pool, rink, Penny Arcade.  
Lexington—Joyland Park, G. D. Kincaid, prez.; has 14 rides, 12 concession games, pool, Penny Arcade; coin machines; books orchestras.  
Louisville—Fontaine Perry Park, J. R. Singhiser, mgr.; has 14 rides, 17 concession games, pool, rink, Penny Arcade, coin machines; books orchestras, free attractions.

**Louisiana**

New Orleans—Audubon Park, owned by city, George Douglass, mgr.; has three rides, pool; books free attractions.  
New Orleans—Pontchartrain Beach, Harry J. Batt, man. dir.; has 15 rides, 18 concession games, Penny Arcade; books free attractions.

**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 attractions.  
York Beach—Funland Amusement Park, Max and Samuel Spector, owners; has seven rides, eight concession games, pool, Penny Arcade, coin machines; books attractions.

**Maryland**

Baltimore—Carlin's Park, John J. Carlin, owner; has 20 rides, 17 concession games, pool, roller and ice rinks, Penny Arcade, coin machines; books free attractions.  
Baltimore—Cottage Grove Beach, Norman Clarke, mgr.; has six rides, 12 concession games, Penny Arcade, coin machines; books pay attractions.  
Baltimore—Kiddieland, 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 P. 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 21 rides, 12 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. Rector mgr.; has four rides, 10 concession games, 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 attractions occasionally.  
Chestertown—Tolchester Park, Tolchester Lines, owners; G. G. Huppman, mgr.; has five rides, two concession games, rink, Penny Arcade.  
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 10 rides, pool, coin machines.  
Marshall Hall, near Washington, D. C.—Marshall Hall Park, L. C. Addison, mgr.; has 14 rides, 10 concession games, Penny Arcade, coin machines.  
Ocean City—Windsor Resort, D. Trimmer Jr., mgr.; has 10 rides, 10 concession games, Penny Arcade, coin machines.

**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.  
Pittsburg—Whalom Park, James J. O'Malley, mgr.; has nine rides, three concession games, beach, rink, Penny Arcade; books orchestras.  
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, Nat. Hochberg, mgr.; has five rides, six concession games, rink, Penny Arcade; books pay attractions.

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Chevrolet trucks are factory-matched to your payload and service requirements. You don't buy "too much truck" or "too little truck." Frame, axles, springs, body, brakes and power are balanced for the job.

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Nantasket Beach—Paragon Park, Lawrence M. Stone, mgr.; has 12 rides, seven concession games, rink, Penny Arcade, coin machines; books orchestras, free attractions.  
 New Bedford—Acushnet Park, Daniel E. Bauer, owner-mgr.; has five rides, eight concession games, rink, Penny Arcade, coin machines; books orchestras, free attractions.  
 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, 13 concession games, beach, Penny Arcade, coin machines; books free attractions.

**Michigan**

Bay City—Wenona Beach, O. D. Colbert, mgr.; has 10 rides, 17 concession games, rink, Penny Arcade, coin machines, books orchestras and attractions.  
 Detroit (St. Clair Shores)—Jefferson Beach Park, Harry Stahl, mgr.; has 25 rides, 30 concession games, rink, Penny Arcade, coin machines; books orchestras.  
 Detroit—Motor City Park, Mrs. Helen Horwitz, mgr.; has 12 rides six concession games.  
 Detroit—Edgewater Park, Cy Wagner, mgr.; has 29 rides, 18 concession games, Penny Arcade, books orchestras.  
 Detroit—Bob-Lo Park, W. B. Browning, gen. mgr.; Harold E. Gorry, mgr.; has 14 rides, Penny Arcade, rink, ballroom.  
 Detroit—Detroit Kiddiland, 8 Mile & Schaefer Roads, Charles Zack, mgr.; has 10 rides.  
 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 16 rides, 30 concession games, rink, Penny Arcade, coin machines; books pay and free attractions.  
 Haslett—Lake Lansing Park, Roger E. Haney, mgr.; has 12 rides, 16 concession games, rink, Penny Arcade, coin machines; books orchestras and free attractions.  
 LaSalle—New Toledo Beach, Harlin L. Walter, mgr.; has eight rides, 14 concession games, rink, Penny Arcade, coin machines; books name bands.  
 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 three rides, concession games, Penny Arcade; books orchestras, attractions.

Walled Lake—Walled Lake Park, Fred W. Pearce & Co., owners; R. K. Templeton, mgr.; has 16 rides, 14 concessions rink, Penny Arcade.

**Minnesota**

Excelsior—Excelsior Amusement Park, Fred W. Pearce Co., Inc., owners; Fred W. Clapp and J. P. Colihan, mgrs.; has 14 rides, 11 concession games, Penny Arcade; books orchestras, free attractions.  
 Fairmont—Interlaken Park, Al Menke, mgr.; has four rides, six concession games, lake, rink; books orchestras and free attractions.

**Missouri**

Joplin—Hollywood Amusement Park, H. A. Brentlinger, owner-mgr.; has two rides, four concession games, pool, coin machines; books free attractions.  
 Kansas City—Fairlyland 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 three rides, five concession games, pool, rink, coin machines.  
 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.  
 St. Joseph—Lake Contrary Amusement Park, L. F. Ingersoll, owner-mgr.; has nine rides, four concession games, Penny Arcade, coin machines; books orchestras, free acts.  
 St. Louis—Forest Park Highlands, A. W. Ketchum, mgr.; has 21 rides, 17 concession games, pool, Penny Arcade, coin machines; books orchestras and free attractions.  
 St. Louis—Chain of Rocks Amusement Park, 10783 Lookaway Drive, Carl F. Trippe, owner-mgr.; has 11 rides, six concession games, pool, rink, Penny Arcade, coin machines; books attractions.  
 Springfield—Dolling 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, René Wegeman, owner-mgr.; has three rides, eight concession games, Penny Arcade, coin machines.

**Nebraska**

Lincoln—Capitol Beach Park, G. J. Carpenter, mgr.; has nine rides, five concession games, pool, rink, Penny Arcade, coin machines; books orchestras and attractions.  
 Omaha—Carter Lake Kiddiland & Pleasure Pier, James D. Carpenter, mgr.; has 14 rides, eight concession games.

**New Hampshire**

Manchester (Goff Falls)—New Pine Island Park, Dennis Collins, mgr.; has 20 rides, 10 concession games, rink, Penny Arcade, coin machines; books orchestras and attractions.  
 Manchester—Crystal Lake Park, Mrs. John Kilonis, mgr.; has three rides, eight concession games; books free attractions.

**New Jersey**

Aubury 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.  
 Atlantic City—Steeplechase Pier, Atlantic Am. Co., owners; has 10 rides, four concession games.  
 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. Dougherty 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, 35 concession games, pool, rink, Penny Arcade; books free attractions.  
 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 kiddie rides; 10 concession games; coin machines; books free attractions.  
 Mays Landing—Lake Lenape Park, Eugene Lelling, mgr.; has five rides, four concession games, rink; books attractions.  
 Pallsade—Pallsade Amusement Park, Jack and Irving Rosenthal, owners-mgrs.; has 25 rides, 20 concession games, pool, Penny Arcade; books orchestras and attractions.  
 Pennsville—Riverview Beach Park, L. K. Chrisman, mgr.; has 14 rides, four concession games, pool, rink, Penny Arcade.  
 Pitman—Acyon Park, Alcyon Park, Inc., owners; Joseph Applebaum, mgr.; has five rides, 10 concession games, lake, rink, Penny Arcade, coin machines.  
 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 games, pool, Penny Arcade.  
 Wildwood—Playland, Cedar Schellenger Corp., owners; Robert J. Kay, mgr.; has 19 rides.  
 Wildwood—Casino Arcade Park, S. B. Ramagosa & Sons, owners; Gilbert Ramagosa, mgr.; has 6 rides, 23 concession games, Penny Arcade, coin machines.

**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, 14 concession games, Penny Arcade, coin machines; books attractions.  
 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 11 rides, 39 concession games, Penny Arcade, coin machines; books pay attractions.  
 Caroga Lake—Sherman's Amusement Park, the Sherman's, 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. Onogato, mgr.; has 31 rides, concessions, pool, Penny Arcade, coin machines.

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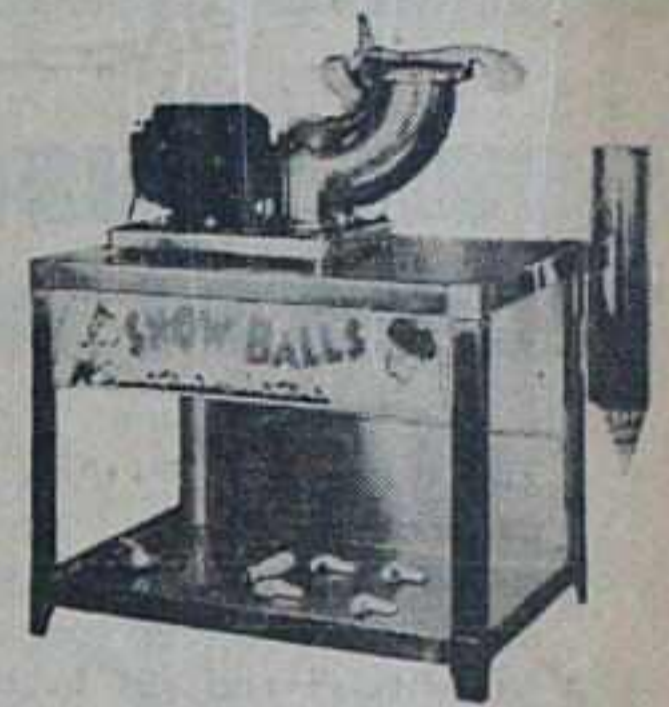
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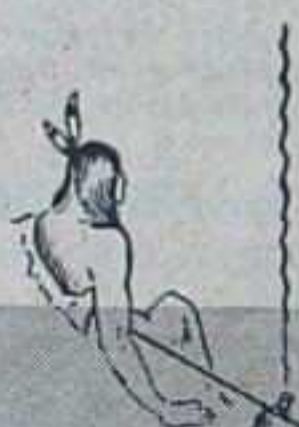
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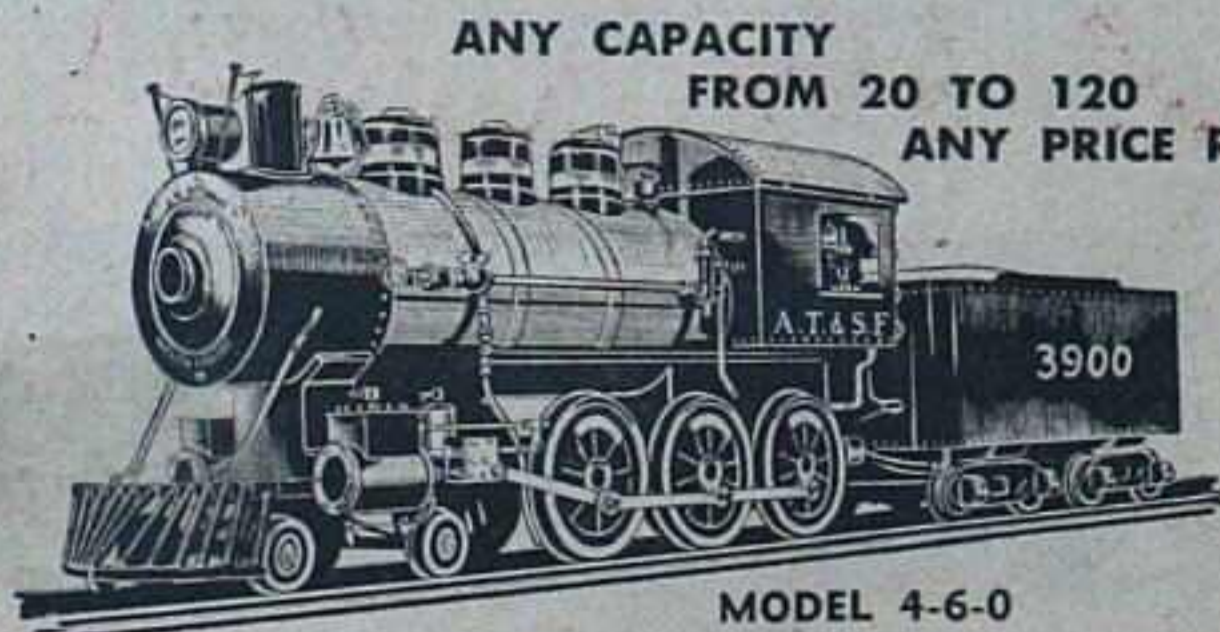
That's elementary to people in show business — but why do so many continue to tie themselves to a stationary type of concession stand? Why not use the mobility of the Calumet Coach Mobile Units? Not only can you place yourself in the middle of the "tip," but there's no problem in "tearing-down" or "setting-up." Fold down the sides or close the windows and you're ready to go in a CalCoach unit. And, if you'd like, your concession unit can be self-sustaining without need for power connections. Tell us specifically what you need and we'll tell you what we have for you.

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**THE BILLBOARD!**

- Corfu—Boulder Park, Indian Falls, Theo. Morrot, owner-mgr.; has six rides, 18 concession games.
- Geneseo—Long Point Park, Mrs. H. W. Berry, owner; C. P. Johnston, mgr.; has three rides, five concession games, rink, Penny Arcade, coin machines; books bands; free attractions at times.
- Jamestown—Celoron Park, Harry A. Illions, owner; H. G. Inglish, mgr.; has 16 rides, 14 concession games, rink, Penny Arcade, coin machines; books orchestras and attractions.
- Lake Ronkonkoma, L. I.—Turner's Park, H. William Berger, mgr.; has four rides, two concession games, lake, coin machines.
- Manlius (Syracuse)—Suburban Park, Fred W. Searle, owner-mgr.; has eight major and four kiddie rides, eight concession games, rink, Penny Arcade, coin machines; books free acts.
- Niagara Falls—Playland Park Beach, Joseph F. Paness, owner-mgr.; has five rides, nine concession games, Penny Arcade, coin machines; books orchestras and attractions.
- Olcott—Olcott Beach Amusement Park, Hubert Flynn, owner; Edward J. Flynn, mgr.; has six rides, 20 concession games, rink, Penny Arcade.
- Olcott Beach—Kiddieland, A. C. Fox, owner; has four rides, five concession games.
- Peekskill—Indian Point Park, E. D. Kelman, owner-mgr.; has 20 rides, concession games, Penny Arcade, pool.
- Richfield Springs—Canadatego Park, Joe Masge, owner-mgr.; has two rides, five 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.
- Rockaway Beach—Seaside Amusement Park, E. D. Kelman, gen. mgr.; Peter Drambour, mgr.; has 10 rides, 17 concession games, Penny Arcade.
- Rockaway Beach—Rockaways' Playland, A. Joseph Geist, owner; Lowell Young, mgr.; has 19 rides, 38 concession games, Penny Arcade.
- Rye—Playland, Col. Allan E. MacNicol, dir.; has 37 rides, 17 concession games, pool, ice rink, Penny Arcade, coin machines; books attractions.
- Saratoga Springs—Kaydross Park, Jack Gross, mgr.; has four rides, three concession games, Penny Arcade, coin machines.
- 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, Milton Totman, owner-mgr.; has four rides, three concession games.
- Williamsville—Glen Park, Harry Altman, mgr.; has three rides, three concession games, rink, Penny Arcade, coin machines; books orchestras, pay and free attractions.
- Youngstown—Lakewood Park, C. H. Tot-hill, mgr.; has four rides, seven 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 Amusement Park, J. A. Partlow, mgr.; has 11 rides, 10 concession games; books free attractions.
- Hickory—Lake Hickory Amusement Park, E. W. Hollar, owner; W. E. Horne, mgr.; has six rides, 15 concession games, beach; books attractions.
- Winston-Salem—Reynolds Park, owned by city; Ivan J. Basch, mgr.; has two rides, one concession game, pool, rink, coin machines; books free attractions.
- Ohio**
- Akron—Sandy Beach Park, Ed M. Palmer, mgr.; has three rides, eight concession games, Penny Arcade; books free attractions.
- Akron—Summit Beach, Ed M. Palmer, mgr.; has 17 rides, 12 concession games, pool, rink, Penny Arcade, coin machines; books attractions at times.
- Bascom—Meadowbrook Park, J. G. Haugh Estate, owners; Walter Kelbley, mgr.; has seven rides, seven concession games, pool, Penny Arcade.
- Bucyrus—Seccalum Park, R. A. Jolly, mgr.; has six rides, 10 concession games, Penny Arcade, coin machines. (Will not operate in 1952 on account of fire.)
- Buckeye Lake—Buckeye Lake Park, John J. Carlin Sr., owner; A. M. Brown, mgr.; has 17 rides, 22 concession games, pool, rink, Penny Arcade, coin machines; books orchestras, free attractions.
- Canton—Meyers Lake Park, Carl M. Sinclair, 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 attractions.
- Chippewa Lake—Chippewa Lake Park, Parker Beach, owner-mgr.; has 18 rides, 27 concession games, rink, Penny Arcade, books orchestras and free attractions.
- Cincinnati—Zoological Garden, owned by city; J. P. Heusser, mgr.; has seven rides in Kiddieland, Penny Arcade; books attractions at times.
- Cincinnati—Coney Island, Edward L. Schott, mgr.; has 17 rides, 16 concession games, pool, Penny Arcade; books orchestras, free attractions.
- Cleveland—Euclid Beach Park, The Humphrey 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, 20 concession games, rink, Penny Arcade, coin machines; books orchestras and free attractions.
- Columbus—Zoo Park, Leo and Elmer G. Haehnle, mgrs.; has 14 rides, five concession games, Penny Arcade, coin machines.
- Dayton—Lakeside Park, Lakeside Park Co., owner; Gerald Niermann, mgr.; has 14 rides, eight concession games, Penny Arcade, coin machines; books orchestras.
- Dayton—Frankie's Forest Park, Frank J. Schaeffer, owner and mgr.; has 16 rides with Kiddieland, eight concession games, Penny Arcade; books orchestras.
- Findlay—Riverside Park, owned by city; Service-Director, mgr.; has four rides, two concession games, pool, rink, Penny Arcade.
- 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 six rides, 18 concession games, lake, Penny Arcade, coin machines; books attractions.
- Marion—Crystal Lake Park, Maurice F. Ludwig, mgr.; has five rides, 18 concession games, pool, rink, Penny Arcade, coin machines; books orchestras and attractions periodically.
- Middletown—LeSourdville Lake, Don Dasey, mgr.; has 12 rides, five concession games, pool, Penny Arcade; books orchestras and attractions.
- New Philadelphia—Tuscora Park, owned by city, Harold Meens, 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, 15 concession games, rink, Penny Arcade, coin machines; books orchestras; attractions occasionally.
- Sandusky—Cedar Point on Lake Erie, D. M. Schneider, gen. mgr.; E. S. Starr, concession mgr.; has 20 rides, 20 concession games, Penny Arcade, coin machines; books orchestras and attractions.
- Springfield—Springfield Springs Park on Route 40, Fred L. Rivenburgh, owner and mgr.; has four rides, three concession games, pool; books attractions.
- Toledo—Sunnyside Beach, Louis A. Abrasa 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, six concession games, Penny Arcade.
- 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, Mrs. J. L. Blanchat, owner; James M. Ryan, mgr.; has 12 rides, concession games, Penny Arcade; books orchestras and attractions.
- Youngstown—Idora Park, M. A. Hindin, mgr.; has 25 rides, 10 concession games, Penny Arcade, coin machines; books attractions.
- Zanesville—Moxahala Park, Tim J. Nolan, owner-mgr.; has 10 rides, eight concession games, pool, rink, Penny Arcade, coin machines; books orchestras and attractions.
- Oklahoma**
- CACHE—Cragville Park, Frank Rush, mgr.; has six rides, concession games, pool, rink, Penny Arcade; books attractions.
- Lawton—Dee Des Park, E. 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 Stalon, mgrs.; has 12 rides, 11 concession games, pool, Penny Arcade, coin machines.
- Tulsa—Lakeview Amusement Park, Cecil Elfritz, owner-mgr.; has 17 rides, 10 concession games, Penny Arcade, coin machines; books pay and free attractions.
- Oregon**
- Portland—Jantzen Beach Park, Hayden Island Am. Co., owners; Eric G. Swanson Jr., mgr.; has 20 rides, 19 concession games, pool, rink, Penny Arcade; books orchestras.
- Portland—Oaks Amusement Park, Robert Bollinger, mgr.; has 18 rides, rink; books attractions.
- Seaside—Gayway Park, Vernon G. Raw, owner-mgr.; has five rides, four concession games at separate locations, pools and Penny Arcade.
- Pennsylvania**
- Allentown—Central Park, James A. Joseph, mgr.; has 12 rides, 12 concession games, Penny Arcade, coin machines; books orchestras, pay and free attractions.
- Allentown—Dorney Park, R. L. Piarr, mgr.; has 16 rides, six concession games, pool, rink, Penny Arcade; books orchestras, pay and free attractions.
- Altoona—Lakemont Park, S. B. Taylor, mgr.; has 17 rides, 12 concession games, pool, rink, Penny Arcade; books attractions occasionally.
- Barnesville—Lakeside Park, J. Tomat, mgr.; has six rides, 12 concession games, lake, rink, Penny Arcade, coin machines; 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 orchestras and attractions.
- Conneaut Lake—Conneaut Lake Park, W. J. Tarr, gen. mgr.; has 19 rides, 12 concession games, beach, Penny Arcade, coin machines; books orchestras and attractions.
- Easton—Bushkill Park, Thomas V. Long, owner-mgr.; has 12 rides, five concession games, pool, rink, Penny Arcade, coin machines; books free attractions.
- Easton—Willow Park, Shelby Bros., owners-mgrs.; has three rides, two concession games, pool.
- 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, 13 concession games, Penny Arcade, coin machines; books orchestras and free attractions.
- Halfax—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, owner-mgr.; has 10 rides, 12 concession games, rink, Penny Arcade, coin machines; 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—Hazel Park, Ray Gronkowski, owner-mgr.; has five rides, 10 concession games, kiddie pool, rink, Penny Arcade, coin machines; books orchestras and attractions.
- Hershey—Hershey Park, Hershey Estates, owner; G. W. Bartels, mgr.; has 17 rides, four concession games, pool, Penny Arcade, coin machines; books orchestras and free attractions.
- Lake Ariel—Lake Ariel Park, Bert Derby, owner-mgr.; has 12 rides, eight concession games, beach, Penny Arcade; books orchestras and attractions.
- Lancaster—Rocky Springs Park, James Figari, mgr.; has eight 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—Idewild Park, C. K. MacDonald, mgr.; has 14 rides, pool, Penny Arcade, coin machines; books attractions.
- Mahanoy City—Lakewood Park, Charles A. Donahue, mgr.; has 13 rides, five concession games, pool, rink, Penny Arcade; books name bands and pay attractions.
- Mechanicburg—Willow Mill Park, H. Dell Stoner and Ira J. Brehm, owners-mgrs.; has eight rides, five concession games, rink, Penny Arcade; books free attractions.



**Mechanicburg**—Williams Grove Park, R. E. Richwine, mgr.; has 15 rides, 10 concession games, Penny Arcade, coin 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 attractions.

**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, Penny Arcade, coin machines; books attractions.

**Pine Grove**—Twin Grove Park, O. H. Yergey and G. I. McGrady, owners; W. A. Panepacker, mgr.; has five rides, nine concession games, pool, Penny Arcade; books 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 E. Henninger, mgr.; has 26 major and 15 kiddie rides, 12 concession games, pool, Penny Arcade, coin machines; books orchestras and free attractions.

**Portersville**—Shawood Park, Stanley M. Shaw, owner-mgr.; has three rides, six concession games, rink; books orchestras and attractions.

**Reading**—Carsonia Park, Joseph Sigg, mgr.; has eight rides, concessions, pool, rink, Penny Arcade; books orchestras, acts.

**Royersford**—Lakeview Amusement Park, Frank H. Caven, dir.; William Streeter, 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; Gibby Sterling, mgr.; has 14 rides, one concession game, pool, Penny Arcade, coin machines; books orchestras and free attractions.

**Shamokin**—Edgewood Park, George H. Jones, mgr.; has eight rides, six concession games, pool, rink, Penny Arcade; books free attractions.

**Sunbury**—Rolling Green Park, R. M. Swangler, owner-mgr.; has 15 rides, 15 concession games, pool, rink, Penny Arcade, coin machines; books orchestras and free attractions.

**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.

**Wainwright**—Edgemont Park, Rollin E. Minnich, owner-mgr.; has four rides, four concession games, pool, Penny Arcade, coin machines; books free attractions.

**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 vaude acts, pay attractions and orchestras.

**York**—Brookside Park, Robert Hoffman, owner; Floyd F. Schell, mgr.; has five rides, 20 concession games, Penny Arcade, coin machines; books free attractions.

**Rhode Island**

**Riverdale**—Crescent Park, Harold D. Gilmore, mgr.; has 18 rides, 12 concession games, rink, Penny Arcade, coin machines; books attractions.

**Warwick**—Rocky Point Park, Vincent Perla, owner; Paul S. Haney, mgr.; has 15 rides, 50 concession games, pool, Penny Arcade, coin machines; books orchestras, pay and free attractions.

**South Carolina**

**Beaufort**—Sea Island Park, Sherman Husted, owner; L. E. Raley Jr., mgr.; has 15 rides, 30 concession games, rink, Penny Arcade, coin machines; books orchestras and attractions.

**Tennessee**

**Chattanooga**—Warner Park, owned by city; A. L. Bender, mgr.; has nine rides, pool, Penny Arcade; books attractions.

**Chattanooga**—Lincoln Park, owned by city; W. E. Thornhill, mgr.; has two rides, three concession games, pool, rink; books pay and free attractions.

**Chattanooga**—Lake Winnepesaukee Park, Mrs. Minette Dixon, owner-mgr.; (mail address, R. 4, Rossville, Ga.); has 12 rides, five concession games, pool, Penny Arcade, coin machines; books attractions.

**Knoxville**—Chilhowee Park, owned by city; Mack Franse, mgr.; has eight major and five kiddie rides, eight concession games, rink, Penny Arcade, coin machines; books name bands and free acts.

**Memphis**—Fairgrounds Amusement Park, owned by city; Eddie Toulon, mgr.; has 18 rides, 17 concession games, pool, Penny Arcade, coin machines; books attractions.

**Texas**

**Corpus Christi**—North Beach Amusement Park, W. C. Combs, mgr.; has eight rides, 20 concession games, rink, Penny Arcade.

**Dallas**—Fair Park; has 30 rides, 15 concession games, pool, rink, Penny Arcade; free attractions.

**Dallas**—Vickery Amusement Park, L. R. Hickman, owner; J. A. Cook, mgr.; has five rides, four concession games, pool.

**El Paso**—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 orchestras.

**Houston**—Playland Park, Louis Slusky, mgr.; has 12 rides, 15 concession games, Penny Arcade, coin machines; books attractions.

**Houston**—Katy Road Kiddieland, Harry W. Hennies, owner; Joseph S. Schellbo, mgr.; has 14 rides; books free acts at times.

**Port Arthur**—Pleasure Pier, Collis Irby, owner-mgr.; has 11 rides, nine concession games, pool, Penny Arcade; books orchestras 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 orchestras, pay and free attractions.

**Utah**

**Salt Lake City**—Saltair Beach, William M. Armstrong, mgr.; has eight rides, six concession games, Penny Arcade, coin machines; books orchestras and attractions.

**Salt Lake City**—Lagoon, Robert E. Freed, mgr.; has 10 rides, 12 concession games, pool, coin machines; books orchestras and attractions.

**Virginia**

**Buckroe Beach**—Buckroe Beach Resort, F. V. Steffen, owner-mgr.; has 11 rides, 20 concession games, Penny Arcade, coin machines; books attractions.

**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; John A. McLees, mgr.; has 11 rides, 23 concession games, rink, Penny Arcade, coin machines; books orchestras and attractions.

**Washington**

**Bialne**—Birch Bay Amusement Park, M. T. Cook and R. O. Nordman, mgrs.; has five rides, 10 concession games, Penny Arcade, coin machines.

**Seattle**—Playland Park, Carl E. Phare, owner-mgr.; has 17 rides, 12 concession games, Penny Arcade.

**Spokane**—Natarium Park, Louis and L. Lloyd Vogel, owners-mgrs.; has 10 rides, eight concession games, pool, Penny Arcade; books orchestras.

**West Virginia**

**Chester**—Rock Springs Park, R. L. Hand, owner-mgr.; has eight rides, four concession games, rink, Penny Arcade; books orchestras.

**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, owner-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 Kiddieland, Reginald D. Freeman, owner-mgr.; has seven rides, beach and a lake, rink, Penny Arcade; books orchestras.

**Sherwood**—High Cliff Park, Eddie H. Verbrick, mgr.; has four rides, four concession games, Penny Arcade, coin machines.

**Wyoming**

**Cheyenne**—Playland Park, C. C. Miller, owner-mgr.; has six rides, lake and beach.

**Canada**

**Crystal Beach, Ontario**—Crystal Beach Park, F. L. Hall, gen. mgr.; has 20 rides, 20 concession games, rink, Penny Arcade, coin machines; books orchestras, free attractions.

**Hamilton, Ont.**—La Salle Park, owned by city; has eight rides, 15 concession games; books orchestras, attractions occasionally.

(Continued on page 97)

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Rodeo Dates

(Sanctioned by the Rodeo Cowboys' Association)

April

Red Bluff, Calif.—Red Bluff Round-Up, April 19-20, saddle bronk riding, \$1,200; bareback riding, calf roping, steer wrestling and bull riding, \$900; team roping, \$600; wild horse race \$300; total \$6,000; 2 perf. E. L. Hart, secy.
Springville, Calif.—Springville Rodeo, April 20, saddle bronk \$200; bareback riding, steer wrestling and bull riding, \$100; calf roping and team roping, \$50, total \$600; 1 perf. Dick Vernon, secy.
Oklahoma City, Okla.—Capitol Hill Rodeo, April 23-26, 5 events, \$700 each, total \$3,500; 4 perf. Hosea Vinyard, secy; Beutler Bros., stock contractors.
Clovis, Calif.—Clovis Rodeo, April 26-27, 5 events, \$250 each; team roping, \$250, total \$1,500; 2 perf. R. H. Rose, secy.
Vernon, Tex.—Vernon Rodeo, April 28-May 3, 5 events, \$1,120 each; wild horse race, \$800; total \$6,400; 6 perf. John Biggs, mgr.; Beutler Bros., stock contractors.

May

Baird, Tex.—Callahan County Sheriff's Fosse Rodeo, May 1-3, 5 events, \$300 each, total \$1,500; 3 perf. Bob Estes, stock contractor; E. V. Hughes, secy.
Saugus, Calif.—Newhall-Saugus Rodeo, May 3-4, 5 events \$600 each; team roping and wild cow milking, \$250 each, total \$3,500; 2 perf. William G. Bonelli, mgr., Newhall Rodeo Association.
Porterville, Calif.—Porterville Round-Up, May 3-4, 5 events, \$200 each; team roping, \$200, total \$1,200; 2 perf. George Bastian, chairman.
Kansas City, Mo.—American Royal Cattle Show Rodeo, May 4-10, 5 events, \$2,000 each, total \$10,000; 8 perf. Verne Elliott, stock contractor.
Lone Pine, Calif.—Lone Pine Stampede, May 10-11, 5 events, \$200 each; team roping, \$200, total \$1,200; 2 perf. Walter Jones, secy.; Wilfred Cline, contractor.
Selma, Ala.—Craig Army Air Base Rodeo, May 13-17, 5 events, \$1,000 each, total \$5,000; 5 perf. Earl Sellers, mgr.
Henderson, Tex.—Henderson Rodeo, May 14-17, 5 events, \$450 each, total \$2,250; 4 perf. Elliott and Steiner, contractors.
Lubbock, Tex.—Lubbock Rodeo, May 14-17, 5 events \$700 each, total \$3,500; 4 perf. Harry Van Horn, pres.; Beutler Bros., stock contractors.
Mt. Vernon, Wash.—Mt. Vernon Riding Club Rodeo, May 18, 5 events \$75 each, total \$375; 1 perf. John Peth and Sons, Bow, Wash., contractors.
Tulsa, Okla.—Johnnie Lee Wills Stampede, May 20-25, 5 events, \$1,100 each, total \$5,500; 6 perf. O. W. Mayo, mgr.
Springfield, Mo.—Queen City Lions Club Rodeo, May 21-25, 5 events, \$600 each, total \$3,000; 5 perf. Dwite Walker, pres.; George Sticks Co., Seneca, Neb., contractor.
Long Beach, Calif.—12th Annual Mounted Police Rodeo, May 24-25, 5 events, \$300 each; team roping, \$300; total \$1,800; 2 perf. Bill Lamkin, 8462 Westminster Blvd., Westminster, Calif., mgr.

June

Carlsbad, N. M.—Carlsbad Rodeo, May 28-31, 5 events, \$600 each, total \$3,000; 4 perf. F. B. Skipper, Rigdon, mgr.; Everett Colborn, stock contractor.
Kingman, Kan.—Cattlemen's Picnic and Rodeo, May 29-31, 5 events, \$320 each, total \$1,650; 3 perf. Stanley Fairchile, mgr.
Hereford, Tex.—Hereford Rodeo, May 30-June 1, 5 events, \$300 each, total \$1,500; 3 perf. F. G. Collier, chairman; Bob Estes, stock contractor.
Visalia, Calif.—Chamber of Commerce Rodeo, May 31-June 1, 5 events \$400 each, team roping \$400, total \$2,400; 2 perf. Mrs. Hazel Dutton, mgr.
Coulee City, Wash.—Coulee City Rodeo, May 31-June 1, 5 events, \$200 each, total \$1,000; 2 perf. Joe Kelsey, contractor.
Haynesville, La.—Haynesville Rodeo, June 4-7, 5 events, \$400 each, total \$2,000; 4 perf. B. B. Mitchner, pres.; Burr Andrews, contractor.
Midland, Tex.—Midland Fair Rodeo, June 4-8, 5 events, \$750 each, wild cow milking, \$750, total \$4,500; 5 perf. Louis A. Bartha, P. O. Box 621, secy.-treas.
Strong City, Kan.—Pint Hills Rodeo, June 6-8, 5 events, \$500 each; wild horse race, \$500; total \$3,000; 3 perf. Roberts Rodeo producer; Mel Provost, secy.
Sulphur, Okla.—Sulphur Rodeo, June 10-13, 5 events \$400 each; steer roping, \$400, total \$2,400; 3 perf. Elliott and Steiner, stock contractors.
Texarkana, Tex.—Texarkana Spring Rodeo, June 11-14, 5 events \$400 each, total \$2,000; 4 perf. Burr Andrews, contractor.
Clovis, N. M.—Clovis Pioneer Days Rodeo, June 11-14, 5 events, \$500 each, total \$2,500; 4 perf. Montil McNeil Box 651, chairman; Beutler Bros., stock contractors.
Littlefield, Tex.—Littlefield Rodeo, June 12-14, 5 events, \$337.50 each, total \$1,687.50; 3 perf. Skipper Smith pres.; Bob Estes, stock contractor.
Sedalia, Mo.—Sedalia Rodeo, June 12-15, 5 events, \$400 each; total \$2,000; 4 perf. W. E. Preston, mgr. Missouri State Fair; George Sticks Co., Seneca, Neb., contractor.
Rigby, Idaho—Jefferson County Pioneer Rodeo, June 13-14, 5 events, \$200 each, total \$1,000; 2 perf.
Colville, Wash.—American Legion Rodeo, June 14-15, 5 events, \$800 each, wild horse race or cow milking, \$100, total \$1,600; 2 perf. Frank Walston adjutant.
Kearney, Neb.—Buffalo County Rodeo, June 14-15, 5 events, \$200 each, total \$1,000; 2 perf. Dewey C. Day secy., Route 2, Gibbon Neb.
San Juan Bautista, Calif.—Fiesta Rodeo de San Juan Bautista, June 15, saddle bronk, \$300; bareback \$250; calf roping, \$100; steer wrestling, \$200; bull riding, \$250; team roping, \$100; total \$1,200; 1 perf. Cuthrie S. Nyland, pres.
Gladewater, Tex.—Gladewater Round-Up, June 17-20, 5 events, \$700 each, total \$3,500; 4 perf. W. O. Chambers, pres.
Edmonton, Alta., Can.—Edmonton Rodeo, June 17-21, 5 events, \$1,200 each, total \$6,000; 6 perf. James Paul, secy.; Herman Linder contractor.
San Saba, Tex.—Junior Chamber of Commerce Rodeo, June 19-21, 5 events, \$330 each, total \$1,650; 3 perf. L. P. Corburn, secy.; Bob Estes, stock contractor.
Salinas, Calif.—California Rodeo, June 19-22, 5 events, \$2,000 each, team roping, \$2,000; wild cow milking \$1000; wild horse race, \$800; total \$3,800; 4 perf. P. E. Dayton, pres.
Grand Island, Neb.—Grand Island Rodeo, June 20-22, 5 events, \$330 each, total \$1,650; 3 perf. Paul Long, stock contractor.
North Platte, Neb.—North Platte Rodeo, June 20-22, 5 events \$450 each, total \$2,250; 3 perf. Beutler Bros., stock contractors.
Burkburnett, Tex.—Burkburnett Rodeo, June 23-26, 5 events, \$500 each, total \$2,500; 4 perf. Buster Morgan, pres.; Beutler Bros., stock contractors.
Buhl, Idaho—Buhl Rodeo, June 26-28; 5 events \$300 each, total \$1,500; 3 perf.
Marietta, Okla.—Marietta Rodeo, June 26-28, 5 events, \$300 each, total \$1,500; 3 perf. Max Armstrong secy.; Bob Estes, stock contractor.
Eureka, Calif.—Redwood Empire Rodeo, June 27-28, 5 events, \$900 each; team roping, \$900; total \$5,400; 3 perf. Waldo A. Riches, secy.
Elko, Nev.—Silver State Stampede, June 27-29, saddle bronk, \$1,500; bareback bronk, calf roping, steer wrestling and bull riding, \$1,000 each; wild horse race, \$750; total \$6,250; 3 perf. Oren Probert, mgr.
Mackey, Idaho—Mackey Rodeo, June 28-29, 5 events \$250 each, total \$1,250; 2 perf.
Twin Falls Idaho, Frontier Riding Club Rodeo, June 28-30, 5 events, \$525 each, total \$2,625; 3 perf.

July

Springdale, Ark.—Chamber of Commerce Rodeo, July 2-4, 5 events, \$600 each, total

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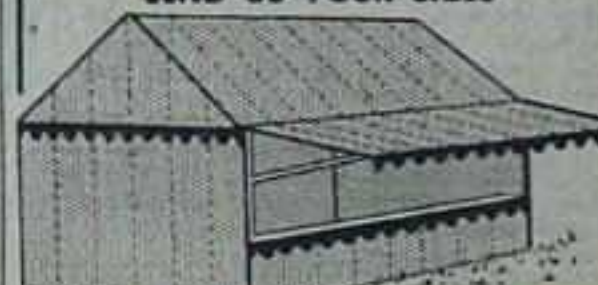
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\$3,900. 4 perf. Shorty Parsons, pres. George Sticha Co., Seneca, Neb., contractor.

Rexburg, Idaho—Whoopie Days Rodeo, July 3-4, 5 events, \$250 each, total \$1,250; 2 perf.

Rupert, Idaho—Rupert Rodeo, July 3-5, 5 events, \$525 each, total \$2,625; 3 perf.

Del Mar, Calif.—Del Mar Rodeo, July 3-5, 5 events, \$600 each, team roping \$600; total \$3,000; 6 perf. Andy Jauregui, stock contractor.

Amarillo Tex.—Amarillo Rodeo, July 3-6, 5 events, \$700 each total \$3,500; 5 perf. George Pulley, chairman, Beutler Bros., stock contractors.

Pecos, Tex.—Pecos Rodeo July 3-6, 5 events, \$700 each; team tying, \$700; wild horse race, \$400; girls' barrel race, \$400; total \$4,500; 4 perf. Jess Burner, secy.; Beutler Bros., stock contractors.

Sedro-Woolley, Wash.—Hiding and Racing Club Rodeo, July 4-5, 5 events, \$200 each total \$1,000; 2 perf. Tiny Allen, secy.

Greeley, Colo.—Greeley Spud Rodeo, July 4-5, 5 events, \$550 each; wild horse race, \$300; total \$2,950; 2 perf. John Mariani, 809 19th St.

Halley, Idaho—Hood River Round-Up July 4-5, 5 events, \$300 each, total \$1,500; 2 perf.

Toppenish, Wash.—Toppenish Rodeo July 4-6, 5 events, \$1,000 each; cow milking, \$1,000; cow cutting, \$500; chariot race, \$500; pony express \$500; total \$4,000; 3 perf. R. W. Williams, trustee.

Mohrbridge, S. D.—Mohrbridge Rodeo, July 4-6, 5 events, \$800 each, total \$4,000; 4 perf. James L. Rohlstein secy.

Sanish N. D.—Sanish Rodeo, July 4-6, saddle bronk, \$750; bareback riding, calf roping, steer wrestling and bull riding, \$600 each; wild horse race, \$300; wild cow milking \$150; total, \$3,450; 3 perf. Brooks Keogh, pres.; Doug McGrady, rodeo manager; Greenough and Orr stock contractors.

Red Lodge, Mont.—Red Lodge Rodeo, July 4-6, 5 events, \$600 each; wild horse race \$300; total \$3,300; 3 perf. John R. Graham, secy.

Kerrville Tex.—Jaycee Rodeo July 4-7, 5 events, \$600 each, total \$3,000; 4 perf. Elliott and Steiner contractors; Donald McClellan, secy.

Claremore Okla.—Will Rogers Round-Up Club Rodeo, July 9-12, 5 events, \$500 each; steer roping \$500; total \$3,000; 4 perf.

Nephi Utah—Ute Stampede, July 10-12, 5 events, \$600 each, total \$3,000; 3 perf. R. H. Stuart secy.

Nysa, Gre.—Owyhee Riding Club Rodeo, July 10-12 5 events, \$360 each; total \$1,800; 3 perf. Robert C. Holmes, treas.

Malad, Idaho—Malad Rodeo, July 11-12, 5 events \$250 each total \$1,250; 2 perf.

Camdenton Mo.—J-Bar-H Rodeo, July 11-13, 5 events, \$800 each, total \$4,000; 4 perf. Harry B. Nelson producer; Roberts Rodeo, stock contractor.

Santa Fe, N. M.—Santa Fe Rodeo, July 12-15, 5 events, \$500 each wild horse race, \$400; total \$2,900; 4 perf. Beutler Bros., stock contractors.

Cardston Alta., Can.—Cardston Rodeo, July 15-16, saddle bronk riding, calf roping and steer decorating \$300 each; bareback riding, \$200 (no bull riding), total \$1,100; 2 perf. Bert Gibbs, secy.; Herman Linder contractor.

Nampa, Idaho—Snake River Stampede, July 15-19; 5 events \$1,375 each, total \$6,875; 5 perf.

Coleman Tex.—Coleman Rodeo, July 16-19, 5 events, \$700 each, total \$3,500; 4 perf. Rob O'Hara chairman; Beutler Bros., stock contractors.

Ranger, Tex.—Jaycee Rodeo, July 16-19 5 events \$500 each cutting contest \$200; girl's barrel race, \$200, total \$3,000; 4 perf. Charles Milliken pres.; Triangle Bell Rodeo contractors; Frank Marriam, mgr.-dir.

Medicine Hat, Alta.—Medicine Hat Stampede, July 17-19; saddle bronk riding, calf roping, steer wrestling and bull riding, \$600 each; bareback riding, \$450;

total \$2,850; 3 perf. Dick Scholten secy.; Herman Linder, contractor.

Pocatello, Idaho—Pocatello Frontier Rodeo, July 17-20, 5 events \$700 each total \$3,500; 4 perf.

Spokane, Wash.—Sadir-Khan Grotto Rodeo, July 18-20, 5 events, \$740 each; wild horse race \$300, total \$4,000; 3 perf. Al H. Bowles chairman; Joe Kelsey, stock contractor.

Topeka Kan.—Santa Fe Trail Rodeo, July 18-20, 5 events, \$700 each, total \$3,500; 4 perf. G. L. Bybee, chairman, rodeo committee.

Elgin, Ore.—Stampede Riding Club Rodeo, July 24-26, 5 events, \$300 each, total \$1,500; 2 perf. Theodore Keefer pres.; Harley Tucker, stock contractor.

Woodland Park, Colo.—Ute Trail Stampede, July 19-20, 5 events, \$200 each total \$1,000; 2 perf. Boots Brinkley, pres.

Chickasha, Okla.—Chickasha Rodeo, July 21-24 5 events, \$335 each; wild horse race, \$400, total \$3,075; 4 perf. Bill Turner, secy.; Beutler Bros., stock contractors.

Cheyenne, Wyo.—Cheyenne Frontier Days, July 22-26, 5 events, \$3,000 each, steer roping, \$3,000; wild horse race, \$1,200; total \$19,200; 6 perf. Don Dugan, secretary. Entries close July 20 at 6 p.m.

Walters, Okla.—Walters 6th Annual Rodeo, July 24-26, 5 events \$300 each, total \$1,500; 3 perf. Bob H. Duncan, chairman; Bob Estes, stock contractor.

Boulder, Colo.—Pow-Wow Rodeo, July 27-28 5 events, \$500 each, total \$2,500; 3 perf. Rollie Leonard, chairman, Box 582.

Pretty Prairie, Kan.—Pretty Prairie Booster Club Rodeo, July 29-31, 5 events, \$500 each total \$2,500; 3 perf. Bruck H. Voran, secy.-treas., Booster Club, Inc.

Monte Vista, Colo.—Sky High Stampede, July 30-August 1, 5 events \$800 each, total \$4,000; 3 perf. John H. Beatty, secy.; Beutler Bros., stock contractors.

Clarksville, Tex.—Clarksville Rodeo, July 30-Aug. 2 5 events, \$480 each, total \$2,400; 4 perf. Burr Andrews, contractor.

Preston, Idaho—That Famous Nite Rodeo, July 31-Aug. 2, 5 events, \$525 each total \$2,625; 3 perf.

Weiser, Idaho—Weiser Round-Up, July 31-Aug. 2, 5 events, \$600 each, total \$3,000; 3 perf.

Lewistown, Mont.—Central Montana Fair and Rodeo, July 31-Aug. 2, 5 events, \$450 each, total \$2,225; 3 perf. Henry J. Otten, secy.

Phillipsburg, Kan.—Kansas' Biggest Rodeo, July 31-Aug. 3, 5 events, \$700 each, total \$3,500; 4 perf. W. C. Sullivan, secy.; George Sticha Co., Seneca Neb., contractor.

August

Durango, Colo.—Spanish Trails Fiesta, Aug. 1-3 5 events, \$600 each, total \$3,000; 3 perf. Sponsored by San Juan Basin Rodeo Association, Inc.

Evergreen, Colo.—Evergreen Rodeo, Aug. 2-3 5 events, \$200 each, total \$1,000; 2 perf. Frank J. Casteel, treas.

Cusick, Wash.—Pend Oreille County Rodeo, Aug. 2-3 5 events, \$300 each; wild horse race \$100; total, \$1,600; 2 perf. Ray Jasper, pres.

Bertrand, Neb.—Bertrand Rodeo, Aug. 4-5, 5 events, \$185 each, total \$925; 2 perf. Paul Long, stock contractor.

Centerville, Ia.—Centerville Rodeo, Aug. 5-7, 5 events, \$300 each, total \$1,500; 3 perf. James L. Novell, secy.; George Sticha Co., Seneca, Neb., contractor.

Caldwell, Idaho—Caldwell Nite Rodeo, Aug. 5-9, 5 events \$1,000 each, total \$5,000; 5 perf. Bulldogging behind barrier.

Lawton, Okla.—Lawton Rodeo, Aug. 6-9, 5 events, \$500 each total \$2,500; 4 perf. Elliott and Steiner, stock contractors.

Big Spring Tex.—Big Spring Rodeo, Aug. 6-9, 5 events, \$600 each girls' event, \$200; cutting contest, \$100; total R.C.A. purse, \$3,000; 4 perf. Charlie Creighton, secy.; Beutler Bros., stock contractors.

Rusk, Tex.—Lions Club Rodeo, Aug. 7-9, 5 events, \$225 each, total \$1,125; 3 perf. Ralph Johnston secy.; Bob Estes, stock contractor.

Blanden, Neb.—Blanden Rodeo, Aug. 7-9, 5 events, \$247.50 each, total \$1,237.50; 3 perf. Paul Long, stock contractor.

Redding, Calif.—Shasta County Sheriff's posse Rodeo, Aug. 8-10, saddle bronk riding, \$700; bareback riding, calf roping, steer wrestling, bull riding and team roping, \$400 each, total \$2,700; 3 perf. Lee Hammon, pres.; Mack Barbour, stock contractor.

Prineville, Ore.—Crooked River Round-Up, Aug. 8-10, 5 events, \$850 each; steer roping, \$850, total \$5,100; 5 perf. J. A. Cain, treas. mgr.

Estes Park, Colo.—Estes Park Rodeo, Aug. 9-10 5 events, \$250 each, total \$1,250; 2 perf. Ward Rogers secy.

Billings, Mont.—Midland Empire Fair and Rodeo Aug. 12-16, 5 events, \$1,000 each, total \$5,000; 5 perf. H. L. Pitton, secy.-mgr.

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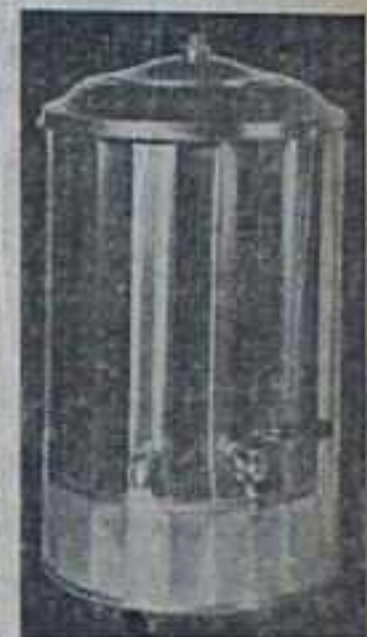
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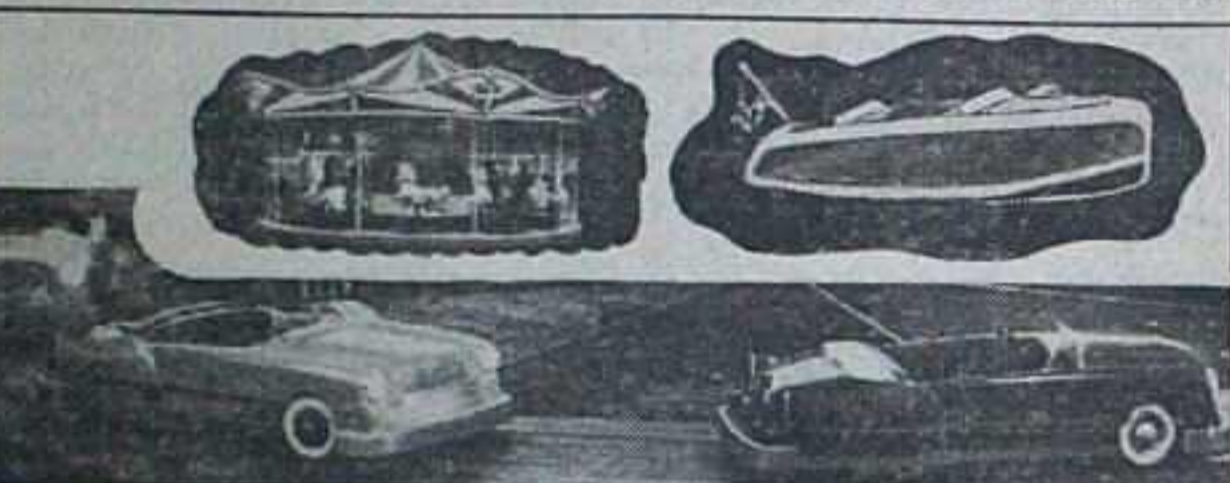
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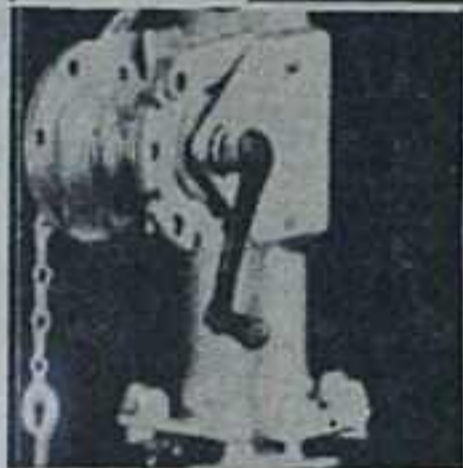
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Ada, Okla.—Ada Elks Rodeo, Aug. 12-17, saddle bronk, bareback riding, steer wrestling and bull riding, \$1,000 each; steer roping, \$1,100, total \$5,100; 5 perf. George Parrish, secy.

Cedar Rapids, Ia.—All Iowa Fair and Rodeo, Aug. 13-15; 5 events, \$500 each, total \$2,500; 4 perf. Andy Hanson, mgr.; George Stichka Co., Seneca, Neb., contractor.

Casper, Wyo.—Central Wyoming Fair and Rodeo, Aug. 13-16, 5 events, \$1,000 each, total \$5,000; 4 perf. R. B. Latta, mgr.

Burwell, Neb.—Nebraska's Big Rodeo, Aug. 13-16, saddle bronk riding, \$1,550; bareback riding, calf roping, steer wrestling and bull riding, \$1,200 each; all-around, \$250; total, \$7,000; 4 perf. Paul Banks, secy.; Ken Roberts, stock contractor. Bulldogging will be behind barrier.

Idaho Falls, Idaho—War Bonnett Round-Up, Aug. 13-16, 5 events, \$800 each, total \$4,000; 4 perf.

Gooding, Idaho—Gooding County Fair and Rodeo, Aug. 14-16, 5 events, \$450 each, total \$2,250; 3 perf.

Rapid City, S. D.—Black Hills Rodeo, Fair and Horse Show, Aug. 14-17, saddle bronk riding, \$1,200; bareback riding, calf roping, steer wrestling and bull riding, \$950 each, total \$5,000; 7 perf. Fred H. Hooglerp, secy.

Hinton, Okla.—Hinton Rodeo, Aug. 18-20, 5 events, \$300 each, total \$1,500; 3 perf. Omar Luellen pres.; Beutler Bros., stock contractors.

Abilene, Kan.—Central Kansas Free Fair Rodeo, Aug. 18-21, 5 events, \$500 each, total \$2,500; 4 perf. C. S. Peck secy.; George Stichka Co., Seneca, Neb., contractor.

Stafford, Kan.—Stafford Rodeo, Aug. 19-20, 5 events, \$165 each, total \$825; 2 perf. Paul Long, stock contractor.

Sidney, Ia.—Iowa's Championship Rodeo, Aug. 19-23; 5 events, \$3,000 each, total \$15,000; 10 perf. C. J. Taylor, secy.

Graham, Tex.—Postum Kingdom Round-Up, Aug. 20-23, 5 events, \$500 each, total \$2,500; 4 perf. Charles Hipp, mgr.; Elliott and Steiner, contractors.

Eik City, Okla.—Akeley Park Rodeo, Aug. 21-23, 5 events, \$600 each, total \$3,000; 3 perf. George Peeler, secy.

Burley, Idaho—Cassia County Fair and Rodeo, Aug. 21-23, 5 events, \$800 each; total, \$3,000; 3 perf.

Spokane Wash.—Spokane Rodeo Aug. 21-24, 5 events, \$600 each, total \$3,000; 4 perf. G. E. Tufty, 1815 N. Monore.

Redmond, Ore.—Deschutes County Fair and Rodeo, Aug. 23-24, 5 events, \$600 each, total \$3,000; 2 perf. Darrell Smith, secy.

Dublin, Tex.—Dublin Rodeo, Aug. 27-30, 5 events, \$800 each, total \$4,000; 4 perf. Everett Colborn, contractor.

Vinita, Okla.—Will Rogers Memorial Rodeo, Aug. 27-31, 5 events, \$1,000 each, steer roping, \$1,000; total \$6,000; 5 perf. Dale Peace, Post No. 46, Glen Murray, secy.-treas.

Montpelier, Idaho—Bear Lake County Fair

and Rodeo, Aug. 28-30 (tentative), 5 events, \$375 each, total \$1,875; 3 perf. Woodward, Okla.—Elks Club Rodeo, Aug. 28-31, 5 events, \$650 each, steer roping, \$800, total \$4,050; 4 perf. George Keller, secy.; Beutler Bros., stock contractors.

Coffeyville, Kan.—Montgomery County Fair Rodeo, Aug. 29-31, 5 events, \$440 each, total \$2,200; 4 perf. Lawrence Smith, secretary; George Stichka Company Seneca, Neb., contractor.

Tilden, Tex.—Tilden Rodeo, Aug. 30-Sept. 1, 5 events, \$200 each, total \$1,000, 3 perf. Charles Wheeler, secretary.

Beulah, N. D.—Beulah Rodeo Aug. 31-Sept. 1, 5 events, \$250 each, total \$1,250, 2 perf. J. E. Padilla, secretary.

### September

Filer, Idaho—Twin Falls County Fair and Rodeo, Sept. 4-6, 5 events, \$600 each, total \$3,000; 3 perf.

Fort Madison, Ia.—Ford Madison Rodeo, Sept. 5-7, 5 events, \$1,200 each, total \$6,000, 4 perf. Everett Colborn, contractor.

Pueblo, Colo.—Colorado State Fair Rodeo, Sept. 9-12, 5 events, \$1,800 each, total \$9,000, 8 perf. W. H. (Bill) Kittle, manager; Leo J. Cremer stock contractor.

Jerome, Idaho—North Side Fair and Rodeo, Sept. 11-13 5 events, \$525 each; total \$2,625, 3 perf.

Ardmore, Okla.—Ardmore Rodeo, Sept. 11-14, 5 events \$600 each, total \$3,000, 4 perf. Everett Colborn, contractor.

Texarkana, Tex.—Texarkana Fall Rodeo, Sept. 16-20, 5 events, \$500 each, total \$2,500, 5 perf. Burr Andrews, stock contractor.

Memphis, Tenn.—Mid-South Fair Rodeo, Sept. 18-27, 5 events, \$2,512.50 each, total \$12,562.50, cutting horse contest \$1,500, 15 perf. Frank B. Collins, Lamar Station, manager; Elliott and Steiner, stock contractors.

Hope, Ark.—Hope Rodeo, September 24-27, 5 events, \$400 each, total \$2,000, 4 perf. Burr Andrews stock contractor.

Boonville, Calif.—Mendocino County Fair Rodeo, Sept. 27-28, 5 events, \$100 each, total \$500, 2 perf. Shirley M. Jones, Route 2 Box 305, Sonoma, Calif., secretary.

Little Rock, Ark.—Arkansas Livestock Show Rodeo, Sept. 29-Oct. 4, 5 events, \$2,000 each, total \$10,000, 12 perf. Clyde K. Byrd, secretary-manager.

### October

Natches, Miss.—Natches Rodeo, Oct. 21-24, 5 events, \$500 each, total \$2,500 4 perf. Burr Andrews, contractor

### Dates Pending

Roswell, N. M.—Roswell Rodeo, 5 events, \$600 each, total \$3,000, 5 perf. Beutler Bros., stock contractors.

St. Joseph, Mo.—Pony Express Rodeo, 5 events, \$1,000 each, total \$5,000, 4 perf. Frank Hannah, president.

Winfield, Kan.—Winfield Rodeo, 5 events, \$450 each, total \$2,225, 3 perf. Harry Shepler, producer.

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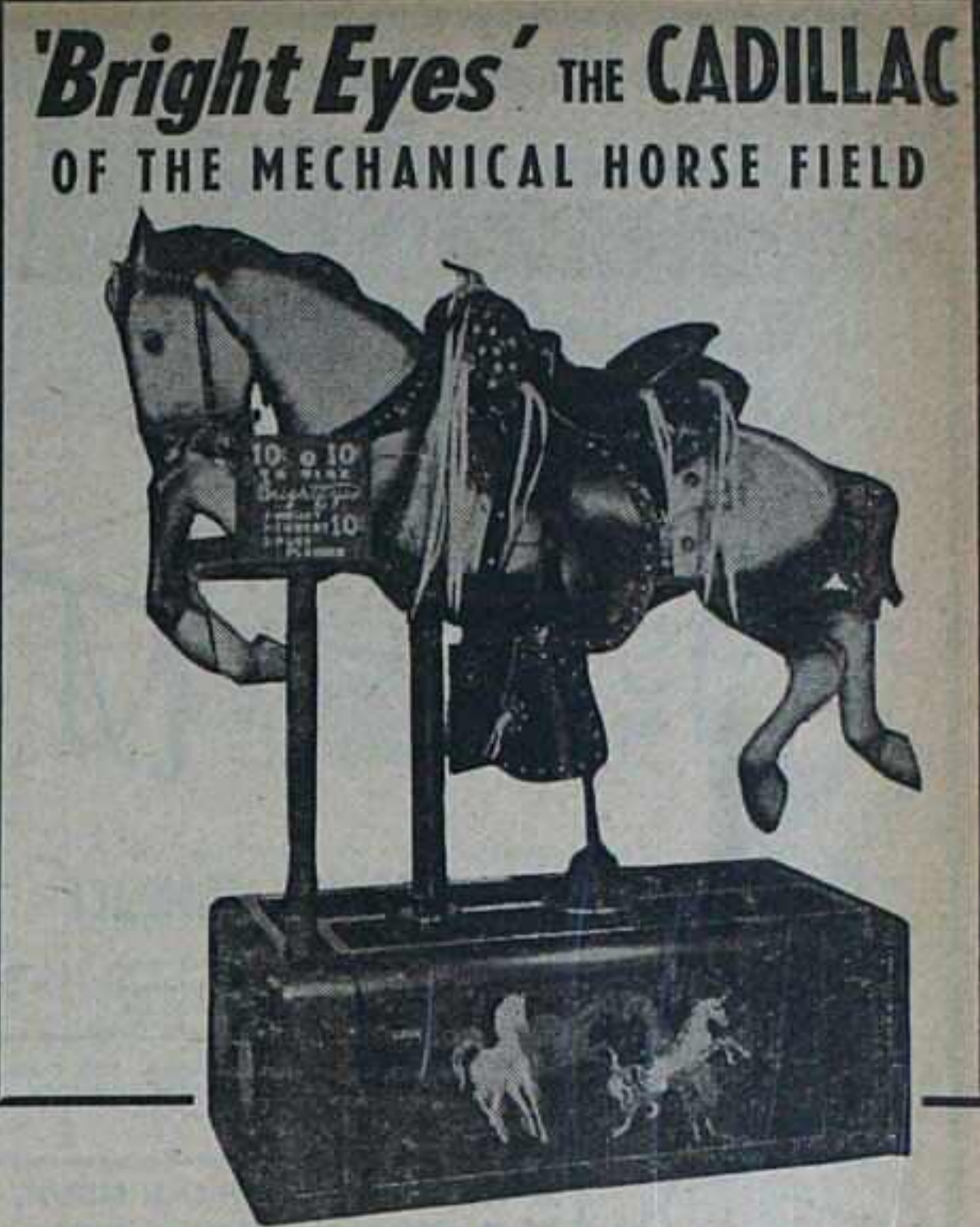
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Athens—Limestone Co. Fair Assn. Sept. 8-13. W. A. Owens.  
Athens—Limestone Co. Colored Fair. Oct. 4-5. Odell Carter.  
Attalla—Etowah Co. Fair Assn. Oct. 13-18. A. C. Maddox Sr.  
Birmingham—Alabama State Fair. Sept. 29-Oct. 4. R. H. McIntosh.  
Dothan—Houston Co. Tri-State Fair. Oct. 27-Nov. 1. Mrs. L. J. Lunsford.  
Florence—North Ala. State Fair. Sept. 15-21. C. H. Jackson.  
Huntsville—Madison Co. Fair & Teen. Valley Expo. Sept. 22-27. Marie Dickson.  
**Arizona**  
Phoenix—Arizona State Fair. Nov. 7-18. George W. Blake.  
**Arkansas**  
Blytheville—Northeast Ark. District Fair. Sept. 16-21. Robert E. Blaylock.  
Berryville—Carroll Co. Fair. Sept. 10-13. Coy Logan.  
Clinton—Van Buren Co. Fair. Sept. 11-13. Owen H. Biles.  
DeQueen—Sevier Co. Fair Assn. Sept. 17-20. Ralph B. Kittle.  
Port Smith—Ark.-Okla. Livestock Expo. Sept. 21-27. Pat Condren.  
Hope—Third Dist. Livestock Show. Sept. 22-27. Bob Shivers.  
Hot Springs—Garland Co. Fair Assn. Sept. 1-13. Ray Owen.  
Little Rock—Arkansas Livestock Show Assn. Sept. 29-Oct. 4. Clyde E. Byrd.  
McCrory—Woodruff Co. Fair. Oct. 2-4. L. N. Arnof.  
Magnolia—Columbia Co. Fair. Sept. 15-20. Walter Clark.  
Morrilton—Conway Co. Fair. Sept. 17-20. D. F. Newkirk.  
Mulberry—Crawford Co. Fair. Sept. 18-20. C. D. Chastain.  
Paragould—Greene Co. Fair Assn. Sept. 10-13. Dr. Charles Bowers.  
Paris—Lopon Co. Fair Assn. Oct. 15-18. Buell E. Burns.  
Pine Bluff—S. Ark. Livestock Show Assn. (District Fair) Sept. 15-20. George Hestand.  
Russellville—Pope Co. Fair Assn. Sept. 10-11. W. B. Langford.  
Wynne—Cross Co. Fair. Sept. 8-13. W. B. Proctor.  
**California**  
Anderson—Shasta Co. District Fair. Sept. 4-7. Joseph J. Speer.  
Angels Camp—Calaveras Co. Fair. May 16-18. Carl T. Mills.  
Antioch—Contra Costa Co. Fair. July 31-Aug. 3. Norman D. Sundborg.  
Auburn—20th District Agri. Assn. Sept. 19-21. L. P. Morgan.  
Bakersfield—Kern Co. Fair. Sept. 22-28. Lloyd H. Goad.  
Boonville—Mendocino Co. Fair. Sept. 26-28. H. J. June.  
Callisto—Napa Co. Fair. July 4-6. Ed. Warren.  
Caruthers—Caruthers District Fair Assn. Oct. 16-18. Elmer Haggmark.  
Cedarville—Modoc Co. Fair. Sept. 5-7. Walter T. Rodman.  
Chico—Silver Dollar Fair. May 22-25. Edmund Warrender.  
Chowchilla—Chowchilla Junior Fair. May 8-11. Edward H. Glendennen.  
Colusa—Colusa Co. Harvest Festival. Sept. 18-28. William S. Randall.  
Chescent City—Del Norte Co. Fair. Aug. 15-17. L. W. McClure.  
Del Mar—San Diego Co. Fair. June 27-July 6. Paul T. Mannen.  
Dixon—Solano District Fair. May 16-18. Robert McClure.  
Eureka—Ninth District Agri. Assn. June 25-29. Waldo A. Riches.  
Ferndale—Humboldt Co. Fair. Aug. 4-10. Dr. Joseph N. D. Handley.  
Fresno—Fresno District Fair. Oct. 3-12. Tom A. Dodge.  
Galt—Sacramento Co. Fair. July 17-20. Robert M. Baker.  
Grass Valley—Nevada Co. Fair. Sept. 11-14. Lovie Freeman.  
Griddles—Butte Co. Fair. Aug. 21-24. Joe Whitaker.  
Hanford—Kings Co. Fair. Oct. 16-19. Jim King.  
Hatford—Trinity Co. Fair. Aug. 23-24. J. D. Berry.  
Hemet—Riverside Co. Farmers Fair. Aug. 27-Sept. 1. Harry Hofmann.  
Hollister—San Benito Co. Fair. Oct. 3-5. J. M. Leonard.  
King City—Salinas Valley Fair. May 9-11. C. A. Thomson.  
Lakeport—Lake Co. Fair. Aug. 30-Sept. 1. C. P. Lewis.  
Lancaster—Antelope Valley Fair. Sept. 4-7. A. G. Marouardt.  
Los Banos—Merced Co. Livestock Assn. May 1-4. C. W. Bates.  
McArthur—Shasta Co. Fair. Aug. 30-Sept. 1. George Ingram.  
Madera—Madera District Fair. Sept. 25-28. J. T. O'Shaughnessy.  
Mariposa—Mariposa Co. Fair. Aug. 30-Sept. 1. Dale K. Campbell.  
Merced—Merced Co. Fair. Aug. 13-17. W. C. Waxberg.  
Monterey—Monterey Co. Fair. Aug. 14-17. George T. Wise.  
Napa—Napa Co. Fair. Aug. 6-10. Lowell J. Edinoton.  
Northridge—San Fernando Valley Fair. Aug. 28-Sept. 1. Max P. Schenfeld.  
Oroville—Glenn Co. Fair. Sept. 10-14. Dick Walker.  
Paso Robles—San Luis Obispo Co. Fair. Aug. 21-24. Lawrence M. Lewin.  
Petaluma—Petaluma District Agri. Assn. July 17-20. Dolph Young.  
Placerville—Placerville Co. Fair Assn. Sept. 22-24. Leslie W. Sanders.  
Pogonip—Alameda Co. Fair Assn. June 25-July 5. Wray L. Berstrom.  
Plymouth—Amador Co. Fair. Aug. 22-24. Wentworth Lench.  
Pomona—Los Angeles Co. Fair Assn. Sept. 12-28. C. B. Afflerbach.  
Quincy—Quincy Co. Fair. Aug. 7-10. Tully E. Spitt.  
Red Bluff—Tehama Co. Fair. Aug. 15-17. Joseph A. Soares.  
Roseville—Placer Co. Fair. Aug. 7-10. Nic Huddleston.  
Sacramento—California State Fair. Aug. 28-Sept. 7. Edward P. Green.  
San Francisco—National Livestock Expo. Oct. 31-Nov. 8. New Wilson.  
San Jose—Santa Clara Co. Fair. Sept. 8-14. Russell E. Pettit.  
San Mateo—San Mateo Co. Fair Assn. Aug. 8-10. William M. Wilson.  
Santa Ana—Orange Co. Fair. Aug. 13-17. R. M. C. Pullenwider.  
Santa Barbara—Santa Barbara Fair. July 15-20. Horace W. Rupp.  
Santa Maria—Santa Barbara Co. Fair. July 21-27. Jesse H. Chambers.  
Sanger—Mother Lode Fair. May 8-11. C. B. Mathews.  
Stockton—San Joaquin Co. Fair Assn. Aug. 15-23. E. G. Vollman.  
Susanville—Lassen Co. Fair. Aug. 19-24. A. A. Jensen.  
Tulare—Tulare Co. Fair. Sept. 9-14. A. J. Elliott.  
Turlock—Stanislaus Co. District Fair. Aug. 4-9. C. A. Riesbee.  
Ukiah—12th District Fair. Aug. 21-24. Sy Peiser.  
**Ventura—Ventura Co. Fair. Oct. 1-5. L. E. Ver Huxen.**  
Watsonville—Santa Cruz Co. Fair. Sept. 25-28. E. P. Johnson.  
Woodland—Yolo Co. Fair. Aug. 14-17. Stuart B. Waite.  
Yreka—Siskiyou Co. Fair. Aug. 22-24. Edward B. Mathews.  
Yuba City—Yuba-Sutter Fair. July 31-Aug. 3. Roy L. Welch.  
**Colorado**  
Brighton—Adams Co. Fair & Rodeo. Aug. 22-24. Sam Schwab.  
Burlington—Kit Carson Co. Fair. Aug. 14-16. Earl Boren, Selbert, Colo.  
Greeley—Weld Co. Junior Fair. Aug. 11-13. Mark Gould.  
Juliusburg—Sedgewick Co. Fair. Aug. 25-27. C. W. McMillan.  
Pueblo—Colorado State Fair. Sept. 8-12. W. H. Kittle.  
Rocky Ford—Arkansas Valley Fair Assn. Sept. 2-4. Ted L. Chenault.  
Trinidad—Trinidad Round-Up Assn. Aug. 29-Sept. 1. Harry Beirne.  
**Connecticut**  
Berlin—Berlin Fair. Oct. 2-5. Louis R. Goodrich, Kensington, Conn.  
Bethlehem—Bethlehem Fair Soc. Sept. 6-7. Ann Skelle.  
Danbury—Great Danbury Fair. Sept. 27-Oct. 3. John W. Leahy.  
Durham—Durham Agri. Fair Assn. Sept. 26-28. Mrs. Lillian N. White.  
Goshen—Goshen Fair. Aug. 30-Sept. 1. Theodore C. Ellis.  
Guilford—Guilford Agri. Soc. Sept. 19-20. Marie E. Griswold.  
Madison—Future Farmers' Fair. Sept. 13. Harold Bishop, Guilford, Conn.  
North Haven—North Haven Fair Assn. Sept. 4-7. Mrs. Joseph C. Bartlett.  
Riverton—Riverton Fair. Oct. 11-12. Grace D. Seymour, R. D. 2. Winsted, Conn.  
Somers—Union Agri. Soc. Sept. 23-24. D. Everett Neelans, Hazardville, Conn.  
Stafford Springs—Stafford Fair. Sept. 25-28. Louise L. Weston.  
**Delaware**  
Harrington—Kent & Sussex Co. Fair. July 21-26. T. B. Holloway.  
**Florida**  
Panama City—Bay Co. Fair Assn. Oct. 13-18. Ray C. Pilcher.  
Pensacola—Pensacola Interstate Fair. Oct. 29-Nov. 3. J. E. Frenkel, E. Waldrop.  
Tallahassee—North Fla. Fair. Week of Oct. 20 or 27. Lloyd Rhoden.  
**Georgia**  
Atlanta—Southeastern Fair. A. Ganz. Oct. 2-11. J. W. Seay.  
Augusta—Exchange Club Fair. Oct. 26-Nov. 1. H. G. Marbut.  
Bainbridge—Decatur Co. Fair Assn. Oct. 13-18. T. E. Rich.  
Canton—Cherokee Co. Fair Assn. Sept. 29-Oct. 4. E. Stone Jr.  
Cartersville—Hartow Co. Am. Legion Fair. Sept. 22-27. Victor H. Waldrop.  
Columbus—Chattahoochee Valley Expo. Oct. 13-15. Felix L. Jenkins.  
Cordele—Central Ga. Fair. Oct. 20-25. J. D. Rainey.  
Eastman—Dodge Co. Am. Legion Fair. Oct. 13-18. R. T. Ragan.  
Gainesville—Northwest Ga. Fair Assn. Sept. 22-27. Gabe G. Jarrard.  
Macon—Georgia State Fair. Oct. 20-25. E. Ross Jordan.  
Manchester—Tri-County Fair. Sept. 28-Oct. 4. Welby Griffith.  
Savannah—Coastal Empire Fair. Nov. 3-8. George Parker.  
Summerville—Chattahoochee Co. Fair Assn. Oct. 8-11. S. Herbert Gilkeson.  
Swainsboro—Emanuel Co. Fair. Oct. 6-11. Earl M. Varner.  
Valdosta—South Ga. Fair. Nov. 10-15. H. K. Wilkinson.  
**Idaho**  
Blackfoot—Eastern Idaho State Fair. Sept. 9-13. Mrs. Ruth C. Hartkopf.  
Boise—Western Idaho State Fair. Aug. 26-30. Steven Collins.  
Gooding—Gooding Co. Fair. Aug. 14-16. Robert E. Higgins.  
Lewiston—Lewiston Round-Up Assn. Sept. 12-14. Joe M. Skok.  
**Illinois**  
Ablon—Edwards Co. Fair Assn. Aug. 12-14. Loy L. Tarrad.  
Aledo—Mercer Co. Agri. Assn. Aug. 26-28. Charles O. Ford.  
Altamont—Effingham Co. Fair. Aug. 3-8. Mart Alwert.  
Anna—Anna Fair. Aug. 18-23. Robert W. Brown.  
Arthur—Moultrie-Douglas Co. Fair. Aug. 5-9. H. E. Hood.  
Augusta—Community Livestock Show. July 17-20. L. Wayne Robinson.  
Belleville—St. Clair Co. Fair Assn. July 26-Aug. 2. George L. Gerken.  
Belvidere—Northern Ill. Fair Assn. Aug. 8-10. Mrs. Frieda Spencer.  
Bloomington—McLean Co. Fair. Aug. 4-7. Charles Beeler, Leroy, Ill.  
Brockport—Lawrence Co. Fair Assn. Aug. 18-22. Groves C. Gross.  
Brownstown—Fayette Co. Fair Assn. July 25-31. James J. Pezcel, St. Elmo, Ill.  
Cambridge—Henry Co. Fair. Aug. 5-8. Esther B. Werbach.  
Carlinville—Mascouia Co. Fair. Assn. July 30-Aug. 2. John T. Harding.  
Carlyle—Clinton Co. Fair. Aug. 5-8. Eldon E. Hargett.  
Carmel—White Co. Agri. Soc. Aug. 18-22. Ben Berfield.  
Carrollton—Greene Co. Agri. Fair. July 14-19. Nell Witt.  
Charleston—Coles Co. Fair Assn. July 28-Aug. 2. Robert R. Blackford.  
Chicago—International Livestock Expo. Nov. 29-Dec. 6. Wm. E. Ogilvie, Union Stock Yards.  
Danville—Eastern Illinois Fair. July 27-Aug. 1. Harvey Pearson.  
Du Quoin—Du Quoin State Fair Assn. Aug. 24-Sept. 1. D. M. Hayes.  
Elgin—Kane Co. Fair. July 31-Aug. 3. A. H. Brant.  
Elizabeth—Elizabeth Community Fair. Aug. 6-8. Rayman J. Strauss.  
Fairfield—Wayne Co. Fair Assn. Aug. 5-8. J. A. Felix Jr.  
Fairbury—Fairbury Fair Assn. Aug. 19-23. Robert J. Maurer.  
Farmer City—Farmer City Fair Assn. July 27-Aug. 2. Raymond Reeser.  
Flora—Clay Co. Fair Assn. July 28-Aug. 1. Loren H. Petty, Clay City, Ill.  
Freeport—Stephenson Co. Fair. Aug. 20-22. Roy Heffner, Orangeville, Ill.  
Greencamp—Greenup-Cumberland Co. Fair. Aug. 19-23. W. E. Freeman.  
Greenville—Bond Co. Fair Assn. Aug. 18-22. Theron T. Dewey.  
Griggsville—Western Illinois Fair. July 1-6. J. R. Skinner.  
Harrisburg—Saline Co. Agri. Assn. Aug. 3-9. L. M. Hancock.  
Henry—Marshall-Putnam Fair. Aug. 26-29. R. H. Monier, Sparland, Ill.  
Highland—Madison Co. Fair Assn. Aug. 6-10. James H. Wilson.  
Jerseyville—Jersey Co. Fair. July 22-26. Edward L. Boady.  
Kankakee—Kankakee Fair Assn. Aug. 3-8. Ray Robinson.  
Knoxville—Knox Co. Fair. Aug. 3-8. Ray Swanson, Galesburg, Ill.  
La Fayette—La Fayette Fair. July 29-Aug. 1. Charles Caverly, Toulon, Ill.  
Lewistown—Fulton Co. Fair Assn. July 29-Aug. 1. Chester Boone.



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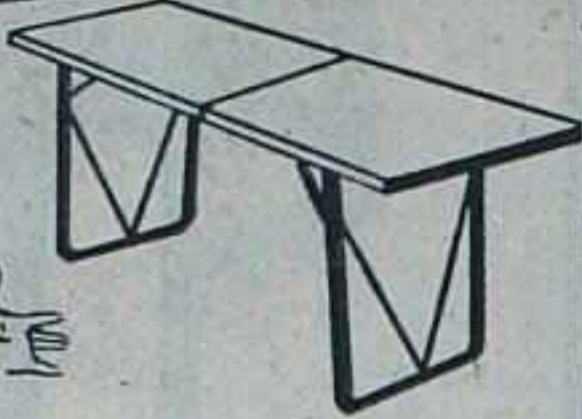
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Lincoln—Logan Co. Fair Assn. Aug. 3-8. Wilbur E. Layman.
Macomb—McDonough Co. Fair Assn. Aug. 3-8. Charles Conner.
Marion—Williamson Co. Fair Assn. Aug. 11-16. Sam Dunaway.
Marshall—Clark Co. Fair. Aug. 4-8. Fred Huffington.
Martinsville—Martinsville Fair Assn. July 14-19. H. T. Bennett.
Mazon—Grundy Co. District Fair. Aug. 29-Sept. 1. Wayne F. Carter.
McLeansboro—Hamilton Co. Fair. July 1-6. H. (Red) Mead.
Melvin—Ford Co. Fair of Melvin. Sept. 3-6. C. D. Thompson.
Mendon—Adams Co. Fair. Aug. 2-6. I. M. Brumback.
Mendota—Tri-County Fair Assn. Aug. 30-Sept. 1. Paul A. Stenger.
Metropolis—Massac Co. Fair Assn. June 29-July 5. Paul T. Powell, Vienna, Ill.
Milford—Iroquois Co. Fair. Aug. 5-8. Kenneth T. Rickart.
Monroe—Monroe-Will Co. District Fair. Aug. 21-24. Jack Rooney.
Morrison—Whiteside Co. Central Agri. Assn. Aug. 13-16. V. M. Dearing.
Mount Carmel—Mt. Carmel Fair Assn. July 20-26. E. Guy Pixley, West Salem, Ill.
Mount Sterling—Brown Co. Fair. July 29-Aug. 1.
Mount Vernon—Mt. Vernon State Fair Assn. July 6-12. C. S. Wilson.
Nashville—Washington Co. Fair Assn. Aug. 10-16. Wilbur D. Smith.
New Berlin—Sangamon Co. Fair Assn. July 23-26. Charles Reimer.
Newton—Jasper Co. Agri. Assn. July 6-11. C. L. Batman.
Ohio—Crawford Co. Fair Assn. Aug. 25-29. O. B. Price.
Odell—Odell Community Fair. Sept. 4-6. David E. Bigelow.
Olney—Richland Co. Farm & Fair Assn. Aug. 28-Sept. 1. W. H. Shultz.
Oregon—Ogle Co. Fair. Aug. 30-Sept. 1. E. D. Landers.
Pana—Pana Tri-County Fair. Aug. 28-Sept. 1. Mervin O. Denton.
Paris—Edgar Co. Fair Assn. July 20-26. T. J. Trogdon Jr.
Pecatonica—Winnebago Co. Fair Assn. Sept. 11-14. Wallace Belshaw.
Peotone—Will Co. Fair Assn. Aug. 22-24. Thomas L. Clinton.
Peoria—Heart of Illinois Fair. June 30-July 6. Robert M. Riley.
Petersburg—Menard Co. Fair. Aug. 26-29. Carl A. Lens.
Pinckneyville—Perry Co. Agri. Assn. July 14-18. Mrs. J. H. Stumpe.
Pleasant Hill—Pike Co. Fair. Aug. 18-22. J. L. Laugharn.
Pontiac—Livingston Co. Fair Assn. Aug. 5-7. Guy K. Gee.
Princeton—Bureau Co. Fair. Aug. 19-22. John Peit.
Rushville—Schuyler Co. Fair. July 1-4. Harvey Settles.
Salem—Marion Co. Fair Assn. Aug. 17-23. Jack Reading, Centralia, Ill.
Sandwich—Sandwich Fair Assn. Sept. 3-7. C. R. Brady.
Shawneetown—Gallatin Co. Fair Assn. Sept. 1-5. Charles Oldham.
Sparta—Randolph Co. Fair Assn. July 7-11. E. A. Beisner.
Springfield—Illinois State Fair. Aug. 8-17. Hubert W. Elliott.
Stronghurst—Henderson Co. Fair. July 29-Aug. 1. Ralph Butler.
Taylorville—Christian Co. Fair. July 20-25. J. W. Berry.
Urbana—Champaign Co. Fair Assn. July 23-27. Jesse J. Prather.
Vienna—Johnson Co. Fair. July 21-26. E. M. Gordon.
Warren—Warren Fair. Aug. 14-17. J. W. Richardson.
Woodstock—McHenry Co. Fair. July 24-27. W. H. Tammeus.

Auburn—DeKalb Co. Free Fair. Sept. 30-Oct. 4. Harry Provinces.
Bicknell—Knox Co. Farm Fair. Aug. 4-9. Erwin D. Scott.
Boonville—Boonville Fair Assn. July 28-Aug. 2. Albert C. Derr.
Boswell—Benton Co. Fair Assn. Aug. 30-22. Lendall Lowman, Earl Park, Ind.
Brownstown—Jackson Co. Free Fair Assn. Aug. 3-9. Richard Elliott.
Columbus—Bartholomew Co. Fair. July 13-18. F. M. Overstreet.
Connersville—Fayette Co. Free Fair. Aug. 10-15. G. Ross Dorsett.
Converse—Miami Co. Agri. Assn. Aug. 12-15. G. L. Knox.
Corydon—Harrison Co. Agri. Soc. Aug. 18-23. Dr. L. B. Wolfe.
Crown Point—Lake Co. Central States Fair. Aug. 17-23.
Decatur—Decatur Free Fair. July 8-Aug. 2. Walter Ford.
Elmora—Davless Co. Fair. July 28-Aug. 2. Leland Sargent.
Flora—Carroll Co. 4-H Club Fair. July 28-Aug. 2. Ernest E. Trent.
Fort Wayne—Allen Co. Fair Assn. July 6-12. Charles McKinley.
Goshen—Elkhart Co. Fair. Aug. 4-8. Roy M. Amos.
Greencastle—Putnam Co. Fair. Aug. 4-9. Thomas R. Hendricks.
Hartford City—Blackford Co. Fair. Aug. 12-16. Fred Mador.
Indianapolis—Indiana State Fair. Aug. 28-Sept. 6. Carl Tyner.
Kentland—Newton Co. Fair Assn. Sept. 1-5. A. M. Schuh.
La Porte—La Porte Co. Agri. Assn. Aug. 11-16. Robert M. Morse.
Lawrenceburg—Dearborn Co. Fair Assn. July 21-26. Harold Carlton.
Logansport—Cass Co. Fair Assn. July 20-26. William (Babe) Thomas Jr.
Muncie—Delaware Co. Fair. July 25-Aug. 2. Ray Brookman.
Osgood—Ripley Co. Fair. July 28-Aug. 2. William B. Delay.
Portland—Jay Co. Fair Assn. Aug. 3-8. Orien E. Holsapple.
Princeton—Gibson Co. Agri. Soc. Aug. 11-16. J. A. McCoy.
Ripley—Jasper Co. Fair Assn. Aug. 11-15. Curtis E. Hardin.
Rising Sun—Ohio Co. Farmers Fair Assn. Sept. 9-13. Wilford W. Hall.
Rockport—Spencer Co. Fair Assn. July 22-25. Ralph R. Ritchie.
South Bend—St. Joseph Co. 4-H Fair. Aug. 6-9. Oscar Valentine.
Spencer—Owen Co. Fair. Aug. 11-16. DeLois Dayhuff.
Sunman—American Legion Fair. Aug.—Eugene Gutzwiler.
Terre Haute—Wabash Valley Fair Assn. Aug. 17-23. E. J. Acree.
Wabash—Wabash Co. Agri. Assn. Aug. 19-23. Dale J. Miller.
Wanamaker—Marion Co. Fair Assn. Aug. 4-9. Harry C. Roberts.

Iowa
Adel—Dallas Co. Fair Assn. Aug. 14-16. J. Dwight Brown.
Albia—Monroe Co. Fair. Aug. 6-8. Lloyd M. Reid.
Algona—Kossuth Co. Agri. Assn. Aug. 13-16. L. W. Nitchals.
Allison—Butler Co. Fair Assn. July 31-Aug. 3. Charles J. Miller.
Alta—Buena Vista Co. Agri. Soc. Aug. 5-8. C. A. Soderquist.
Atlantic—Cass Co. Fair Assn. Aug. 11-14. George Hosfelt, Maessena, Ia.
Audubon—Audubon Co. Agri. Soc. Sept. 8-12. D. C. Perley.
Avoca—Pottawattamie Co. Fair Assn. Aug. 14-17. Howard E. True.
Bedford—Taylor Co. Fair. Aug. 3-9. Guy H. Miller.
Bloomfield—Davis Co. Fair. Aug. 12-15. C. C. Wagler.
Boone—Boone Co. Fair. Aug. 18-20. T. N. Nelson.
Brooklyn—Poweshiek Co. Agri. Assn. Aug. 18-21. L. D. Brown.
Burlington—Burlington Hawkeye Fair. Aug. 5-10. Walter B. Eyre.
Cedar Rapids—All-Iowa Fair. Aug. 10-17. Andrew C. Hanson.
Centerville—Appanoose Co. Fair Assn. Aug. 5-9. Jim Norvell.
Central City—Linn Co. Fair. Aug. 1-3. E. W. Lewis.
Clarinda—Page Co. Fair. Aug. 13-16. Kenneth Fulk.
Colfax—Jasper Co. Fair. Aug. 11-14. Mrs. Fred Jensma.
Columbus Junction—Lousia Co. Fair. Aug. 11-14. H. M. Duncan.
Coon Rapids—Four-County Fair. Aug. 20-23. M. P. Barron.
Corning—Adams Co. Fair. Aug. 10-14. Robert J. Gauthier.
Corydon—Wayne Co. Fair Assn. Aug. 19-22. A. L. Cobel.
Cresco—Howard Co. Fair. Aug. 29-Sept. 1. Ralph F. Fitzgerald.
Davenport—Mississippi Valley Fair. Aug. 12-17. Frank Harris.
Decorah—Winneshiek Co. Agri. Assn. Aug. 14-17. Leon R. Brown, Cresco, Ia.
Denison—Crawford Co. Fair Assn. Aug. 11-14. Bryan Weberg, Kiron, Ia.
Derby—Derby District Fair. Aug. 11-14. Harry E. Robison.
Des Moines—Iowa State Fair. Aug. 23-Sept. 1. L. B. Cunningham.
Des Moines—Polk Co. 4-H Fair. Aug. 5-7. Dale M. Cochran.
DeWitt—Clinton Co. 4-H Club Show. Aug. 11-15. Norman J. Goodwin.
Donnellson—Lee Co. Fair. July 23-26. J. R. Doherty.
Eagle Grove—Eagle Grove Dist. Junior Fair. Aug. 18-30. Gerhard Hanson.
Eldon—Wapello Co. Fair Assn. Aug. 18-21. L. W. Hall.
Eldora—Hardin Co. Fair. Aug. 19-21. Wilton H. Hadley, New Providence, Ia.
Elkader—Elkader Fair. Aug. 25-28. E. F. Selfert.
Emmetsburg—Palo Alto Co. Fair. Aug. 18-20. H. E. Barringer.
Estherville—Emmet Co. Agri. Show. Aug. 18-20. Lincoln N. Shonkwiller.
Fairfield—Jefferson Co. Junior Agri. Assn. Aug. 11-14. Henry McCleary, Packwood, Ia.
Fonda—Pocahontas Co. Agri. Soc. Aug. 19-21. B. F. Barber.

Fort Dodge—Webster Co. 4-H Fair. Aug. 12-14. Jake W. Bram.
Greenfield—Adair Co. Fair. Aug. 18-21. Dean Don Carlos.
Grundy Center—Grundy Co. Fair. Aug. 8-9. C. H. Trepp.
Guthrie Center—Guthrie Co. Fair. Sept. 2-5. G. W. Prince.
Hampton—Franklin Co. Fair Assn. Aug. 16-19. Glenn D. Craighton.
Harian—Shelby Co. Fair Assn. Aug. 19-22. Bob Cosgriff.
Hartley—O'Brien Co. Agri. Assn. Aug. 12-13. John H. Longstreet, Primghar, Ia.
Humboldt—Humboldt Co. Agri. Soc. Aug. 18-21. Levi W. Olson.
Ida Grove—Ida Co. Agri. Soc. Aug. 18-20. Bert Wisdom.
Independence—Buchanan Co. Fair Assn. Aug. 11-14. W. J. Campbell, Jessup, Ia.
Indianola—Warren Co. Agri. Assn. Aug. 4-7. Glen Pelton.
Jefferson—Greene Co. Fair Assn. Aug. 6-8. R. K. Richardson.
Keosauqua—Van Buren Co. Fair. Aug. 5-8. Arthur J. Secor.
Knoxville—Marion Co. Fair Assn. July 30-Aug. 3. Charles H. Vorce.
LeMars—Plymouth Co. 4-H Agri. Soc. Aug. 18-20. Don P. Carter.
Leon—Decatur Co. 4-H Fair. Aug. 4-6. L. R. Aiken, Garden Grove, Ia.
Lorimer—Lorimer Agri. Soc. Aug. 13-16. Clyde Thompson.
Malvern—Mills Co. Fair. Aug. 6-8. Thomas W. Gidley Jr.
Manchester—Delaware Co. Fair. Aug. 5-8. Truman Ingels.
Manson—Calhoun Co. Fair Assn. Aug. 21-24. Ralph Kenning.
Maquoketa—Jackson Co. Fair. Aug. 7-10. L. S. Lein.
Marion—Iowa Co. Fair. Aug. 7-9. Ora Lea Simmons.
Marshalltown—Central Iowa Fair. Sept. 4-8. Leonard L. Grimes.
Mason City—North Iowa Fair Assn. Aug. 12-17. Millard C. Lawson.
Missouri Valley—Harrison Co. Fair Assn. Aug. 19-21. Fred C. Behm.
Monticello—Jones Co. Fair Assn. Aug. 20-23. Claude Appleby.
Mount Ayr—Ringold Co. Fair Assn. Aug. 12-16. Stuart W. Hoover.
Mount Pleasant—Henry Co. Fair Assn. July 28-Aug. 2. Dr. George W. Sutton.
Moville—Woodbury Co. Fair Assn. Sept. 3-6. F. H. Rebersky.
Nashua—Big Four Fair Assn. Aug. 20-23. Norton Bloom.
National—Clayton Co. Agri. Assn. Aug. 13-15. Imer J. Stickfort, Garnaville, Ia.
Nevasa—Story Co. 4-H Fair Assn. Aug. 18-21. Glenn Z. Randauf, RFD 2, Ames, Ia.
Northwood—Worth Co. Fair. Aug. 10-13. A. T. Grosland.
Onawa—Monona Co. Fair Assn. Aug. 18-21. Harold J. McNeill.
Osage—Mitchell Co. Fair Assn. Aug. 21-24. Harry D. Hedrick.
Osceola—Clarke Co. 4-H Fair Assn. Aug. 13-15. Dovec Miller.
Oskaloosa—Southern Iowa Fair Assn. Aug. 4-8. Clyde A. Hanna.
Primghar—O'Brien Co. Fair. Aug. 19-20. J. H. Longstreet.
Postville—Big 4 Agri. Soc. Aug. 25-28. Charles Hoth.
Rock Rapids—Lyon Co. Fair. Aug. 13-17. Bob Sutton.
Rockwell City—Calhoun Co. Expo. Aug. 9-11. Pauline Zusparr.
Sac City—Sac Co. Fair. Aug. 18-20. Leslie T. Freese.
Sibley—Osceola Co. Livestock Show. Aug. 27-30. Don E. Skiver.
Spencer—Clay Co. Fair Assn. Sept. 8-13. Bill Woods.
Spirit Lake—4-H Club Congress. Aug. 19-21. L. E. Hendricks.
Thompson—Winnebago Co. Junior Show. Aug. 7-9. C. E. Judd.
Tipton—Cedar Co. Fair Assn. Aug. 5-8. Eugene R. Moore.
Toledo—Tama Co. Fair. Aug. 6-9. Ed Weaver, Buckingham, Ia.
Vinton—Benton Co. Fair. Aug. 4-7. Ed Carrier.
Waterloo—National Dairy Cattle Congress. Sept. 27-Oct. 4. E. S. Estel.
Waukon—Allahakee Co. Agri. Soc. Aug. 25-28. Lynn Probert.
Waverly—Bremser Co. Fair Assn. Aug. 12-14. L. V. Ormiston.
Webster City—Hamilton Co. Fair. Aug. 6-10. R. B. Douglas.
West Liberty—West Liberty Fair. Aug. 18-21. Robert F. Barclay.
West Union—Fayette Co. Fair. Aug. 19-23. Ed Bauder.
What Cheer—Keokuk Co. Fair. Aug. 16-19. E. F. Lally.
Winterset—Madison Co. Fair. Aug. 18-21. J. Earl Graves.

Kansas

Abilene—Central Kan. Free Fair. Aug. 16-22. C. S. Peck.
Allen—Northern Lyon Co. Fair. Aug. 28-30. E. E. Edwards.
Auburn—Auburn Grange Fair. Oct. 3-4. Mrs. Ina Cellers.
Belle Plaine—Belle Plaine Fair Assn. Sept. 12 (tentative). Dallas W. Davis.
Belleville—North Central Kan. Free Fair. Aug. 25-29. Homer Alkire.
Beloit—Mitchell Co. Fair Assn. Aug. 12-15. Otto Gentry.
Burden—Eastern Cowley Co. Fair Assn. Aug. 13-15. Dick Alexander.
Colby—Thomas Co. Fair Assn. Aug. 12-15. J. B. Kuska.
Coffeyville—Interstate Fair. Aug. 29-Sept. 1. Lawrence M. Smith.
Columbus—Am. Legion Cherokee Co. Fair Assn. Aug. 18-23. Joe W. Cook.
Dodge City—Great Southwest Free Fair. Aug. 31-Sept. 5. Dean Kastens.
Emporia—Lyon Co. Fair Assn. Aug. 19-23. W. C. Grimwood.
Garden City—Finney Co. Free Fair. Aug. 27-29. Ernie Nunn.
Garnett—Anderson Co. Fair Assn. Aug. 27-29. Fred L. Coleman.
Harper—Harper Co. Fair Assn. Aug. 27-29. R. E. Dresser.
Hillsboro—Marion Co. Fair. Aug. 19-22. Dr. G. S. Klassen.
Horton—Tri-County Fair Assn. Aug. 28-30. Jules A. Bourquin.
Hutchinson—Kansas State Fair. Sept. 14-19. Virgil C. Miller.
Kingman—Kingman Co. Fair Assn. Aug. 20-28. Clarence Imel.



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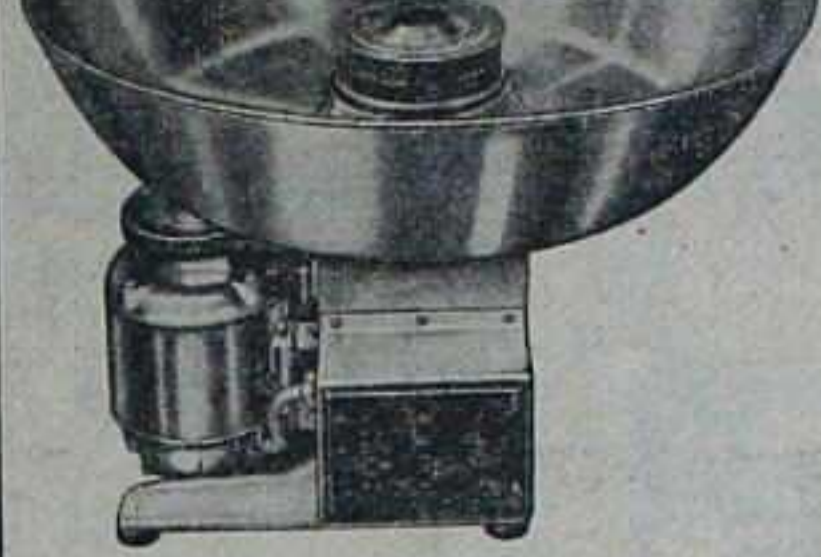
Kincald—Kincald Farmers Fair Assn. Sept. 18-20. J. Q. Adams Jr.  
 Lane—Lane Agri. Fair. Aug. 16-18. C. E. Reynolds.  
 Liberal—Five-State Fair Assn. Aug. 27-29. I. Charles E. Kulow.  
 Manhattan—Riley Co. Fair Assn. Aug. 19-21. Walter J. Rogers.  
 Mound City—Linn Co. Fair Assn. Aug. 21-23. John H. Morse.  
 Newton—Harvey Co. Fair Assn. Aug. 29-30. Jack Turman.  
 Norton—Norton Co. Fair. Aug. 11-15. M. R. Krebbel.  
 Oberlin—Decatur Co. Fair Assn. Aug. 4-7. Ralph J. Brown.  
 Paola—Miami Co. Fair. Aug. 18-20. Herbert Cramer.  
 Richmond—Richmond Free Fair Assn. Aug. 20-22. John H. Roekers.  
 Seneca—Seneca Co. Fair Assn. Aug. 11-13. A. F. Spielman.  
 Stafford—Stafford Co. Fair Assn. Aug. 19-22. Max C. Jones.  
 Stockton—Rooks Co. Free Fair. Aug. 25-29. George Ostmeyer.  
 Sylvan Grove—Lincoln Co-Sylvan Grove Fair. Aug. 29-Sept. 1. H. A. Diers.  
 Thayer—Thayer Home-Coming Picnic & Fair. Sept. 3-5. H. M. Minnich.  
 Tonganoxie—Leavenworth Co. Fair. Aug. 27-29. Henry F. Gelb.  
 Topeka—Kansas Free Fair Assn. Sept. 6-12. M. W. Jencks.  
 Wakecney—Trego Co. Free Fair. Aug. 26-29. Lew H. Galloway.

**Kentucky**  
 Alexandria Fair. Aug. 30-Sept. 1. J. W. Shaw, Newport, Ky.  
 Beattyville—Lee Co. Fair. Oct. 2-4. Lee Taylor.  
 Booneville—Owsley Co. Fair Assn. Sept. 18-20. Fred W. Gabbard.  
 Burkeville—Cumberland Co. Fair. Aug. 28-30. Earl Kilbourne.  
 Burlington—Boone Co. 4-H Fair. Aug. 8-9. Mrs. Vernon Pope.  
 Campbellsville—Taylor Co. Fair Assn. Aug. 13-16. Turney Harding.  
 Columbia—Adair Co. Fair. July 30-Aug. 2. Coy F. Rice.  
 Elkton—Todd Co. Fair. July 25-26. B. L. Trabue.  
 Palmouth—Palmouth Fair. Aug. 20-23. Mrs. Nelson Breeze.  
 Hodgenville—Larue Co. Fair Assn. Aug. 27-30. Weber Shipp.  
 Hopkinsville—Pennyroyal Fair. Oct. — Hal Thurmond.  
 Lawrenceburg—Lawrenceburg Fair. July 15-19. Allen Hawks.  
 Lebanon—Marion Co. Fair Assn. Aug. 27-30. Sam Cooper Hill.  
 Leitchfield—Grayson Co. Fair. Aug. 28-Sept. 1. Albert Thomason.  
 Louisville—Kentucky State Fair. Sept. 5-13. J. Dan Baldwin.  
 Madisonville—Hopkins Co. Fair. Aug. 25-30. Walton H. Cox.  
 Russellville—Logan Co. Fair. Aug. 4-9. Joe Gill Strange.  
 Williamstown—Grant Co. Fair. Aug. 13-16. Robert Hume.

Northampton—Three-County Fair. Aug. 31-Sept. 6. John L. Banter.  
 Sterling—Sterling Fair. Sept. 17. Charles W. Wiles.  
 Tonsfield—Topsfield Fair. Aug. 31-Sept. 6. Paul Corson.  
 West Springfield—Eastern States Expo. Sept. 14-20. Jack Reynolds.  
 West Tisbury—Martha's Vineyard Agri. Soc. Aug. 21-22. Jane M. Whiting.  
 Weymouth—Weymouth Fair. Aug. 10-16. Milton Dansiger, South Weymouth.

**Michigan**  
 Allegan—Allegan Co. Fair. Sept. 8-13. J. H. Snow.  
 Alma—Grafton Co. Fair. Aug. 13-15. John Baker, Ithaca, Mich.  
 Armada—Armada Agri. Soc. Aug. 21-24. Roy Conner, Richmond, Mich.  
 Bad Axe—Huron Co. Fair. Aug. 12-16. William E. Logan.  
 Big Rapids—Mecosta Co. Fair Assn. Aug. 19-23. Norman Mason.  
 Cadillac—Northern Dist. Fair. Sept. 1-5. Arvid E. Swanson.  
 Centerville—St. Joseph Co. Fair. Sept. 15-20. Lester R. Schrader.  
 Charlotte—Eaton Co. 4-H Fair. Aug. 26-30. Bruce Kell.  
 Cheboygan—Northern Michigan Fair. Aug. 12-18. H. L. Hopkins.  
 Coldwater—Branch Co. 4-H Fair. Sept. 8-13. Luella Hamilton.  
 Corunna—Shiawassee Co. Agri. Soc. Aug. 11-18. Blair Woodman.  
 Crosswell—Crosswell Agri. Soc. Aug. 26-30. Wesley J. Hurley.  
 Detroit—Michigan State Fair. Aug. 29-Sept. 7.  
 Escanaba—Upper Peninsula State Fair. Aug. 19-24. John MacInnis.  
 Fowlerville—Fowlerville Agri. Soc. July 30-Sept. 3. Andrew Rudnicki.  
 Hartford—Van Buren Co. Fair. Sept. 1-6. Paul F. Richter Jr.  
 Hastings—Barry Co. Fair. July 29-Aug. 2. Forrest L. Johnson.  
 Hillsdale—Hillsdale Co. Agri. Soc. Sept. 21-27. H. B. Kelley.  
 Ionia—Ionia Free Fair. Aug. 4-9. Ross Sarlow.  
 Iron River—Iron Co. Agri. Soc. Aug. 25-30. V. C. Vaughan.  
 Jackson—Jackson Co. Fair Assn. Aug. 25-29. Ione Storms.  
 Kalamazoo—Kalamazoo Co. Agri. Assn. Sept. 22-27. Edward McNamara, Richland, Mich.  
 Lake Odessa—Lake Odessa Fair Assn. July 4-5. H. H. Chase.  
 Ludington—Western Michigan Fair. Aug. 26-30. Irving L. Pratt, Scottville, Mich.  
 Mason—Ingham Co. Fair. Aug. 11-16. Joy O. Davis.  
 Midland—Midland Co. Fair. Aug. 19-23. H. D. Parish.  
 Mount Pleasant—Isabella Co. Youth & Farm Fair. Aug. 20-23. Maynard Gilmore.  
 Petoskey—Emmett Co. Fair. Aug. 18-23. Winfield S. Hinds.  
 Saginaw—Saginaw Fair. Sept. 7-13. C. H. Harnden.  
 Traverse City—Northwestern Mich. Fair Assn. Aug. 26-30. Arnell Engstrom.  
 West Branch—Ogemaw Free Fair. Aug. 20-23. R. L. Humphrey.

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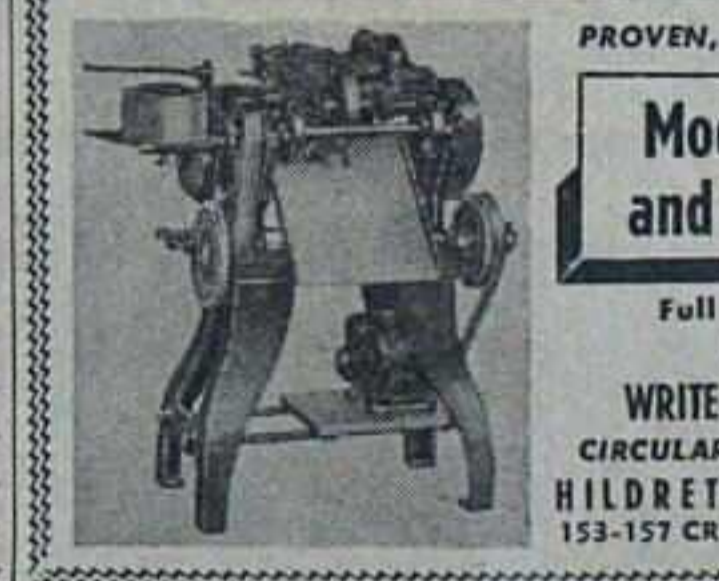
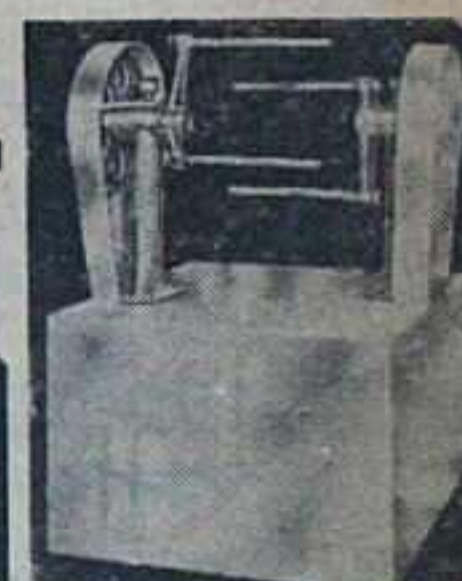
**Louisiana**  
 Amite—Tangipahoa Parish Fair Assn. Oct. 2-5. J. H. Goldsby.  
 Bastrop—Morsehouse Parish Fair. Oct. 16-18. C. G. Scott.  
 Coushatta—Red River Parish Fair Assn. Sept. 17-20. Lester P. Vetter.  
 Covington—St. Tammany Parish Fair. Sept. 25-28. Oliver Hebert.  
 DeRidder—Beauregard Parish Fair Assn. Sept. 30-Oct. 4. John T. Wooten.  
 Donaldsonville—South La. State Fair. Oct. 2-5. Adolph Neter.  
 Eunice—Southwest La. Fair Assn. Oct. 15-19. Mrs. J. P. (Wilma) Bedell.  
 Franklin—St. Mary Parish Fair. Sept. 19-21. E. J. Campaigne.  
 Haynesville—Claiborne Parish Fair Assn. Oct. 1-4. M. H. Miller.  
 Jena—LaSalle Parish Fair. Sept. 8-13. E. E. Jones.  
 Jennings—Jefferson Davis Parish Fair. Oct. 29-Nov. 1. T. E. Owens.  
 Jonesboro—Jackson Parish Fair Assn. Sept. 22-27. Blanche M. Stovall.  
 Leesville—Vernon Parish Fair Assn. Sept. 29-Oct. 4. F. W. Jackson, Simpson, La.  
 Livingston—Livingston Parish Fair. Oct. 13-18. A. J. Bery, Albany, La.  
 Lusher—St. James Parish Fair. May 2-5. E. L. Roussel.  
 Mansfield—DeSoto Parish Fair. Oct. 9-11. May Huson.  
 Marksville—Avoyelles Parish Fair. Oct. 10-12. Kermit J. Ducote.  
 Minden—Booster-Webster Fair & Forest Festival. Oct. 7-11. Brodie Pugh.  
 New Iberia—La. Sugar Cane Festival & Fair. Sept. 26-28. George E. Hedger.  
 New Orleans—Orleans Parish Fair. Oct. 17-19. Chas. Eberhardt, 1650 Hildago St.  
 New Roads—Pointe Coupee Parish Fair. Oct. 10-12. J. T. Noland.  
 Oak Grove—W. Carroll Parish Fair. Oct. 13-18. J. Wayland Smith.  
 Overlin—Allen Parish Fair Assn. Sept. 25-27. G. C. Meaux.  
 Olla—North Central La. Fair. Sept. 22-27. H. Vinyard.  
 Opelousas—Louisiana Yambilee. Oct. 8-9. J. J. Archaux.  
 Plaquemine—Iberville Free Fair Assn. Sept. 13-15. Gerald Berret.  
 Port Allen—W. Baton Rouge Parish Fair Assn. Sept. 18-21. L. C. Marleoneaux.  
 Port Chenier—St. Landry Parish Fair. Oct. 1-4. Chamblee La.  
 Ruston—North La. State Fair Assn. Oct. 15-18. C. M. Mathews.  
 Shreveport—Louisiana State Fair. Oct. 18-26. W. R. Hirsch.  
 Shreveport—Caddo Parish Fair. Oct. 16-17. S. L. Beaubouff.  
 Sulphur—Calcasieu-Cameron Bi-Parish Fair. Oct. 20-25. Mrs. Irene L. Owens.  
 Thibodaux—Lafourche Parish Fair. Sept. 26-28. S. F. Blanchard.  
 West Grant—Grant Parish Fair Assn. Oct. 8-11. Odella Purvis, New Verda.  
 West Monroe—Ouachita Valley Fair Assn. Oct. 6-12. Winn Birdsong, Monroe.  
 Winnfield—Winn Parish Fair. Oct. 1-4. H. E. Crawford.  
 Winnboro—Franklin Parish Fair. Oct. 8-11. M. L. Guice.

**Minnesota**  
 Alexandria—Douglas Co. Agri. Soc. Aug. 18-21. C. W. McDonald.  
 Anoka—Anoka Co. Agri. Soc. Aug. 14-16. H. C. Hammer.  
 Appleton—Swift Co. Fair Assn. Aug. 21-24. J. G. Anderson.  
 Austin—Mower Co. Fair. Aug. 5-10. P. J. Holand.  
 Bagley—Clearwater Co. Agri. Soc. Aug. 14-17. Mrs. Margaret Davids.  
 Barnesville—Clay Co. Fair Assn. July 10-12. Theo. Holm.  
 Baudette—Lake of the Woods Co. Fair. Aug. 18-20. L. L. Wosner.  
 Bemidji—Beltrami Co. Fair. Aug. 11-13. George E. Guyan.  
 Bird Island—Renville Co. Agri. Soc. Sept. 8-10. Harold Baumgartner.  
 Blue Earth—Parishant Co. Agri. Soc. Sept. 4-7. Harold A. Myers.  
 Brainerd—Crow Wing Co. Fair Assn. Aug. 13-16. B. C. Wilkins.  
 Cambridge—Isanti Co. Agri. Assn. Sept. 17-20. Robert S. Parker.  
 Clinton—Big Stone Co. Agri. Soc. Aug. 8-10. Robert L. Walls.  
 Detroit Lakes—Becker Co. Fair Assn. Aug. 11-13. G. W. Peoples.  
 Elk River—Sherburne Co. Agri. Soc. Aug. 7-9. E. E. Bluae.  
 Fairmont—Martin Co. Agri. Soc. Sept. 11-14. John S. Livermore.  
 Faribault—Rice Co. Agri. Soc. Aug. 7-10. Frank Duncan.  
 Farmington—Dakota Co. Fair. Aug. 7-10. W. E. (Gene) Moher.  
 Fergus Falls—Otter Tail Co. Fair. Aug. 20-23. Knute Hanson.  
 Fertile—Polk Co. Fair Assn. July 13-16. Reynold T. Erickson.  
 Fosston—East Polk Co. Fair. July 4-6. H. Alkard.  
 Glenwood—Pope Co. Agri. Soc. Sept. 19-21. Gilman P. Gandrud.  
 Hallock—Kittson Co. Agri. Soc. July 10-13. Calvin R. Bouvette.  
 Herman—Grant Co. Agri. Assn. Aug. 1-3. Arthur C. Johnson.  
 Hibbing—St. Louis Co. Fair Assn. Aug. 8-10. J. J. McCann.  
 Howard Lake—Wright Co. Agri. Soc. July 31-Aug. 3. Paul L. Eddy.  
 Hutchinson—McLeod Co. Agri. Assn. Sept. 16-18. Everett Olson.  
 Jackson—Jackson Co. Fair. Aug. 14-17. Anton C. Geiger.  
 Jordan—Scott Co. Good Seed Assn. Sept. 4-7. H. H. Berg.  
 Kasson—Dodge Co. Fair. Aug. 7-10. Victor T. Sanders, Dodge Center, Minn.  
 Long Prairie—Todd Co. Fair. Aug. 5-7. Logan O. Scow.  
 Luverne—Rock Co. Agri. Soc. Aug. 11-13. George A. Golla.  
 Madison—Lac qui Parle Co. Fair. Sept. 4-7. Wayne Weiser.  
 Mahanomen—Mahanomen Co. Agri. Soc. July 25-27. Jerry Blsek.  
 Montevideo—Chippewa Co. Free Fair. Aug. 14-17. S. O. Syverson.  
 Mora—Kanabec Co. Agri. Soc. Aug. 14-16. Victor Elfrstrom.  
 Mora—Stevens Co. Agri. Aug. 22-24. Ralph Smith.  
 Nevis—Hubbard Co. Fair. Aug. 19-21. Darwin L. Erickson.  
 New Ulm—Brown Co. Agri. Soc. Aug. 14-17. William A. Lindemann.  
 Owatonna—Steele Co. Agri. Soc. Aug. 12-17. Stan Muckle.  
 Perham—Perham Agri. Soc. July 31-Aug. 3. C. B. Weber.  
 Pillager—Cass Co. Agri. Soc. Aug. 11-13. Charles Elfrstrom.  
 Pine City—Pine Co. Agri. Soc. July 31-Aug. 2. E. J. Wamhoff, Hinckley, Minn.  
 Preston—Fillmore Co. Agri. Soc. Aug. 19-24. Ernest Wubbels.  
 Princeton—Mille Lacs Co. Agri. Aug. 14-16. R. C. Angstman.  
 Redwood Falls—Redwood Co. Agri. Soc. Sept. 5-7. Edwin J. Henderson.  
 Roseau—Roseau Co. Agri. Soc. July 21-23. Charles Christianson.  
 Rochester—Olmsted Co. Agri. Assn. July 30-Aug. 3. Gordon E. Reynolds.  
 Saint Charles—Winona Co. Fair Assn. Aug. 14-17. Roger Anderson.  
 Saint Cloud—Benton Co. Agri. Aug. 15-17. C. H. Varner.  
 St. James—Watonwan Co. Fair Assn. Aug. 22-24. Hubert Ransom.  
 Saint Paul—Minnesota State Fair. Aug. 23-Sept. 1. Douglas E. Baldwin.  
 Saint Peter—Nicollet Co. Fair. Aug. 22-25. Dr. Roy A. Dean.  
 Tyler—Lincoln Co. Fair. Aug. 21-24. Therkel Jorgensen.  
 Waconia—Cayuga Co. Agri. Soc. Aug. 17-20. Louis E. Schreiber.  
 Wadena—Wadena Co. Agri. Soc. July 28-31. Clyde E. Kelsey.  
 Waseca—Waseca Co. Fair. July 31-Aug. 3. Leon J. B. Sexton.  
 Wheaton—Traverse Co. Agri. Assn. Sept. 4-7. A. W. Vye.  
 White Bear Lake—Ramsey Co. Agri. Soc. July 31-Aug. 3. Flora K. Luedke.  
 Willmar—Kandiyohi Co. Fair. Sept. 10-13. Albert E. Thompson, Spicer, Minn.

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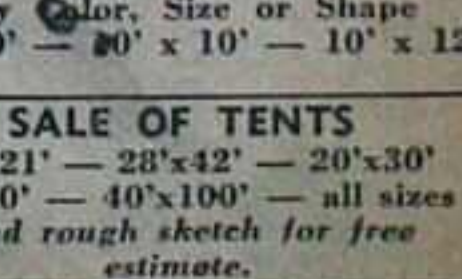
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- Worthington—Nobles Co. Fair Assn. Aug. 18-20. L. A. Hous.  
Zumbrota—Goodhue Co. Fair Assn. Aug. 21-24. A. E. Collinge Jr.
- Mississippi**  
Forest—Scott Co. Colored Fair Assn. Oct. 6-11. Ananias Ware.  
Jackson—Mississippi State Fair. Oct. 8-11. J. M. Dean.  
Laurel—South Miss. Fair Sept. 22-27. R. B. Jeffries.  
Meridian—New Meridian Fair & Cattle Show. Sept. 29-Oct. 4. B. Rawlings.  
New Albany—Union Co. Fair Assn. Sept. 29-Oct. 4. L. C. Wilson.  
Philadelphia—Neshoba Co. Aug. 11-15. F. W. Hays.  
Tupelo—Miss. Ala. Fair & Dairy Show. Oct. 7-11. James M. Savery.  
Yazoo City—Yazoo Co. Fair Assn. Sept. 12-27. J. N. Ballard.  
Yazoo City—Yazoo Co. Negro Fair Assn. Oct. 13-15. Henry W. Espy.
- Missouri**  
Albany—Gentry Co. Fair. July 24-25 (tentative). L. E. Pelz.  
Appleton City—Appleton City Fair. Aug. 25-28. C. D. Peeler.  
Aurora—Aurora Tri-County Fair. Sept. 24-27. Rufus Buffaloe.  
Bethany—Northwest Mo. State Fair. Aug. 31-Sept. 6. L. M. Maple.  
Boonville—Boonslick Fair. Aug. 12-14. Ben N. Smith.  
Butler—Butler Fair Sept. 10-12. A. F. Hilgredick.  
California—Moniteau Co. Fair. July 30-Aug. 2. Harold Kindie.  
Cape Girardeau—Southeast Mo. District Fair. Sept. 8-13. Elmer P. Lind.  
Carthage—Jasper Co. Fair. Aug. 5-7. J. C. Gibbons.  
Cathlamet—American Legion Fair. Oct. 1-5. Harry E. Malloure.  
Chillicothe—Chillicothe Fall Festival. Sept. 1-4. A. Early.  
Clinton—Henry Co. Fair. Aug. 4-7. Mrs. Charis Gaines.  
Cole Camp—Cole Camp Fair. Sept. 11-13. E. L. Junge.  
Columbia—Boone Co. Agri. Soc. Aug. 29-Sept. 1. Ray Brueckner.  
Eldon—Miller Co. Fair. Aug. 7-9. H. E. Bruner.  
Payette—Howard Co. Fair. Sept. 11-13. U. Clatworthy.  
Pulmon—Callaway Co. Fair Assn. July 31-Aug. 2. James Tucker.  
Gall Community Fair Assn. Sept. 11-13. W. B. Huffline.  
Gillman City—Gillman City Fair. July 31-Aug. 2. M. R. Hutcherson.  
Houston—Texas Co. Fair. Aug. 13-16. Linville C. Hardin.  
Huntsville—Huntsville Fair. Sept. 11-12. R. C. McClure.  
Jefferson City—Cole Co. Fair. July 24-26. Jim Kolb. R. J.  
Kansas City—American Royal Livestock & Horse Show. Oct. 18-25. Wm. E. Preston.  
Kirksville—Northeast Mo. Fair Assn. Aug. 26-29. N. C. Allen.  
Lamar—Lamar Farm & Indust. Expo. Sept. 18-20. Bud Moore.  
Lee's Summit—Jackson Co. Fair. Aug. 5-9. Jake Hoke.  
Linn—Lions Club Osego Co. Fair. Aug. 28-Sept. 1. Francis Knollmeyer.  
Macon—Macon Co. Fair Assn. Aug. 10-12. Clyde Butler.  
Manfield—Osark Summit Expo. Aug. 4-9. Gus Bushing.  
Marionfield—Wright Co. Fair. Sept. 10-13. R. L. Teater.  
Marshall—Salline Co. Fair. Aug. 27-30. T. A. Reid.  
Marshfield—Webster Co. Fair. Aug. 27-30. Ellis O. Jackson.  
Memphis—Scotland Co. Fair. July 23-25. W. T. Ware.  
Mexico—Audrain Co. Fair. Aug. 5-8. Col. James H. Higgs.  
Montgomery City—Montgomery Co. Fair Assn. July 24-26. R. W. Perrin.  
Neosho—Southwest Mo. Harvest Fair. Sept. 16-20. Thomas F. Burch.  
Owensville—Gasconade Co. Fair Assn. Aug. 14-16. Oscar Halleman.  
Platte City—Platte Co. Agri. Assn. Aug. 21-24. J. Frank Sexton.  
Prairie Home—Prairie Home Fair. Aug. 5-7. M. H. Roedel.  
Princeton—Mercer Co. Fair Assn. Aug. 5-7. Fred D. Loutzenhiser.  
Richmond—Ray Co. Free Fair. Sept. 9-11. John W. Rogers.  
Rolla—Central Mo. Regional Fair. Aug. 13-15. James R. Smith.  
Saint Charles—St. Charles Co. Fair. Sept. 3-6. Kurt E. Schneider.  
Sainte Genevieve—Ste. Genevieve Co. Fair. Sept. 5-6. P. A. Baechle.  
Safe—Safe Community Fair. Aug. 26-30. Emmett Dillon.  
Savannah—American Legion Fair. July 30-Aug. 3. Fred C. Chambers.  
Sedalia—Missouri State Fair. Aug. 16-24. William E. (Bill) Preston.  
Shelbina—Shelby Co. Fair. Aug. 5-8. V. W. Wallace.  
Springfield—Osark Empire Fair. Aug. 9-13. Glen B. Boyd.  
Sullivan—Sullivan Community Fair. Sept. 10-13. C. H. Schledemantel.  
Thayer—Oregon Co. Fair Assn. July 28-Aug. 2. E. Senn.  
Tipton—Tri-County Agri. Soc. July 23-26. Toby Lademann.  
Trenton—North Central Mo. Fair Assn. Aug. 17-23. L. I. McMullen.  
Vandalia—Vandalia Community Fair. Aug. 27-30. Pety Steiner.  
Versailles—Morgan Co. Fair. Sept. 3-6. W. L. Nelson.  
Vienna—Marion Co. Fair. Sept. 4-6. Theron A. Ellis.  
Warrenton—Warren Co. Fair. July 31-Aug. 2. Marvin Stickrod.  
Warrensburg—Johnson Co. Fair. Sept. 4-6. E. F. Low.  
Washington—Washington Fair. Aug. 14-17. Albert A. Welskopf.  
West Plains—Howell Co. Fair. Aug. 27-30. Fred Riley.
- Montana**  
Baker—Fallon Co. Fair. Aug. 15-17. E. R. Hoff.  
Billings—Midland Empire Fair & Rodeo. Aug. 11-16. Harry L. Pitton.  
Chinook—Blaine Co. Fair. Aug. 30-Sept. 1. Floyd Bowen.  
Deer Lodge—Powell Co. Fair. Aug. 22-24. Ted Rule.  
Dodge—Phillips Co. Fair. Aug. 9-10. William B. Black.  
Forsyth—Rosebud Co. Fair. Aug. 19-21. Harley W. Roath.  
Fort Benton—Chouteau Co. Fair. Sept. 5-7. W. J. Shirley.  
Glasgow—Valley Co. Fair. Aug. 30-Sept. 1. Stephen J. Ura.  
Glenlivet—Rocky Mountain Fair Assn. Aug. 30-Sept. 1. Howard M. Willson.  
Great Falls—North Montana State Fair. Aug. 4-9. Leo C. Dailey.  
Hamilton—Ravalli Co. Fair. Sept. 4-6. Glenn Chaffin.  
Hayden—Riley Co. Fair Assn. July 28-30. Earl J. Bronkon.  
Kalispell—Northwest Montana Fair. Sept. 10-12. H. J. Kilpatrick.  
Lewistown—Central Montana Fair & Rodeo. July 31-Aug. 2. Henry J. Otten.  
Libby—Western Lincoln Co. Fair. Aug. 31-Sept. 1.  
Miles City—Eastern Montana Fair. Aug. 26-28. J. H. Bohling.  
Plains—Sanders Co. Fair. Aug. 23-24. P. V. Bender Thompson Falls.  
Shelby—Marion Fair & Rodeo. July 24-27. Clifford D. Coover.  
Sidney—Richard Co. Fair. Aug. 25-27. D. G. Nuttner.  
Terry—Prairie Co. Fair. Aug. 22-23. Ford Martin.  
Twin Bridges—Madison Co. Fair Assn. Aug. 23-24. Ed Atkins. Whitehall.
- Nebraska**  
Albion—Boone Co. Fair. Sept. 9-12. Floyd Gilmer.  
Arlington—Washington Co. Agri. Soc. Aug. 28-30. H. C. McClellan.  
Auburn—Nemaha Co. Fair Assn. Aug. 21-23. C. E. Codrington.  
Aurora—Hamilton Co. Agri. Soc. Aug. 25-28. H. E. Toof.  
Baasett—Rock Co. Fair Assn. Aug. 21-24. Earl L. Anderson.
- Beaver City—Furnas Co. Fair Assn. Aug. 18-20. Edwin H. Franklin.  
Beatrice—Gage Co. Fair. Sept. 13-18. J. M. Quackenbush.  
Bladen—Webster Co. Agri. Assn. Aug. 7-9. Neil B. Andrews.  
Bloomfield—Knox Co. Fair. Sept. 7-9. C. B. Alexander.  
Bridgport—Morrill Co. Fair Assn. Aug. 30-Sept. 2. D. E. Mayer.  
Broken Bow—Custer Co. Agri. Soc. Third week in Aug. M. L. Geuld.  
Burlingame—Nebraska's Big Rodeo (Garfield Co. Fair). Aug. 13-16. Paul Banks.  
Chambers—Holt Co. Agri. Soc. Aug. 26-29. Edwin A. Wink.  
Clay Center—Clay Co. Agri. Soc. Aug. 21-24. Ivan J. Richert.  
Columbus—Platte Co. Agri. Soc. Fair. Aug. 26-29. W. L. Boettcher.  
Concord—Dixon Co. Agri. Soc. Aug. 27-29. Roy E. Johnson.  
Crete—Salline Co. Fair. Aug. 31-24. Ernest A. Vaska.  
David City—Butler Co. Agri. Soc. Aug. 24-26. Julian C. Byers.  
Deshler—Thayer Co. Agri. Soc. Aug. 12-15. Milton E. Beckler.  
Elwood—Gosper Co. Fair. Aug. 13-15. M. R. Morgan.  
Eunice—Eunice Agri. Soc. Aug. 19-21. Dean Huffline.  
Fairbury—Jefferson Co. Fair. Aug. 5-8. Emil R. Schoen.  
Gordon—Sheridan Co. Fair & Rodeo. Sept. 4-7. George B. Comer.  
Grant—Perkins Co. Agri. Soc. Aug. 14-16. W. E. Cannady. Madrid, Neb.  
Harrison—Stark Co. Fair Assn. Aug. 28-30. Melvin E. Meier.  
Hartington—Cedar Co. Agri. Soc. Aug. 16-18. James A. Walz.  
Hastings—Adams Co. Fair Assn. Aug. 4-8. John Fitzgibbon.  
Hemingford—Box Butte Co. Agri. Soc. Aug. 21-23. Paul Stull.  
Holdrege—Phelps Co. Agri. Soc. Aug. 19-22. Edgar M. Borg. Funk, Neb.  
Homer—Dakota Co. Agri. Soc. Aug. 21-23. James Allaway.  
Humboldt—Richardson Co. Agri. Soc. Sept. 10-12. L. E. Watson.  
Imperial—Chase Co. Fair. Aug. 27-30. Herman Brill.  
Johnstown—Brown Co. Agri. Soc. Aug. 20-Sept. 1. Kenneth Graff. Almsworth, Neb.  
Kearney—Buffalo Co. Agri. Assn. Aug. 25-29. Earl H. Ramsey.  
Leigh—Collfax Co. Agri. Soc. Aug. 31-24. Otto C. Weber.  
Lexington—Adams Co. Agri. Soc. Aug. 26-29. Monte Kiffin.  
Lincoln—Nebraska State Fair. Aug. 31-Sept. 5. Edwin Schults.  
Lincoln—Lancaster Co. Fair. Aug. 31-Sept. 5. Clarence Patterson.  
Madison—Madison Co. Fair. Aug. 25-27. Earl J. Moyer.  
Mitchell—Scotts Bluff Co. Agri. Soc. Sept. 1-6. W. W. Hickman.  
Neligh—Antelope Co. Fair Assn. Aug. 22-24. Clinton Stonebraker.  
Nelso—Nuckolls Co. Fair. Aug. 20-22. H. C. McAdams.  
North Platte—Lincoln Co. Agri. Assn. Aug. 20-22. H. B. Manners.  
Oakland—Burt Co. Agri. Soc. Aug. 20-23. Edgar Hansen. Lyons, Neb.  
Oradell—Keith Co. Agri. Soc. Aug. 21-24. Roy G. Nelson.  
Omaha—Ak-Sar-Ben Livestock Show & Rodeo. Oct. 3-12. J. J. Isaacson.  
Ord—Loup Valley Agri. Soc. Aug. 5-7. Loren Good.  
Pawnee City—Pawnee Co. Fair Assn. Last of August. J. Tom Sawyer.  
Pierce—Pierce Co. Agri. Assn. Aug. 23-26. Herman Scheer.  
Saint Paul—Howard Co. Agri. Soc. Sept. 2-5. H. E. Elstermeier.  
Scribner—Dodge Co. Fair. Sept. 10-12. Virgil Swanson.  
Seward—Seward Co. Fair. Aug. 25-27. Norman Gerkenmeyer.  
Sioux—Cheyenne Co. Fair. Aug. 20-22. Warren Cunningham.  
Springfield—Searcy Co. Fair. Aug. 21-23. M. L. Vaughn. Papillion, Neb.  
Stockville—Stockville Div. of Frontier Co. Fair. Aug. 28-31. Richard Hopkins.  
Syracuse—Olney Co. Fair. Aug. 26-18. Charles Miller.  
Tumamoc—Johnson Co. Fair Assn. Aug. 5-8. Lloyd D. Halsted.  
Valentine—Cherry Co. Agri. Assn. Aug. 22-24. Hush Potter.  
Wahoo—Saunders Co. Agri. Soc. Aug. 18-20. E. J. Erickson.  
Walthill—Thurston Co. Fair. Aug. 27-30. Alfred D. Bawn.  
Waterloo—Douglas Co. Fair. Sept. 10-13. R. D. Herrington.  
Wayne—Wayne Co. Fair. Aug. 17-20. A. H. Bahe.  
Weeping Water—Cass Co. Agri. Soc. Aug. 20-22. Joe Bender.  
West Point—Cuming Co. Fair. Aug. 24-28. Ed M. Baumann.  
York—York Co. Agri. Soc. Aug. 12-15. Ed Litterel.

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New Hampshire

Canaan—Macoma Valley Fair Assn. Aug. 23-25. William A. Shepard.
Concord—Hopkinton Fair. Aug. 23-Sept. 1. Charles A. Jones Andover, N. H.
Deerfield—Deerfield Fair Assn. Sept. 25-28. W. C. Maxwell, RFD 1, Raymond, N. H.
Lancaster—Lancaster Fair. Aug. 29-Sept. 1. Albert J. Kenney.
Rochester—Rochester Fair. Sept. 14-20. Albert H. Brown, Strafford, N. H.

New Jersey

Bridgeton—Cumberland Co. Co-op. Fair Assn. Sept. 16-20. Raymond R. Riley.
Camden—S. Jersey State Fair & Expo. May 25-June 1. Samuel Burgdorf, 5818 Cedar Ave., Phila., Pa.
Mount Holly—Mt. Holly Garden State Fair. Late in Aug. Samuel Burgdorf, 5818 Cedar Ave., Phila., Pa.
Trenton—New Jersey State Fair. Sept. 21-28. Norman L. Marshall.
Troy Hills—Morris Co. Fair Assn. 19-23. Alexis L. Clark, Morristown, N. J.

New Mexico

Albuquerque—New Mexico State Fair. Sept. 27-Oct. 5. Leon H. Harms.
Roswell—Eastern N. M. State Fair. Oct. 7-11. E. E. Patterson.

New York

Afton—Afton Agri. Assn. Aug. 11-16. Frederick Crane.
Albany—Trib County Fair. Aug. 18-23. Stuart T. Rombough.
Angelica—Allegany Co. Agri. Soc. Aug. 6-9. L. L. Stillwell.
Avon—Genesee Valley Breeders Assn. Sept. 5-6. John Steele.
Bath—Bath Fair. Sept. 1-6. J. Victor Paucett.
Boonville—Boonville Fair Assn. July 29-Aug. 2. Charles H. Fickbohm.
Brookfield—Brookfield-Madison Co. Agri. Soc. Sept. 1-4. Raymond F. Burdick.
Chatham—Columbia Co. Agri. Soc. Aug. 30-Sept. 1. William A. Dardess.
Cobleskill—Cobleskill Agri. Soc. Sept. 8-13. Dr. David W. Beard.
Cortland—Cortland Co. Agri. Soc. Aug. 4-9. Harry B. Tanner.
Dundee—Dundee Fair Assn. Sept. 16-18. Lewis R. Hammer.
Dunkirk—Chautauque Co. Fair. Sept. 1-6. Carlton J. Larson.
Elmira—Chemung Co. Agri. Soc. Aug. 18-16. Robert S. Turner, Horseheads, N. Y.
Gouverneur—Gouverneur Fair. Aug. 4-9. Bligh A. Dadda.
Greenwich—Washington Co. Fair. Aug. 18-23. P. J. Houlton, Housick Falls, N. Y.
Ithaca—Tompkins Co. Fair. Aug. 4-9. Richard K. Blatchley.
Malone—Franklin Co. Agri. Soc. Aug. 18-23. Stuart A. Child.
Middletown—Orange Co. Fair Assn. Aug. 11-16. Robert R. Austell.
Mineola—L. L. Mineola Fair. Sept. 9-13. Charles Bocheri.
Owego—Tinga Co. Fair. July 20-27. William M. Miller.
Palmyra—Palmyra Fair. Aug. 16-23. W. Ray Converse.
Penn Yan— Yates Co. Agri. Soc. Aug. 6-9. Oliver Wilcox.
Rhinebeck—Dutchess Co. Fair. Aug. 26-30. Richard C. Murray.
Syracuse—New York State Fair. Aug. 29-Sept. 6. Harold L. Creal, R. 1, Solway, N. Y.
Walton—Delaware Valley Agri. Soc. Aug. 19-24. Paul G. Williams.
Watkins—Seneca Co. Agri. Soc. Aug. 12-16. Donald L. Huff.
Whites Point—Broome Co. Agri. Soc. July 29-Aug. 3. Chester H. Brooks.

North Carolina

Ahoke—Atlantic District Fair. Oct. 14-18. C. E. Hobbins.
Asheboro—Center of N. C. Fair. Sept. 6-13. W. C. York.
Elizabeth City—Elizabeth City Seven-County Fair. Oct. 13-18. Norman Y. Chambliss, Rocky Mount.
Enfield—Firemen's Fair. Sept. 29-Oct. 4. W. B. Burchette.
Fayetteville—Cumberland Co. Fair. Sept. 29-Oct. 4. Elbert C. Jackson.
Greensboro—Greensboro Agri. Soc. Sept. 30-Oct. 4. Mrs. Clyde Kendall.
Greenville—Pitt Co. Fair. Oct. 6-11. Norman Y. Chambliss, Rocky Mount.
Henderson—Golden Belt Fair. Oct. 6-11. C. M. High.
Hickory—Carroll Fair Assn. Sept. 30-Oct. 3. Corbin Green.
Lenoir—Caldwell Co. Agri. Fair. Sept. 30-Oct. 4. T. R. Sehorn.
Lexington—Davidson Co. Fair Assn. Sept. 29-Oct. 4. Curtis A. Leonard.
Littleton—Littleton Fair. Oct. 6-11. T. R. Walker.
Monroe—Union Co. Fair Assn. Oct. 21-25. M. W. Williams.
Mount Airy—Greater Mt. Airy Fair. Sept. 22-26. Roy D. Hutchens.
Raleigh—North Carolina State Fair. Oct. 14-18. Dr. J. S. Barton.
Reidsville—Reidsville Fair Assn. Sept. 29-Oct. 4. Mrs. Katie Price Oliver.
Rocky Mount—Rocky Mount Agri. Fair. Sept. 29-Oct. 4. Norman Y. Chambliss.
Shelby—Cleveland Co. Negro Fair. Oct. 1-4. A. W. Foster.
Spring Hope—Naah Co. Fair. Sept. 22-27. Hobart Brantley.
Stateville—Iredell Co. Agri. Fair. Sept. 22-27. Clyde Smyre.
Taylorville—Alexander Co. Fair. Sept. 15-20. Harold Sigman.
Wilson—Wilson Co. Fair. Oct. 6-11. L. G. Whitty.

North Dakota

Bottineau—Bottineau Co. Agri. Soc. June 22-26. A. E. Stewart.
Cando—Townler Co. Fair Assn. June 26-28. Harlan Lipp.
Carrington—Foster Co. Fair. Sept. 16-19. H. C. Duntley.
Cooperstown—Griggs Co. Fair. July 2-4. Kenneth Curtis.
Crosby—Divide Co. Fair Assn. June 19-21. Vernon Nichols.
Fargo—Red River Valley Fair. Aug. 23-30. A. D. Scott.
Fessenden—Wells Co. Free Fair. July 8-12. Tony Hill.
Flaxton—Burke Co. Fair. July 7-9. Bruce B. Bair.
Forman—Sargent Co. Fair Assn. Sept. 1-3. Beth Wucherpfennig.
Grand Forks—Greater Grand Forks State Fair. July 21-26. Ralph Lynch.
Hamilton—Pembina Co. Fair. July 17-19. Franklin Page.
Jamestown—Stutsman Co. Fair Assn. July 2-5. G. A. Ottinger.
Lakota—Neilon Co. Fair. Sept. 18-20. James A. Orchard.
Langdon—Cavalier Co. Fair Assn. July 12-16. Dick Forkner.
Minnewakan—Benson Co. Fair Assn. June 30-July 3. V. A. Helberg.
Minot—North Dakota State Fair. July 28-Aug. 3. Robert G. Fluke.
Mott—Hettinger Co. Fair. Sept. 4-6. Adella Soehrn.
Rolla—Rolla Fair. July 7-9. V. L. Thompson.
Rugby—Pierce Co. Fair. July 3-5. Dan Basille.

Ohio

Akron—Summit Co. Fair in Summit Beach Park. Sept. 9-14. Elder A. Fisher.
Ashland—Ashland Co. Agri. Soc. Sept. 23-27. Harry G. Dotson.
Athens—Athens Co. Fair. Aug. 17-21. L. C. Baker.
Attica—Attica Fair Assn. Aug. 6-9. Carl B. Carpenter.
Barlow—Barlow Agri. Assn. Sept. 26-27. Frank H. Proctor.
Bellefontaine—Logan Co. Agri. Soc. Aug. 16-22. M. N. Nichols.
Berea—Cuyahoga Co. Agri. Soc. Aug. 13-17. William H. Krantz.
Bowling Green—Wood Co. Agri. Soc. Aug. 11-16. John L. Clarke.
Bucyrus—Crawford Co. Agri. Soc. July 29-Aug. 2. James F. Gebhardt, R. 3, Sycamore, O.
Burton—Geauga Co. Agri. Soc. Aug. 28-Sept. 1. Thane L. Atwood, Middlefield, O.
Cadis—Harrison Co. Agri. Assn. Sept. 10-13. L. H. Barger.
Caldwell—Caldwell Co. Agri. Soc. Aug. 28-30. J. K. Walkenschaw.

Canfield—Mahoning Co. Agri. Soc. Aug. 28-Sept. 1. E. R. Zieger, 1404 Central Tower, Youngstown.
Canton—Stark Co. Agri. Soc. Sept. 1-5. O. E. Barker.
Carrollton—Carroll Co. Agri. Soc. Sept. 24-27. E. Weaver Casper, Malvern, O.
Celina—Mercer Co. Agri. Soc. Aug. 10-15. W. F. Archer.
Chillicothe—Ross Co. Agri. Soc. Aug. 18-22. Charles J. Betsch.
Cincinnati—Cincinnati Fair. Sept. 10-13. Clarence A. Peters, 410 Court House.
Circleville—Circleville Pumpkin Show. Oct. 22-25. Ned H. Dresbach.
Circleville—Pickaway Co. Agri. Soc. July 29-Aug. 2. H. Reid.
Columbus—Ohio State Fair. Aug. 22-29. Howard S. Fount.
Coshocton—Coshocton Co. Agri. Soc. Oct. 7-11. C. V. Troy, R. 1, Trinway, O.
Croton—Hartford Fair. Aug. 5-9. William Arter.
Dayton—Montgomery Co. Fair. Sept. 1-4. Goldie V. Scheible, 709 Reibold Bldg.
Delaware—Delaware Co. Agri. Soc. Sept. 15-19. William B. Deal.
Dover—Tuscarawas Co. Agri. Soc. Sept. 15-19. W. G. Pindley, New Philadelphia, O.
Easton—Preble Co. Agri. Soc. Sept. 9-12. William B. Pryor.
Findlay—Hancock Co. Agri. Soc. Sept. 1-5. Wade Marshall, Bluffton, O.
Freemont—Sandusky Co. Agri. Soc. Sept. 1-5. Russell S. Hull.
Gallipolis—Gallia Co. Agri. Soc. Aug. Mrs. Arlene Rousch, R. 1, Bidwell, O.
Georgetown—Brown Co. Agri. Soc. Oct. 1-4. Luther Kestel.
Greenville—Darke Co. Agri. Soc. Aug. 18-22. Frank Hiestand, Rossburg, O.
Hamilton—Butler Co. Agri. Soc. Sept. 21-26. Barton Truster, Seven Mile, O.
Hicksville—Defiance Co. Agri. Fair. Aug. 21-24. S. G. Blosser.
Hilliards—Franklin Co. Agri. Soc. Aug. 12-15. Arch A. Alder.
Hillsboro—Highland Co. Agri. Soc. Sept. 3-6. Clarence Larkin.
Jefferson—Ashtabula Co. Agri. Soc. Aug. 17-18. E. P. Walburn.
Kenton—Hardin Co. Agri. Soc. Sept. 23-26. Mrs. L. E. Wetherill.
Lancaster—Fairfield Co. Agri. Soc. Oct. 14-18. Russell W. Alt, R. 1, Baltimore, O.
Lebanon—Warren Co. Agri. Soc. Aug. 26-30. Corwin Nixon.
Lima—Allen Co. Agri. Soc. Aug. 17-21. Harold W. Poling.
Lisbon—Columbiana Co. Agri. Soc. Sept. 9-13. Clarence Crosser, R. 4.
Lova—Hocking Co. Agri. Soc. Sept. 17-21. William Johnston.
London—Madison Co. Agri. Soc. Aug. 16-21. Robert Hines, R. 2, Mt. Sterling, O.
Loudonville—Loudonville Free Street Fair. Oct. 7-9. Charles Bernhard Jr.
Lucasville—Scioto Co. Agri. Soc. July 29-Aug. 2. A. S. Moulton.
McConnellsville—Morgan Co. Agri. Soc. Sept. 3-6. Ray G. Smith.
Mansfield—Richland Co. Soc. Aug. 14-16. Glenn Guthrie.
Maumee—Lucas Co. Fair. Aug. 7-10. Orville W. Disher, Waterville, O.
Marietta—Washington Co. Agri. Assn. Aug. 31-Sept. 3. L. E. Apple.
Marion—Marion Co. Agri. Soc. Aug. 17-22. Clifford L. Campbell, RFD 1, Morral, O.
Marvynville—Union Co. Agri. Soc. Sept. 10-13. Otto E. Rausch, Plain City, O.
Medina—Medina Co. Agri. Soc. Sept. 3-6. C. W. Manes.
Millerstown—Holmes Co. Agri. Soc. Aug. 14-16. Verle H. Spreng, R. D., Lakeville, O.
Monroeville—Williams Co. Agri. Soc. Sept. 7-13. Woodrow Schlegel.
Mount Gilead—Morrow Co. Agri. Soc. Aug. 13-16. Glenn Brown.
Mount Vernon—Knox Co. Agri. Soc. July 22-26. Henry G. Richards.
Napoleon—Henry Co. Agri. Co. Soc. Aug. 12-15. James D. Murray.
Norwalk—Huron Co. Fair. Sept. 9-13. Mrs. Elfreda Cravton.
Old Washington—Guernsey Co. Agri. Soc. Oct. 1-4. Thomas E. Gracy, Cambridge, O.
Ottawa—Putnam Co. Agri. Soc. Oct. 1-4. P. E. Kobil.
Owensville—Jermont Co. Agri. Soc. Aug. 13-16. J. W. Evans.
Palmsville—Lake Co. Agri. Soc. Aug. 20-23. Herbert Bolcher, Mentor, O.
Painesville—Paulding Co. Agri. Soc. Aug. 27-30. Helen W. Brewer.
Pikeston—Pike Co. Agri. Soc. Aug. 7-9. Frank B. Cooper.
Plain City—Plain City Ind. Agri. Soc. July 29-Aug. 2. Walter Minshall.
Proctorville—Lawrence Co. Agri. Soc. July 23-26. Owen Griffith, Kitts Hill, O.
Randolph—Randolph Ind. Fair. Sept. 12-13. R. P. Hamilton.
Richwood—Richwood Ind. Agri. Soc. Aug. 30-Sept. 2. Dana D. Lowe, R. 1, Marysville, O.
Rock Springs—Meigs Co. Agri. Soc. Aug. 12-15. C. L. Henson, Pomeroy, O.
Sant. Clearwater—Belmont Co. Agri. Soc. Sept. 3-6. William R. Butcher Jr.
Sidney—Shelby Co. Agri. Soc. Sept. 7-12. Robert Kaser.
Smithfield—Jefferson Cetasishedetaoinnn. 13-16. W. E. Rose, R. 1, Ravland.
Springfield—Clark Co. Agri. Soc. Aug. 13-16. B. P. Sandles.
Tiffin—Seneca Co. Agri. Soc. Aug. 19-22. Ralph D. Stacey.
Troy—Miami Co. Agri. Soc. Aug. 10-15. L. J. Gerner, Covington, O.
Upper Sandusky—Wyandot Co. Agri. Soc. Sept. 9-13. Rosa A. Winter.
Urbana—Champaign Co. Agri. Soc. Aug. 3-9. Howard Goddard.
Van Wert—Van Wert Co. Agri. Soc. Sept. 1-5. N. E. Stuckey.
Wapakoneta—Delaware Co. Agri. Soc. Aug. 3-8. Harry Kahn.
Warren—Trumbull Co. Free Fair. Aug. 6-9. Frank Neal, Nutwood, O.
Washington C. H.—Fayette Co. Agri. Soc. July 22-26. Frank E. Ellis.
Wauseon—Fulton Co. Agri. Soc. Sept. 1-5. Mrs. C. J. Keller.
Wellington—Lorain Co. Agri. Soc. Aug. 19-22. Clair L. Hill.
Wellston—Crawford Co. Agri. Soc. July 16-19. Carl G. Dahlberg.
West Union—Adams Co. Agri. Soc. Aug. 19-22. Charles S. Kirker.
Wilmington—Clinton Co. Agri. Soc. Aug. 5-9. C. Millard Lleurance.
Woodfield—Monroe Co. Fair. July 29-31. Ralph Schumacher.
Woodsfield—Wayne Co. Agri. Soc. Sept. 9-13. W. J. Buss.
Xenia—Greene Co. Agri. Soc. July 29-Aug. 2. Mrs. J. Robert Bryson.
Zanesville—Muskingum Co. Agri. Soc. Aug. 12-16. Peril D. Whitl. New Concord, O.

Oklahoma

Blackwell—Kay Co. Free Fair. Sept. 9-13. W. R. Hutchinson, Newkirk, Okla.
Chandler—Lincoln Co. Free Fair. Sept. 16-19. Oran Stipe.
Cordell—Washington Co. Free Fair. Sept. 10-13. James V. Son.
Enid—Garfield Co. Fair Assn. Sept. 5-13. Clint Jayne.
Holdenville—Hughes Co. Free Fair. Sept. 3-5. Jess M. Barbre.
Muskogee—Oklahoma Free State Fair. Sept. 28-Oct. 5. M. E. Tweedell.
Norman—Cleveland Co. Free Fair. Sept. 3-5. Vernon Frey.
Oklahoma City—Oklahoma State Fair & Expo. Sept. 20-27. C. O. Baker.
Okmulgee—Okmulgee Co. Free Fair. Sept. 23-27. Mrs. W. L. Snears.
Stillwater—Fayette Co. Free Fair. Sept. 15-18. George E. Stroup.
Tulsa—Tulsa State Fair. Oct. 3-9. Clarence C. Lester.
Watouga—Blaine Co. Free Fair. Sept. 15-18. Vance L. Deaton.

Oregon

Albany—Linn Co. 4-H Fair. Aug. 27-29. O. E. Mikesell, Heppner, Ore.
Burns—Harney Co. Fair. Sept. 13-14. George Burns, Harney Co. Fair.
W. Bain.
Canby—Clackamas Co. Fair. Aug. 26-29. Thomas O'Gorman, Milwaukie, Ore.
Cannon—Gilliam Co. Fair. Sept. 19-21. Ernest J. Kirsch.
Deer Island—Columbia Co. Fair. Aug. 14-16. Jewett A. Bush, Clatskanie, Ore.
Eugene—Lane Co. Fair Assn. Sept. 17-20. H. P. Welch.

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Fossil—Wheeler Co. Fair. Sept. 19-21. L. J. Marks.  
Gold Beach—Curry Co. Fair. Aug. 22-24. Mrs. Billie Wood.  
Grants Pass—Josephine Co. Fair. Aug. 19-23. Millard B. Hedger.  
Gresham—Multnomah Co. Fair. Aug. 18-24. Duane Hennessy.  
Heppner—Morrow Co. Fair. Sept. 4-7. N. C. Anderson.  
Hermiston—Umatilla Co. Fair Assn. Aug. 21-24. Leonard Lorenzon, Pendleton, Ore.  
Hillsboro—Washington Co. Fair. Aug. 23-26. Mrs. Mary Hadley.  
John Day—Grant Co. Fair. Sept. 17-20. William K. Farrell, Canyon City, Ore.  
LaGrande—Union Co. Fair Assn. Sept. 18-20. Vivian Hartol.  
Moro—Sherman Co. Fair Assn. Sept. 12-14. Mary O. Coons.  
Myrtle Point—Columbia Co. Fair Assn. Aug. 15-17. J. H. Clarno.  
Newport—Lincoln Co. Fair. Aug. 14-16. Sally P. Mitchell.  
North Portland—Pacific Internat'l Livestock Expo. Oct. 4-11. Walter A. Holt.  
Ore.—Hood River Co. Fair. Aug. 7-9. A. R. Marble, R. 4, Hood River, Ore.  
Prineville—Crook Co. Fair. Aug. 8-10. J. A. Cain.  
Redmond—Deschutes Co. Fair Assn. Aug. 22-24. Darrell Smith.  
Rickreall—Polk Co. Fair. Aug. 21-23. Josiah Willis, Dallas, Ore.  
Salem—Oregon State Fair. Aug. 30-Sept. 6. Leo G. Spitzbart.  
Tillamook—Tillamook Co. Fair. Aug. 13-16. H. G. Smith.  
Tygh Valley—Wasco Co. Fair. Aug. 21-24. Howard L. Corner, Maupin, Ore.

### Pennsylvania

Albion—Albion Fair Assn. Sept. 11-13. C. Carlton Harry.  
Allentown—Great Allentown Fair. Sept. 14-20. R. D. Schall.  
Arendtville—South Mountain Fair Assn. Sept. 2-6. Harvey B. Raffensberger.  
Bedford—Bedford Fair Assn. Aug. 4-9. A. Brice.  
Bloomsburg—Bloomsburg Fair Assn. Sept. 22-27. Harry B. Conell.  
Butler—Butler Fair & Agri. Assn. Aug. 12-16. C. M. Miller.  
Carlisle—Carlisle Fair Assn. Aug. 11-16. Beauford S. Swartz.  
Centre Hall—Centre Co. Fair. Aug. 23-28. Mrs. Samuel Grove.  
Clearfield—Clearfield Co. Fair Assn. July 25-Aug. 2. Joseph Hogintogler.  
Conshohocken—Spring Mill Fair. July 9-19. C. H. Johnston Jr.  
Dayton—Dayton Agri. Assn. Aug. 19-23. Mrs. Maine Jordan.  
Ebensburg—Cambria Co. Fair Assn. Sept. 1-6. Walter Good.  
Forksville—Sullivan Co. Agri. Soc. Aug. 27-30. Lawrence Higley.  
Grafton—Grafton Fair Assn. Aug. 19-23. Harry W. Davis.  
Greensburg—Harrod Fair. Aug. 30-23. Mrs. Jacob L. Errett.  
Harrisburg—Pembroke Lions Club Fair. July 28-Aug. 2. Marilyn Slough.  
Honesdale—Wayne Co. Fair. Sept. 8-13. R. W. Gammell.  
Kutztown—Kutztown Fair Assn. Aug. 18-23. Elmer A. P. Kline.  
Laurelton—Union Co. West End Fair Assn. Sept. 3-6. J. Frank Snyder.  
Lehighton—Lehighton Fair. Sept. 1-6. C. E. Hornberger.  
Mansfield—Mansfield Fair. Aug. 27-30. Phillip W. Farrer.  
McConnellsburg—Pulton Co. Fair. Aug. 28-31. Henry W. Daniels.  
Mechanicburg—Orangers' Free Fair. Aug. 24-Sept. 1. J. Robert Richwine.  
Meyersdale—Somerset Co. Fair. Aug. 11-16. Harry A. Pitegan.  
Myerstown—Myerstown Fair Assn. Oct. 8-10. John R. Sherman.  
Nazareth—Nazareth Fair. Week of Aug. 4. Joe Sherman.  
New Bethel—Farmers & Merchants Agri. Assn. Aug. 13-15. Loudon Stuart.  
New Holland—New Holland Farmers' Fair. Oct. 1-4. S. O. Zimmerman.  
Northampton—Twin Co. Agri. Assn. Sept. 10-13. Eugene Milham.  
Pittsburgh—Allegheny Co. Free Fair. Aug. 28-Sept. 1. John L. Hernon, 411 Court-nouse.  
Reading—Reading Fair. Sept. 7-14. Charles W. Swoyer.  
Red Lion—Red Lion Gala Week Fair. July 14-19. R. M. Spangler, Hummels Wharf, Pa.  
Sellingsgrove—Sellingsgrove Fair. July 21-27. Roland E. Fisher.  
Sugar Grove—Sugar Grove Fair Assn. Sept. 11-13. Mrs. James L. Lacey.  
Tioga—Tioga Co. Fair. Aug. 20-23. Carl H. Forst.  
Towndale—Towndale Community Fair Assn. Sept. 18-20. John H. Liggett.  
Troy—Troy Fair. Aug. 18-23. H. B. Holcombe.  
Unionville—Unionville Community Fair. Oct. 9-11. Robert G. Struble, Kennett Square, Pa.  
Wattsburg—Wattsburg Agri. Soc. Aug. 26-30. H. M. Barrow.  
York—York Interstate Fair. Sept. 9-13. Samuel S. Lewis.

### Rhode Island

East Greenwich—Rocky Hill Fair. Aug. 19-24. Warren F. Moorhead.

### South Carolina

Anderson—Anderson Fair. Oct. 13-18. I. V. Hulme.  
Camden—Kershaw Co. Fair Assn. Oct. 13-18. J. D. Crawford.  
Cheraw—Chesterfield Co. Colored Fair Assn. Nov. 10-15. C. A. Bloomfield.  
Columbia—South Carolina State Fair. Oct. 20-25. Paul V. Moore.  
Florence—Eastern Carolina Agri. Fair. Oct. 27-Nov. 1. J. Cliff Brown, Sumter, S. C.  
Kingstree—Williamsburg Co. Fair. Sept. 23-27. H. C. Crawford.  
Manning—Clarendon Co. Agri. Expo. Oct. 27-Nov. 1. C. L. Rawlinson.  
Orangeburg—Orangeburg Co. Fair. Oct. 13-18. W. A. Schillley.  
Rock Hill—York Co. Fair Assn. Oct. 20-25. H. D. Black.  
Spartanburg—Piedmont Interstate Fair. Oct. 13-18. Tom Moore Craig.  
Sumter—Sumter Co. Fair. Nov. 3-8. J. Cliff Brown.  
Union—Union Co. Fair. Oct. 6-11. Hydrick L. Kirby.  
Walterboro—Colleton Co. Fair Assn. Oct. 6-11. Joseph L. Schwab.

### South Dakota

Huron—South Dakota State Fair. Sept. 1-6. F. L. Hafner.  
Mitchell—Corn Palace Festival. Sept. 22-27. W. E. Will.  
Parker—Turner Co. Fair. Aug. 25-27. Ed G. Hansen.  
Rapid City—Pennington Co. Fair. Aug. 14-18. Harold Williams.  
Sioux Falls—Sioux Empire Fair. Aug. 18-24. Al Halverson.  
Tripp—Hutchinson Co. Fair Assn. Aug. 27-30. Eugene H. Hoff.

### Tennessee

Chattanooga—Chattanooga-Hamilton Co. Interstate Fair. Sept. 15-20. Mrs. Maude H. Atwood.  
Columbia—Maury Co. Fair. Sept. 1-6. B. H. Hardwick Jr.  
Gainesboro—Jackson Co. Agri. Fair. Sept. 11-13. Anna Ruth Upchurch.  
Gallatin—Sumner Co. Colored Fair Assn. Aug. 28-30. Edw. V. Anthony.  
Harriman—Roane Co. Fair. Sept. 3-6. W. B. Stout.  
Huntingdon—Carroll Co. Fair. Sept. 23-27. J. F. Walters.  
Jackson—West Tenn. Dist. Fair. Sept. 8-13. A. U. Taylor.  
Jamestown—Fentress Co. Fair Assn. Sept. 11-13. P. G. Crooks.  
Kingsport—East Tenn. Dist. Fair. Aug. 11-16. A. B. Coleman.  
Knoxville—Tenn. Valley Fair Assn. Sept. 8-13. Pat W. Kerr.  
Lawrenceburg—Middle Tenn. District Fair. Sept. 29-Oct. 4. H. W. Holtzford.  
Lebanon—Wilson Co. Fair. Sept. 9-13. A. W. McCartney.  
Maryville—Blount Co. Fair. Aug. 25-30. Joe K. Dancer.  
Memphis—Mid-South Fair. Sept. 18-27. Vernon LaCour.  
Nashville—Tennessee State Fair. Sept. 15-20. Louis E. Griffin.  
Sparta—White Co. Fair. Sept. 10-13. T. Stanton Hale.  
Trenton—Cibola Co. Fair. Sept. 3-6. Mrs. Rachel Holt.  
Westmoreland—East Summer Fair Assn. Sept. 12-13. Miss Gustine Simmons.  
Woodbury—Cannon Co. Fair. Sept. 25-27. Mrs. James H. Cummings.

### Texas

Amarillo—Tri-State Fair. Sept. 22-27. Rex B. Baxter.  
Angleton—Brazoria Co. Fair. Oct. 7-11. Lerie R. Giese.  
Beaumont—South Texas State Fair. Oct. 9-18. Karl D. Schwartz.  
Bryan—Bryan Co. Am. Legion Fair. Oct. 6-11. Joe Pletcher Jr.  
Center—Shelby Co. Fair Assn. Oct. 7-11. Guy Cowser.  
Cleburne—North Central Texas Fair & Rodeo. Sept. 1-6. E. L. Reid.  
Corsicana—Corsicana Livestock & Agri. Show. Sept. 23-27. R. W. Knight.  
Crocket—American Legion Fair. Sept. 23-27 (tentative). Alvin W. Ball.  
Dallas—State Fair of Texas. Oct. 4-10. S. B. Cox.  
Dayton—Dayton Fair & Rodeo. May 1-3. A. W. Righy.

(Continued on page 91)

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### Carnival Routes

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

- Alabama Am. (Washington & Canal Sts.) Mobile, Ala.
- Alamo Expo. Austin, Tex.
- All Pairs Show (32d & N. Main Sts.) Houston, Tex.
- American Beauty: De Soto, Mo., 12-19.
- American Midway: Taylor, Tex.
- A. M. P.: Stuart, Va., 10-19.
- B. & H. Am. Co.: Winstboro, S. C.
- Borderland: Marathon, Tex., 10-13; Alpine 15-29.
- Boudreau, Billy: Swansea, Mass., 14-19.
- Brown & Wallace: Lincolnton, N. C.
- Burke, Harry: Kentwood, La.
- Burkhart: Glendon, Mo.
- Capital City: Valdosta, Ga.
- Cavalcade of Amusements: Selma, Ala.; Montgomery 14-19.
- Central States: Great Bend, Kan.
- Crafts Expo.: San Fernando, Calif.
- Dion, Ted: Denham Springs, La.
- Down River Am. Co.: River Rouge, Mich., 10-19.
- Drew, James H.: Dunbar, W. Va., 7-14; Marmet 17-26.
- Dumont: Winston-Salem, N. C.
- Dyer's Greater: Tuckerman, Ark., 11-19.
- Ferris, Carl D.: Savannah, Ga.
- Festival of Fun: Huntsville, Ala., 7-14.
- Francis, John: (4300 N. Broadway) St. Louis, Mo., 10-19.
- Franklin, Don: Luling, Tex., 12-19.
- G. & H.: Mason City, W. Va., 11-19.
- Gem City: Theodore, Ala.; Foley 14-19.
- Gentsch, J. A.: Columbia, Miss.
- Gladstone Expo.: Philadelphia, Miss., 14-19.
- Gold Medal: Anniston, Ala.; Huntsville 14-19.
- Grady, Kellie: Sheffield, Ala., 12-19.
- Grand American: Dexter, Mo.; Poplar Bluff 14-19.
- Great Zenith: Providence, R. I., 14-19.
- Groves Greater: Lake Charles, La., 7-13.
- Happy Attrs.: Newark, O., 13-19.
- Harrison Greater: Laurinburg, N. C.
- Heller's Acme: Washington, N. C.
- Hill's Greater: Levelland, Tex.
- Hottle, Buff: Marrero, La.
- Jolly Jaiquet: Ruffin, S. C.; Springtown 14-19.
- Jollytime: Franklin, Va.; Boykins 14-19.
- Keystone Expo.: Ninety Six, S. C.; Batesburg 14-19.
- Kile, Floyd O.: Plaquemine, La., 12-19.
- Lawrence Greater: New Bern, N. C.
- Lee United: Monroe, Mich., 12-19.
- Manning, Ross: Richmond, Va.
- Marks, John H.: South Richmond, Va., 14-19.
- Midway of Mirth: Madison, Ill.

- Mighty Page: Lincolnton, N. C.
- Mighty Hammonree: Chattanooga, Tenn., 14-26.
- Mighty Hoosier State: Columbus, Ind., 14-26.
- Migrothy, Curly: Liberty, Miss.
- Moore's Modern: Rockdale, Tex.; San Augustine 14-19.
- Palmetto Expo.: Joanna, S. C.; Abbeville 14-19.
- Penn Premier: Essex, Md., 10-19.
- Playtime: Manchester, N. H., 12-19.
- Price Am. Co.: Wapanucka, Okla.
- Raines Am. Co.: Waldron, Ark.
- Royal Crown: Albany, Ga.; Macon 14-19.
- Royal Expo.: Sarasota, Fla.
- Sandlin, L. J.: Watkinsonville, Ga.
- Schafer's Just for Fun: Longview, Tex.
- Siebrand Bros.: Globe, Ariz.
- Snapp Greater: Joplin, Mo., 14-19.
- Star Am. Co.: Quitman, Ark.
- Steel City: Sikeston, Mo.
- Stephens, C. A.: Cochran, Ga.; Manchester 14-19.
- Southern Valley: Camden, Ark.
- Strates, James E.: Washington, D. C.
- Tatham Bros.: (Fairgrounds) Springfield, Ill.; Athens 15-19.
- Thomas Joyland: Williamson, W. Va., 12-19.
- 30th Century: Alexandria, La.
- United Expo.: West Helena, Ark.
- Universal Am. Co.: Watkinsonville, Ga., 17-22.
- Victory: Crane, Tex.
- Vivona Bros.: Durham, N. C.
- Wade, W. G.: (Vernon & St. Jean) Detroit, Mich., 12-20.
- Wallace, I. K.: Providence Forge, Va., 12-19.
- West Coast: Merced, Calif.; San Jose 15-20.
- Wilson Greater: Albuquerque, N. M., 12-20.
- Wolfe Am. Co.: Gaffney, S. C.
- World of Pleasure: (8 Mile & Wyoming) Detroit, Mich., 15-19.

### Circus Routes

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- Beatty, Clyde: (Washington & Hill Sts.) Los Angeles, Calif., 7-13; Long Beach 14-15; San Pedro 16; W. Los Angeles 17-20.
- Cole & Walters: Ringling, Okla., 10.
- Hamid-Morton: Buffalo, N. Y., 14-19.
- Hagan-Wallace: Roanoke, Ala., 8; Alexander City 9; Talladega 10; Anniston 11; Sylacauga 12; Attalla 14; Jasper 15; Tuscaloosa 16-17; Haleyville 18; Decatur 19.
- Howe's: Humboldt, Tenn., 11; Paris 12; Clarksville 14; Gallatin 15; Springfield 16.
- King Bros.-Cristiani: Greenwood, S. C., 8; Greenville 9; Spartanburg 10; Shelby, N. C., 11; Asheville 12; Hickory 14; High Point 15; Raleigh 16; Danville, Va., 17; Lynchburg 18; Roanoke 19.
- Polak Bros.: Western (Murat Temple) Indianapolis, Ind., 7-13.
- Polak Bros.: Eastern (High School Aud.) Kalamazoo, Mich., 14-15; (Memorial Aud.) Canton, O., 17-18; (Armory) Akron 19-26.
- Ringling Bros. and Barnum & Bailey: (Madison Square Garden) New York 4-May 11.
- Rogers Bros.: St. Augustine, Fla., 8; Jacksonville 9-10; Brunswick, Ga., 11; Savannah 12; Augusta 14.
- Wallace Bros.: Abilene, Tex., 7; Sweetwater 8; Big Spring 9; Midland 10; Snyder 11; Lamesa 12; Brownfield 13; Littlefield 14.
- Wallace & Clark: Hot Springs, Ark., 18.
- Webster Bros.: Pontiac, Mich., 12.

### Misc. Routes

Send to  
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- Jones, Spike, Revue (Arena) Brandon, Man., Can., 9; (Arena) Regina, Sask., 10; (Gardena) Edmonton, Alta., 12; (Exhn. Bldg.) Calgary 14 (Arena) Nanaimo, B. C., 16; (Forum) Vancouver 17; (Arena) Victoria 18; (Fox) Tacoma, Wash., 19.

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**Truck for Sale—Concession truck, Ford, good condition:** 5 kw. generator, electric oven, Coca-Cola machine, electric popcorn machine, jelly apple. Write Anthony Smedira, 1735 Zerega Ave., Bronx 61, N. Y., or call after 7 p.m., TAlmadge 3-9444.

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**AAAA Bargains—New Floss Machines \$219:** new nichrome ribbons; 53 each, 121 dozen; new popcorn or peanut warmers, \$13.50. Jones Equipment Co., 140 Vine St., Philadelphia, Pa.

**About all makes Popcorn Machines available from \$35:** Candy Corn Machines, Peanut Roasters, Krispy Korn, 120 S. Halsted, Chicago, Ill.

**2 inch Goodrich rubber hose, 2 ply, 25 ft. lengths,** \$25 value, only \$4.95, or 3 lengths for \$12. C & H Electric Co., 433 W. Juneau, Milwaukee, Wis.

### Used Food and Drink Concession Equipment

**A bargain in used popcorn dispensers—good condition.** F. L. Brock, North Miami Beach, Fla.

**Bargain—Popcorn, snow cone, wiener ham-burger machines—Coleman Tanks, numbers, balloons, all types cheap.** Poppers Supply, 146 Walton, Atlanta, Ga.

**Candy floss machines, rolled cones, ice shavers, Cretors 41 popper, 5-6 panel outfit.** James Rosetter, Albany, Ohio.

**Electro-Freeze Custard Machines for sale,** good condition. 921 E. New York Ave., Brooklyn, N. Y. SLocum 5-1503

**Electro Freeze custard machine: 25 gallons per hr.,** mounted on Chevrolet truck, good condition. H. A. Duffield, 16 Dell Ave., Netcong, N. J.

**For Sale—Glenray Bar-B-Q hot dog machine,** French fryer, cutter; all new; sacrifice. H. M. Rice, 1033 1/2 27th St., Orlando, Fla.

**Long Eakins corn poppers, electric; caramel mixer or ches tank, copper kettle, stove,** large pans; cheap. Buckminster 4-5754, 430 Argyle Rd., Brooklyn, N. Y.

**Popcorn machine, Viking half-model; fast** for carnivals, fairs; for details, photos, write Erick Hein, P.O. Box 196, Bantam, Conn.

**Popcorn trailer; 4 by 7; enclosed; work any** state; A-1 condition. Geo. Wright, 24 S. Wood St., Chicago, Ill.

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## J. M. Hare Named Detroit Fair Mgr.

Elected by 10 to 7 Vote of Board; Attraction Action Again Postponed

DETROIT, April 5.—James M. Hare, 42, a Detroit school trustee, ex-university teacher, and director of personnel for the Michigan State Fair, Friday (4) was named manager of the fair by its board of managers. Ten board members voted for his election, seven against it.

Hare replaces James Friel, who resigned recently in the wake of bribe-taking charges made against him by the one-man grand jury probing the State Fair administration. Friel's resignation was the second among State Fair personnel as a result of the grand jury probe. Sydney Phillips, then president, having previously resigned, also after charges of bribe-taking.

Make-ready for the '52 fair had been put off because of the grand jury probe, but the log-jam is now expected to be broken with the naming of Hare, who, after being elected said that he would defer any policy decisions until after conferring with "the staff of the grand jury."

The fair's attraction committee met Thursday (3) but after a long session took no action on contracting midway, grandstand or coliseum attractions. Indications are that such decisions will be made no earlier than April 17, when the full board of managers is slated to meet again.

Two carnival organizations were represented at the meeting of the attraction committee. They were the Strates Model Shows, represented by Dave Endy and R. C. McCarter, and the W. G. Wade Shows, repped by D. Wade. Strates show is a railroad org, the Wade unit a motorized show.

## 3 Chambliss Events Prep For Big Year

ROCKY MOUNT, N. C., April 5.—The office of the Rocky Mount Fair was opened on a full-time basis this week as Manager Norman Y. Chambliss began preparing for the event that will take place the week of September 29. Business concerning annuals at Greenville and Elizabeth City, N. C., also under Chambliss management, will be handled from the local office.

Chambliss said that he was looking to the biggest year in his experience in fair business. He said that per-capita and family income gains in the areas serviced by his fairs pointed to a bonanza year.

Show features will include Strates Model Shows at Rocky Mount and Greenville and Virginia Greater at Elizabeth City. Greenville will run the week of October 6 and Elizabeth City the week of October 13.

Grandstand attractions at all events will be furnished by George A. Hamid & Son, New York. The Jack Kochman Hell Drivers will be featured at Rocky Mount, with the Irish Horan Hell Drivers playing Greenville and Elizabeth City. Harness racing will be presented at Rocky Mount and Elizabeth City.

Mrs. Vernon James has been named resident manager at Elizabeth City.

## Hope, Ark., Sets Pay Gate

HOPE, Ark., April 5.—Third District Livestock Show here, which in the past has operated with a free outside gate, this year will charge admission, according to Bob Shivers, secretary. New rates will be 40 cents for adults and a dime for children.

In addition to a front-gate admission charge, the annual is re-scaling its grandstand prices upward. Last year's rates of \$1, \$1.50 and \$2 will be supplanted by a scale of \$1.50, \$1.75 and \$2.

Six attraction bookers also attended. They were Ernie Young, of the agency bearing his name; Jackie Andrews, representing the Cisco Kid Rodeo; Colonel Gatewood, on behalf of a rodeo; C. A. Klein, of Klein's Attractions; Verle Bogue, of Music Corporation of America, and Mel Campbell, of the Gus Sun Agency.

Hare has been a State fair staffer for three years. In '49 he served as director of special activities and for the past two years was director of personnel.

A Detroit resident since 1913, Hare holds an MA degree from Wayne University. He has been a teacher on government at that university and also has taught at Lawrence Institute of Technology and the University of Michigan.

## Calif. Board Okays No-Bet Sunday Races

SACRAMENTO, April 5.—The California State Fair board of directors went on record approving an increase purse distribution of \$10,000, okaying wagerless harness racing on Sundays during the fair and combined the position of running race secretary with that of the secretary of the harness horse department.

The State board adopted suggestions of its racing committee which will change the 1952 program.

Harness racing without betting will be staged on the Sundays during the fair's 11-day run, thus returning the event to its policy last practiced in 1948. This move was made to fit in the second quarter horse race, as ordered by the racing commission, and have eight runs each weekday afternoon. The board dropped the idea of staging betless harness runnings in the mornings to prevent complications with the racing commission and other agencies.

**Project Horse Races**  
As the projected program now stands, the fair will have one harness race starting about noon, two quarter horse dashes and eight thoroughbred runs. The fair expects to stage 11 events daily with a ninth thoroughbred run on one or two days. An earlier post time will allow ample time for the completion of the card without conflicting with the night show's preparations.

Under the proposed plan, five harness events will be held Sundays and four the other days. Minimum purses for these events were cut from \$1,000 to \$750. This was done for budget reasons. However, quarter horse purses were increased from \$500 to \$750 and a few at \$900.

Purse distributions passed in budget form include: 18 harness races, \$21,000; 18 quarter horse races, \$14,500, and 72 thoroughbred races, \$108,000, totaling \$143,700. This represents an upping of \$10,000 approximately over 1951 for the nine days of running. Last year's pari-mutuel handle was \$3,527,081.

The board asked for applications for the position of pari-mutuel department. Jack Glendower, running race secretary, was rehired for 1952 and was made the overall head of all racing.

## Temple Names Kitei Veepee

PHILADELPHIA, April 5.—Lou Kitei has joined the Temple Company as vice-president in charge of sales. Other officers are Sam Cohen, president, and Irwin Fisher, treasurer.

Firm, which specializes in premium merchandise and special packaging, has enlarged its quarters to expedite shipping.

## Dallas Fair Inks Brydon Ninth Time

Number of Shows Is Cut Sharply; Ten Will Operate

DALLAS, April 5.—Ray Marsh Brydon again has been awarded the contract to provide midway shows at State Fair of Texas here. Award, made by a committee consisting of Robert L. Thornton, Jim Stewart and Fred Tennant, fair's president, general manager and concession superintendent, respectively, gives Brydon the contract for the ninth year.

Bidding was spirited, with the fair inviting all-comers. Over 20 entered bids. Among them was one Canadian, a railroad show, which offered to home-run its rides and concessions and send in 10 cars of show equipment for the date, beside a crooner.

The number of shows to be operated this year will be cut drastically, in line with a new fair policy. Only 10 shows will be worked, as against 26 last year.

### Two Gal Shows

Brydon announced shortly after the contract award that there will be but two girl shows, as contrasted with five or six in recent years. Joe Sciortino will have the Posing Show. The Girl Revue has not been set, but Brydon said it will be headed by a name performer.

Only one Circus Side Show will be operated, compared with several in the past. This unit will be operated by Glenn Porter. The Jones Siamese twins, Yvonne-Yvette, Negro babies joined at their heads, has been contracted by Harry Golub.

## 50 New York Annuals List 1952 Dates

ALBANY, N. Y., April 5.—A total of 50 fairs will be operated in New York State this year, according to a compilation released this week by James A. Carey, division of agricultural fairs, New York State Department of Agriculture and Markets.

The State Fair at Syracuse will again be a Labor Day event. Its dates are August 30-September 6. Also scheduled for Labor Day showings are Chatham, Fonda, Brookfield, Dunkirk, Schaghticoke, Bath and the newly formed Westchester County Fair, Indian Point Park, Peekskill.

First event is slated for Owego, July 20-27. Last scheduled event is the annual at Dundee, September 16-18. In all, 37 fairs will operate, or begin their runs, in August.

### FORMULATE PLANS:

## Sedalia Ups Seat Rates; Austin Lures Kiddies

SEDALIA, Mo., April 5.—Missouri State Fair has resealed its grandstand seat prices upward this year with the addition of a \$2 tab on choice box seats, William E. (Bill) Preston, secretary, announced. This year's scale will be \$1, \$1.50 and \$2, compared with \$1 and \$1.50 a year ago, he said.

In addition to its usual evening and afternoon grandstand attractions, the fair has added several new features including a mule derby, horse shoe tournament, wrestling matches and two balloon ascensions.

### Ups Kid Lure

AUSTIN, Minn.—Mower County Fair here will make a bigger pitch to youngsters this year with the addition of a second kid day dur-

## Sacramento Mulls \$2,180,000 Program

Seek Funds to Replace Exhibit Halls, Livestock, Poultry Barns

SACRAMENTO, April 5.—Members of the California State Fair board of directors heard a proposed \$2,180,000 new buildings program outlined, reaffirmed the midway contract to Crafts Shows, and heard proposals for night shows at a recent meeting here.

Fred W. Links, assistant State director of finance, outlined the proposed building program considered by subcommittees of the State finance committee and Assembly ways and means committee for inclusion in the 1952-'53 State budget for the fair.

The projects would include replacements for the present Manufacturing Building and Educational Building new horse show barns, poultry building, sheep and swine barns and sewers and plumbing.

Construction of the Manufacturing and Education Buildings, Links said, would be in such a manner to permit dismantling and removal to a new State fairgrounds. The new structures would allow, he added, for more exhibits, bring in additional revenue and reduce the

annual fair deficit. If the Legislature approves the expenditures, the work would be completed in time for the 1953 show.

Don Mulford, of Music Corporation of America, San Francisco office, and George McCarthy, of the McConkey Artists Corporation, Hollywood, presented proposals for the night show.

Crafts Shows midway bid was confirmed, and parking concession contract was awarded Everett Nevin, who had the lots last year.

The fair also selected "The Family" as the theme for its 1952 run to be held August 28 thru September 7.

## Brandon, Man., Adds Province Trade Show

BRANDON, Man., April 5.—Establishment of a Manitoba Trade Fair to be held annually at the Provincial Exhibition of Manitoba in Brandon has been announced by Alex McPhail, exhibition president. It will be the first feature of its kind to be established on a permanent basis in Western Canada.

The trade fair will be held under the joint auspices of the Provincial Department of Industry and Commerce and the Exhibition and will be permanently located in the Provincial Government building on the fairgrounds. The building will be renovated to provide exhibit space for approximately 80 manufacturing concerns. In addition, there will be an information booth, refreshment stand and washroom facilities.

It is expected that the fair will be similar in organization to the highly successful Canadian Trade Fair held annually in Toronto, but will be limited to Manitoba industries. Purpose is to help promote the sale of Manitoba-made products and to give manufacturers an opportunity of showing consumers in Western Canada that they are capable of turning out high-quality goods.

Establishment of the trade fair was described by McPhail as "an important milestone in the development of the provincial exhibition."

"We have tried in recent years to make the exhibition as representative as possible in the field of agriculture, now it will be broadened to include the other industries which have become an essential part of Manitoba's economy," he said.

## Phoenix Inks Brunson Revue

PHOENIX, April 5.—For the second straight year, the show at the Arizona State Fair here will be produced and staged by Carolina Brunson of the Hollywood Theatrical Agency, Hollywood, George Blake, the event's manager, said. Contracts were signed this week.

Blake said the show would again be presented in the Plaza but that a stage would be constructed for it. In addition to the seats, about 3,000 blues will be installed to accommodate the visitors. The fountain is to be removed to make way for the permanent stage installation.

Brunson said that his show will be the revue type and feature Peg Leg Bates, a property his firm is handling in the West.

## Mamsch to Open New Milwaukee Kid Park

CHICAGO, April 5.—Harry Mamsch, veteran Chicago ride operator, announced this week that he will open a new Kiddieland in Milwaukee Easter Sunday. Mamsch said he will have 12 rides in the spot at the intersection of Routes 41 and 36.

## Farmer City Lights Track, Varies Shows

FARMER CITY, Ill., April 5.—Farmer City Fair this year will brighten its fifth-mile track to make it available for night racing by the installation of a new lighting system around the oval, Raymond Reeser, secretary, announced. Other plant improvements include construction of a new 32 by 120-foot cattle shed to care for the large entries expected this year.

Annual's attraction program this year is one of the most varied on record here. Buff Hottle Shows will provide the midway, replacing another truck org that played here last year.

Grandstand amusements include B. Ward Beam's auto thrill show, White Horse Troupe, WLS Barn Dance Show, Boyle Woolfolk revue, with the Roxyettes, Western-style horse show, stock car races and midget auto races Saturday night.

Also programmed are a tractor rodeo, three afternoons of harness racing and junior livestock show.

## Angleton, Tex., Doubles Parking

ANGLETON, Tex., April 5.—Brazoria County Fairground this year will undergo an expansion program that will double its parking facilities and also its carnival area, according to L. E. Brumgarner, secretary.

In addition, all streets running thru the grounds will be resurfaced in time for the October 7-11 event.

## Angleton, Tex., Doubles Parking

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### Cuffos Grandstand

MINEOLA, N. Y.—For the first time in 110 years of operation, Mineola Fair will operate without a charge on its grandstand in '52, Samuel S. Underhill, secretary, reports. The stand, last year (Continued on page 89)



# What's In A Name...?

**A** NAME represents any and every individual thing under the sun. Therefore, any popular name has become so because of some achievement.

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is an achievement well earned through many years of experience based on service, ingenuity, quality and understanding.

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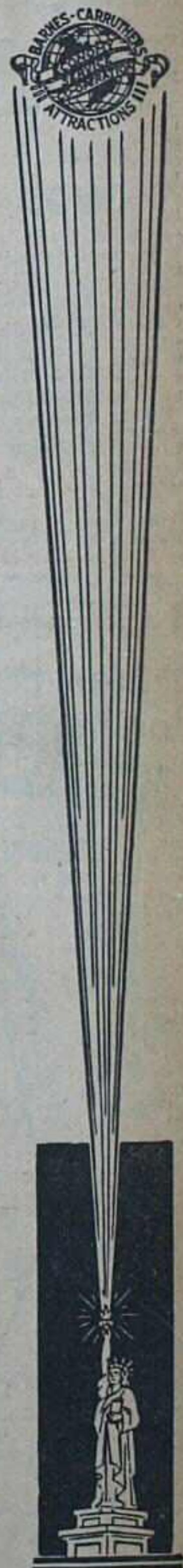
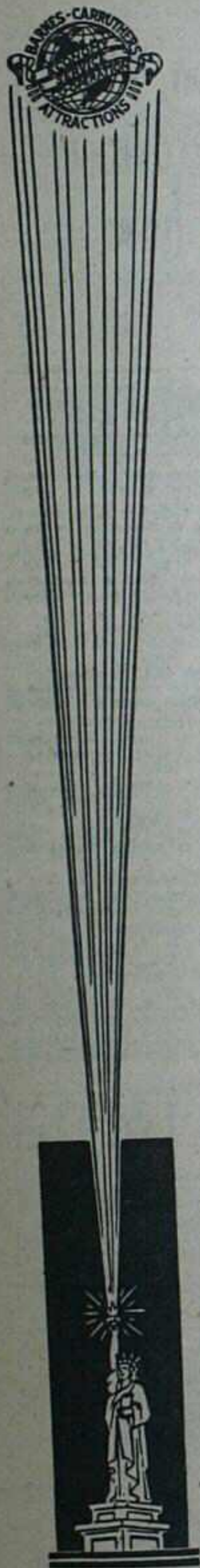
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★ EVERYTHING IN THRILL SHOWS



# BARNES-CARRUTHERS

THEATRICAL ENTERPRISES

159 NORTH DEARBORN ST.

CHICAGO 1, ILLINOIS



# L. A. Pans Big for Beatty

Continued from page 68

Golub's well-framed set up for the showing of Yvonne & Yvette the Siamese Twins joined head-to-head. The white wagon is spotted in the center of the midway rather than to the left side. Beatty has augmented his menagerie and is carrying 28 lions and tigers. Some of these are new and in the course of being trained. Beatty said that they were being worked into the act in pairs and his act, when caught, included 13. All are displayed in the menagerie along with the augmented number of elephants. The two baby pachyderms are on a truck platform.

On Sunday afternoon, the Siamese twins attraction pulled about 4,000 admissions at 25 cents each. Prior to opening, Golub put out about 1,000 one-sheets and the twins were ballied in Beatty radio and newspaper advertising. Beatty has gone stronger this year on publicity than ever before. Jack Knight, press agent, has received nice breaks in the metropolitan dailies. Shirley and Norman Carroll have been handling special promotions and concentrating on radio and television. Many pre-show programs carried plugs of the Beatty show and KTLA has televised it's "City at

Night" stanza from the back and front yards, the menagerie and Side Show front. No part of the performance itself was shown. Beatty is using special production and lighting directed by Barrette. A Hammond organ was added to the band and the Ann Garri Girls, a packaged deal of nine fems, was booked for this run. Beatty will play in this vicinity for the next six weeks, and bill-posters, under Glenn Booth, have papered the area. About 20 per cent more sheetage was put up and the area increased 30 per cent. Booth is using the same crew that has been with the show for three years. This city was billed four weeks ahead of opening. Last year it was two weeks. Accidents have besieged the Con Colleano family here. Opening night Winnie Colleano was slightly injured when the howdah in which she was riding in the spec was brushed off the elephant as it came thru the backdoor. Wednesday (2) afternoon, Colleano's wire broke, throwing him to the ground. He suffered an injured ankle but was back on the job for the night performance.

### Personnel

Personnel includes: Jack Knight, general press representative; Glenn Booth, contracting press; Shirley and Norman Carroll, radio, television, special events; Don Haymon, Bill Duncan, story men. Bill posters: J. Buchanan, C. T. Golding, I. M. Faulkner, H. F. Perry, Mac Powell, Harry Marion, E. N. Cofield, Phil Marcus, Herb Wilson, Frank Sims and Ray Shea. Band: Victor Robbins, bandmaster; Al Hultensmith, Willard Isley, Clarence Swanger, trumpets; Walter Foreman, C. L. Birkett, trombones; Al Yoder, Happy Belisle, drums; Denny Nease, baritone; Harry Smally, bass; Fred Mullen, calliope and Chuck Mandell, organ. Bally Girls: Elaine Millar, Janice Franco, Dolly Green, Colleen Alpaugh, Joan Lewis, Vivian Reeh, Toni Harding, Zeak Walsh, Dolores Selin, Bernardette Simon, Victoria Hanneford, Nina Hanel, Ninon Hanel, Rose Behee, Conchita Erickson, Penny Wilson, Herberta Erickson, Shelley Koton and Bonnie Bonta.

# Tiger Bill Clicks in Texas

Continued from page 68

more money in addition to that indicated by attendance at the show on cold nights. An air calliope truck makes downtown bally daily. Other special equipment includes a covered wagon, which is transported on a flat bed trailer that doubles as a band-stand. Show is played by Tex Cooper and his Blue Bonnet Playboys. Western band of five, all of whom do vocals and double on two and three instruments. Group also has the concert.

### Program

The program includes: Display 1—Grand entry. 2—Introduction of individual cowboys, cowgirls and Indians. 3—Quadrille on horseback with Dorothy and Gabby Gibson, Bobby Gordon, Patricia Carroll, Tex Leon (Snyder) and Kitty Snyder, Rex and Barbara Ann Williams. 4—Lalea Ray, dogs and monkeys. 5—Trick and fancy rope spinners, Tex Leon and Gabby Gibson plus Bobby Gibson, spinning eight ropes at once. 6—Clowns, Bozo Ray and Nellie Hodgini. 7—Spanish web, Barbara Ann Williams. 8—Rolly-bolly, Patricia Carroll. 9—Swinging ladders, Barbara Ann Williams and Kitty Bell. 10—Trick riding, Dorothy Gibson. 11—Concert announcement, Tex Cooper and his Blue Bonnet Playboys. Display 12—Menage horses, Leon Snyder, Gabby Gibson and Barbara Ann Williams. 13—Australian whips, Bobby (Flash) Gordon and Patricia Carroll, Tex Leon and Kitty Snyder. 14—Clowns,

### Personnel

Personnel for the show includes Tiger Bill Snyder, owner, manager and announcer; Robert Hodson, assistant manager; Leon Snyder, arena director; Lucille Weiser, secretary; Madge Snyder, treasurer; Ruby Kenner, cookhouse and pie car; Arvin Snyder, lights superintendent; Jack Menard, superintendent of stock; Caroline Hodson, concessions; Rex Williams and Mrs. Mike Noble, reserved seat tickets; Mrs. Mike Noble and W. N. Stacy, calliope players; Tex Cooper, band, with musicians Ann Cooper, Blackie Ott, Wilma (Skipper) Ott, and Lazy Luke Colburn; Happy Loter, Side Show superintendent; Mary Loter; Leon Bennett, outside opening and inside lecturer; Jean Mercer, Henry (Red) Gamble, Talla Raye and Jack O'Rourke, Side Show; John Parkhouse, pit show, and Charles Wolters, water wagon. In advance are General Agent Ed Parkinson; Al Seabrook, bill-poster; John Kennedy, lithographer, and Allen Tobell, advance tickets and telephones.

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## DOG SHOWS

### California

Anaheim—April 20. Elizabeth Bromwich.

### Delaware

Wilmington—April 26. Foley, 2009 Ranstead St., Philadelphia.

### District of Columbia

Washington—April 18. Dorothy Grover, 4505 Dexter St., N. W.

### Georgia

Athens—April 17. Moss & Mulvey, Greensboro, N. C.

Atlanta—April 19-20. Moss & Mulvey, Greensboro, N. C.

Columbus—April 24. Moss & Mulvey, Greensboro, N. C.

### Indiana

Hammond—April 20. Mrs. C. Cunningham, 5949 Wallace Road.

### Iowa

Cedar Rapids—April 20. Viva Rowray, 3210 E. Ave., N. W.

St. Louis City—April 27. Bow Org. Detroit.

Waterloo—April 19. W. Spear, 1638 Hawthorne Ave.

### Kentucky

Louisville—April 27. Mrs. E. Morris, 2203 Edgehill Road.

### Maryland

Havre de Grace—April 21. Foley, 2009 Ranstead St., Philadelphia.

Timonium—April 20. Foley, 2009 Ranstead St., Philadelphia.

### Michigan

Ann Arbor—April 27. Mrs. L. Zeeb, Box 489.

### Mississippi

Jackson—April 23. Mrs. W. Briggs Jr., 507 William St.

### Nebraska

Lincoln—April 29. Mrs. C. Fisher, 2703 Winthrop Road.

Omaha—April 30. T. Greener 110 S. 35th St.

### New York

Buffalo—April 27. Foley, 209 Ranstead St., Philadelphia.

### North Carolina

Burlington—April 25.—Moss & Mulvey, Greensboro.

Greensboro—April 26. Moss & Mulvey, Greensboro.

Wilson—April 23. Moss & Mulvey, Greensboro.

Winston-Salem—April 27. Moss & Mulvey, Greensboro.

### Ohio

Columbus—April 20. Bow Org. Detroit.

Dayton—April 13. Miss J. Haas, 105 W Siebenthaler Ave.

### Pennsylvania

Chester—April 27. A. Ingham, R. 1, Glen Mills, Pa.

### Tennessee

Chattanooga—April 15. Mrs. E. C. Steinmetz, Knoxville.

Knoxville—April 13. Mrs. C. Carter, 3338 Broadway, N. E.

### Texas

Austin—April 12. Mrs. W. Forster, Box 488, Fort Worth—April 20. W. King, 114 E. 81st St.

San Antonio—April 13. Capt. A. Berry, Box 754.

### Virginia

Danville—April 9. Moss & Mulvey, Greensboro, N. C.

Fort Meyer—April 18. Foley, 2009 Ranstead St., Philadelphia.

Fredericksburg—April 13. Foley, 2009 Ranstead St., Philadelphia.

Martinsville—April 28. Moss & Mulvey, Greensboro, N. C.

Richmond—April 12. Foley, 2009 Ranstead St., Philadelphia.

Roanoke—April 10. Mrs. J. Johnson, R. 1, Salem, Va.

### Washington

Olympia—April 20. Florence Goldenburg, Box 632.

### Wisconsin

Port Atkinson—April 20. M. Palmquist, 223 Lucille St.

## COMING EVENTS

### California

Los Angeles—Sportsmen's, Vacation & Trailer Show. April 10-20. H. Werner Buck.

Oakland—Garden Show of Calif. April 25-May 2. Mrs. E. G. Henderson, 920 Fallon St.

Red Bluff—Red Bluff Roundup. April 19-20. E. L. Hart.

San Diego—Home Show & Food Show Jubilee. April 26-May 3. Jim Wilson, 528 Spreckels Bldg.

### Connecticut

Hartford—Shrine Circus. April 21-28. Henri B. Van Zelm, Box 1708.

### District of Columbia

Washington—Shrine Circus. April 28-May 4. Frederick Wilken, 1215 K St., N. W.

### Indiana

Indianapolis—Home Show. April 18-27. J. E. Cantwell 1456 N. Delaware St.

### Iowa

Sioux City—Sports & Builders Show. April 22-27. Ken Ferguson, Stillwater, Minn.

### Kansas

Emporia—Food Show of Kansas. April 19-21. C. M. Sandstrum, Kansas City, Kan.

### Kentucky

Louisville—Kentuckiana Home Show. April 19-27. Joseph Brooks 525 W. Walnut St.

### Louisiana

New Orleans—Spring Fiesta. April 13-27. Catherine B. Dillon, 546 St. Peter St.

### Minnesota

Duluth—Shrine Circus. April 28-May 4. Wallace A. Tengquist, 201 E. First St.

Duluth—Home Show. April 9-13. Evelyn K. Coe, 907 Alworth Bldg.

Minneapolis—N. W. Sports, Travel & Boat Show. April 11-20. F. W. Kahler, 1645 Hennepin Ave.

### Missouri

Joplin—Realtors Home Show. April 14-18. S. Warren Coglizer, 1403 Main St.

St. Louis—Police Circus in Arena. April 20-May 4. Edward H. Rohde 1200 Clark St.

### Nebraska

Omaha—Tanger Shrine Circus. April 14-19. Rink Wright, Box 384, Stanton, Neb.

### New York

Syracuse—Sports & Vacation Show. April 12-20. Norm Bassett, Fayetteville, N. Y.

### North Carolina

Durham—VFW Durham on Parade-Expo. April 31-26. Mel J. Thompson.

### Ohio

Cincinnati—Home Builders Show in Cincinnati Garden. April 19-27. Earle DeLaitre.

### South Carolina

Charleston—Arden Festival. April 30-May 2. Paul Quattlebaum Jr., 202 King St.

### Tennessee

Memphis—Home Show. April 20-27. Frank Steudlein, 640 Strick Bldg.

### Texas

Dallas—Sports & Vacation Show. April 18-27. Martin B. Kelly, 1st Nat'l Bldg., St. Paul, Minn.

Plainview—Panhandle Plains Dairy Show. April 13-18. James Roberts, Box 551.

San Antonio—Piesta San Jacinto. April 21-26. Ellis Shapiro, 203 Insurance Bldg.

Sherman—Red River Valley Livestock Expo. April 23-May 2. Melvin Sisk.

### Washington

Toppenish—Central Wash. Jr. Livestock Show. April 29-May 1. E. F. Hennessey.

### West Virginia

Huntington—Home Show. April 7-12.

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WORLD NEWS  
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- JULY - MALMO, Sweden
- JULY - "LISEBERG", Gothenburg, Sweden
- AUGUST - FAIRS AND FESTIVALS in Great Britain
- SEPTEMBER - FESTIVAL OF BRITAIN, Festival Gardens, Ltd., London

Our sincere gratitude for your genuine interest and inquiries in our act for the 1952 season. Our apologies, too, to all of you who have been so nice to us in past seasons. We know you'll understand that the opportunities presented to us by our European tour were just too important to be ignored. We appreciate all you have done for us. We'll be back in the United States for the '53 season and hope to be of service to you then.

Doris and Vern ORTON

A Personal Note to Fair and Celebration Committees and Agents:

ATTENTION FAIRS & EXPOSITIONS SEE CHICAGO COIN PAGE 170



# Missourian Heads Up Both Fair, Stock Show

Continued from page 62

service employee, starting out as a WPA traveling property-supply auditor in Missouri. Later he was transferred to the engineering division and worked as a construction materials and equipment inspector at Fort Leonard Wood, Mo., and various other military installations in the State and Kansas.

In September 1944, he moved into the federal surplus property set-up as a traveling inspector for the regional office of Missouri, Kansas, Iowa and Nebraska.

In March 1946, Bill was one of six men who flew to Hawaii to inspect, appraise and advise on surplus property disposal on the islands. After completing that assignment, he was sent to Frankfurt, Germany, to help set up arrangements for the disposal of surplus ordnance equipment.

### Goes to Paris

That job was completed in a

year, and he moved on to Paris as chief of the Technical Services Station of the Office of Foreign Liquidation, a branch of the State Department. His work took him to many places in Europe and had him negotiating with various foreign governments as well as U. S. federal agencies and private companies dealing in surplus property.

In 1949 he returned to Liberty, his home town, and proceeded to sell advertising and printing. He served meanwhile as zoning engineer for the county planning commission and issued all zoning and building permits in the county. Then he was tapped for the Sedalia fair job.

A heart murmur kept him out of the Armed Services during the war, tho in high school he had been a crack athlete, lettering four years in football and two in track. In college he lettered in football two years.

Bill maintains a lively interest in sports and, in addition to his two "full-time jobs" at Sedalia and with the American Royal Livestock Show, he also continues as assistant athletic inspector for the Missouri State Athletic Commission, a position he has held for two years.

Up to now, Bill continues single—undoubtedly because he has been too busy to think of affairs of the heart.

# Detroit Lakes Tilts Stand Tix, Adds Buildings

DETROIT LAKES, Minn., April 5.—Becker County Fair here has upped its grandstand rates for this year's attraction and is adding two new buildings to the grounds, G. W. Peoples, secretary, announced.

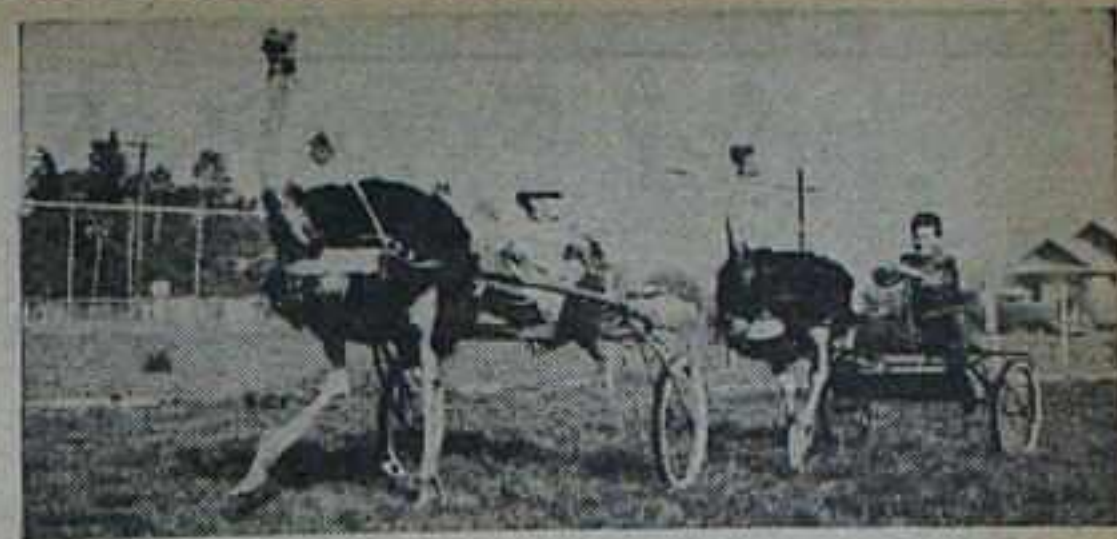
The outside gate will remain free but grandstand tickets have been re-scaled from last year's 30 to 60 cents up to 25 cents to \$1. New additions to the fairgrounds include a combination Handicraft-Hobby Building and a new Historical Hall.

New features will include a giant parade sponsored by the Civic and Commerce Association, the 4-H and FFA; Chuch Wagon Day, and a tractor rodeo for FFA and 4-H drivers.

# Petoskey, Mich., Hikes Gate Charge

PETOSKEY, Mich., April 5.—Emmett County Fair here this year will double its outside gate admission charge, boosting the rate from last year's 25 cents up to 50 cents, according to Winfield S. Hinds, event's secretary.

The boost stems from the fair's centennial celebration which will offer many new attractions, he said. An old-time square dance will be one of the new features along with greatly expanded 4-H exhibits. Grandstand prices will remain at a flat 50 cents.



### OSTRICH RACING FOR 1952 SEASON

The great novel attraction that really draws the crowds. Birds are driven on sulkeys or ridden by jockeys. Indoors or out; day or night. For Reference: Featured at 1952 San Francisco Sports Show and televised on recent Art Baker "YOU ASKED FOR IT" program. Also another first rater! And never before shown. Polo played on Zebras and Donkeys. A Riot of Comedy! Contact

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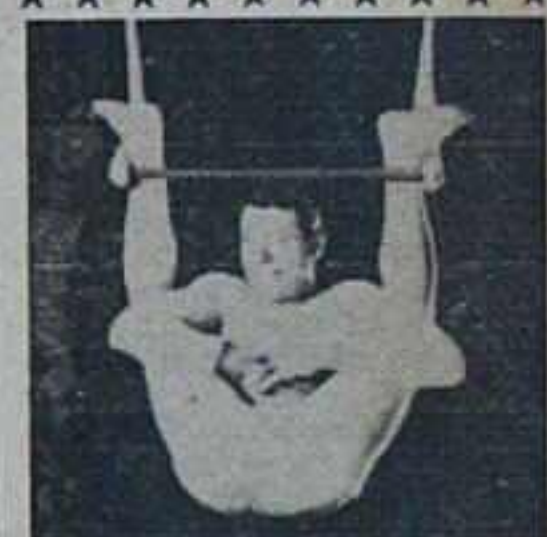
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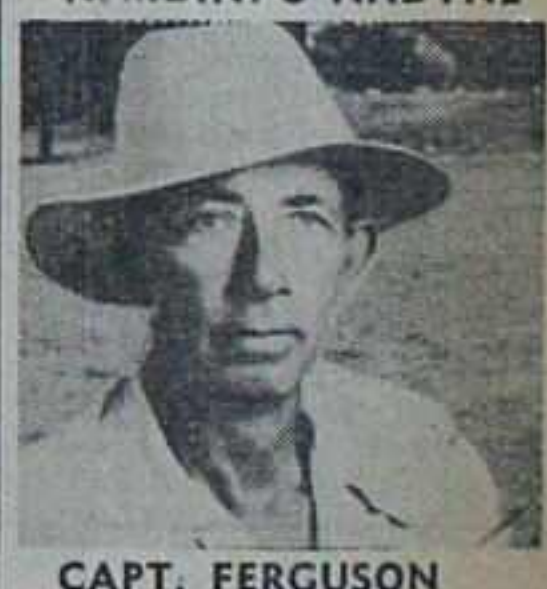
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THE GREAT KNOLL



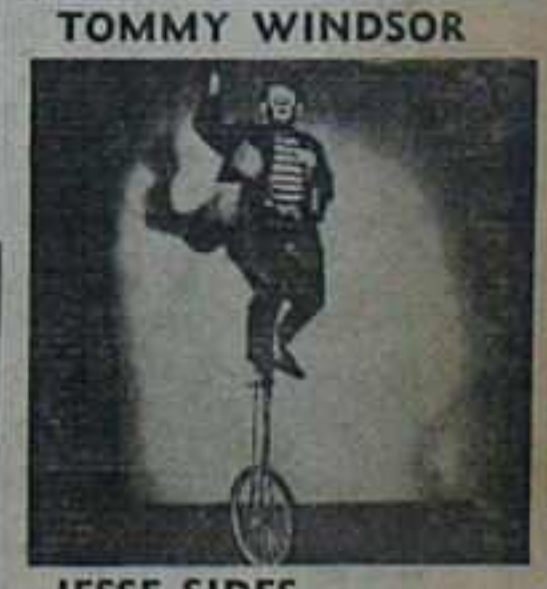
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CAPT. FERGUSON



TOMMY WINDSOR



JESSE SIDES



## MAINTENANCE PAYS OFF

## Trailer Experts Stress Upkeep To Save \$, Avoid Headaches

**T**RAILER owners can save money and break-downs by adhering to a few simple maintenance and operation rules, according to a new 36-page booklet published by the Trailer Coach Manufacturers' Association. The book, titled "Trailer Coach Care and Upkeep," covers subjects ranging from how to drive when towing a trailer coach to the maintenance of utilities, and is the work of authorities experienced in manufacturing, selling, servicing and living in trailer coaches.

In the chapter on driving, owners are advised to start in low gear and when the engine begins to run freely, normally at about 20 miles per hour, to shift into second gear, then at 30, into high gear.

On long steep slopes, the book advises, generally, the same use of gears to descend as is required to ascend. On approaching a slope drivers are cautioned to shift "down" into second until speed has been cut to 30 m.p.h. By the time proper shifting is accomplished, speed may be cut to 25 m.p.h. This speed in second is recommended but if further "down-shifting" is required, shifting into low gear at 20 m.p.h. is advised so that speed is about 15 m.p.h. when shifting is completed. Faster than 15 m.p.h. in low gear for any length of time is harmful to clutch and motor.

Use the engine as a brake whenever possible, the experts say. Come to a slow smooth gradual stop at all times to insure brake lining life. Allow more clear space on the road ahead than with a car alone when coming to a stop, and don't pull quite as close to the curb when parking. Learn to time approach to "stop" and "go" lights. This may require slowing down several hundred feet away from a light, but will prolong the life of automobile and trailer coach brakes.

## Passing

When passing another car, the book cautions to allow ample distance before cutting back to the right hand of the road. Occasionally, a driver is forced to follow a horse and wagon, or a slow moving vehicle, up a mountain or hill. Unless sure of safe passing, keep in line. Relax and shift into a lower gear. In passing allow a goodly distance to get trailer around the vehicle ahead. Passing is always risky on a hill. If stopped on any grade, however small, block trailer wheels.

It will help motorists to pass, if given the "all-clear" motion with left arm at the crest of a hill, or coming out of highway bends. At night this is customarily done by flashing lights. A rear-view mirror with an extra wide arm are two "musts." The ordinary outside rear-view mirror is wholly inadequate. Directional lights are recommended in the booklet.

Practically all trailer coaches today are equipped with electric or hydraulic brakes, on either two or

four wheels. Some types of trailer coach brakes are manually controlled by a lever installed on the car's steering column; other types are actuated by the same foot pedal as are the car brakes. Controllers on the latter types can be adjusted to apply the trailer brakes an instant before the car brakes, when the foot pedal is actuated.

If the coach brakes are controlled independently of the car brakes, it's a good rule to apply trailer brakes first when stopping, especially when making a sudden stop on wet pavements, it is pointed out. Use a quick off-and-on motion in applying trailer coach brakes, rather than a steady application. If coach starts to sway, apply coach brakes lightly but not on the car brakes. When car brakes are applied first trailer coach will sway or have a tendency to jack-knife.

Driving in hilly or mountainous country, the trailer coach brakes may tend to overheat if not used correctly the TCMA booklet says. When descending a long grade, use brakes intermittently rather than with a continuous partial application. This allows periods for cooling, and assures adequate power reserve for emergency stops. Even when using intermittent applications, both the coach and car brakes should be used together, to make trailer brake linings last longer.

## Don't Overload

When loading the mobile home for travel, keep the weight evenly distributed, front and rear, according to the booklet. Improper balance will cause sway and "pitching." Do not overload, as this may place undue strain on axles, possibly causing uneven tire wear on the inside. The only satisfactory remedy is to reduce the load, or replace the axle with a heavier unit.

If stalled in sand or mud (and what outdoor showman hasn't been) couple the car to the trailer coach at an angle so that you may swing the coach as you start, the experts advise. By so pivoting the coach, car has a few feet of free movement before it takes the full load of the trailer coach. Use a similar procedure if stopped on a steep hill. Jack-knife trailer and then start forward slowly.

To back a trailer coach, place hand at the bottom of the steering wheel. Move hand to the right (counter-clockwise) to back the trailer toward the right. Move hand to the left (clockwise) to back the trailer toward left.

## Attention to Car

When towing a trailer coach, the temperature of the water in the radiator will usually increase. To remedy this, removing the thermostat should help reduce boiling, the book says. If traveling in higher altitudes, it is advisable to add Prestone or other non-evaporating coolant which will raise the temperature at which the cooling system boils. However, extreme caution should be used against sustaining such high temperatures as are harmful to the engine and

which could result in serious damage thru freezing or vapor lock.

Before hitting the road, the booklet cautions trailerites to put glass-framed pictures, clocks, radios, lamps and similar items on the bed. Put packing around stacks of dishes—towels will do. If latches are inclined to jolt open, use rubber bands, or screen door hooks to fasten them. Turn off the cooking gas at the tank outside. Couple the electric connection between car and coach; test the trailer running lights. Hook up safety chains. Close all windows and lock them; also roof ventilators. Lock outside doors with your trailer keys and fold the outside metal steps securely under the trailer.

Other dos and don'ts outlined in the manual are never to travel with the heating stove in operation. See that hitch ball is properly engaged and locked. Remove wheel blocks the last thing. By the same token, wheel blocks should be set under trailer wheels first thing at destination—even before uncoupling. Most trailer brakes can't be applied when the car is uncoupled, and at no time should any one ride in a moving coach.

## Tire Care

Importance of good tread on tires is stressed. Frequent checks are advised to guarantee correct, uniform pressure in all tires to eliminate cupping and uneven tire wear. At all times keep enough air in the tires to keep the sidewall casings standing up properly. Soft tires on one side cause a drag or sway. Over-inflation results in a rougher ride for the trailer and possible tire injury.

In case of tire failure on the road, it is advisable to place the jack under the main frame. One suggestion made to remove the spare tire from car and place it on the ground directly in front of the flat. Then pull ahead a little, until the flat rests on the spare. Extra elevation will enable the use of a jack under the frame just behind the wheel that has the flat.

It's advisable to change trailer tires from one side to the other every few thousand miles to equalize wear. For long idle periods, tires should be partially relieved of weight, or at least jacked up occasionally and rotated a quarter turn, but kept inflated to normal pressure. A coat of rubber paint or a covering of some type (preferably both) is advisable for protection from sun and weather.

## Check Lug Bolts

Wheel bolts sometimes work loose, especially on large trailer coaches, the book points out, so it is a good idea to inspect and tighten all lug bolts on trailer wheels before starting on a trip, and every few hundred miles thereafter. If not equipped with a truck type lug wrench, stop at the nearest service station to have lugs checked, as wheel lug nuts on a trailer coach must be drawn considerably tighter than on a passenger car.

The experts advise greasing f springs and spring shackle connections every 1,000 or 1,500 miles. Wheel bearings are properly adjusted at the factory. If necessary to disturb this adjustment in order to grease the bearings or adjust the brake, the bearings must be adjusted by a competent automotive mechanic. Wheel bearings and hubs should be repacked every 5,000 to 10,000 miles with standard fiber wheel bearing grease, medium grade. See that wheel bearings are properly adjusted at all times.

## Wheels and Brakes

Most wheels used on trailer coaches have a 5½ inch diameter bolt circle and have either five or six bolt holes. When ordering a replacement wheel, be sure to specify whether it is five or six bolt as well as the size tire used on the wheel, the book warns.

The brakes used on a modern trailer coach (electric or hydraulic) normally require very little attention according to TCMA. However, regular inspection and testing should be made, just as with an automobile. If a trailer coach has been parked for a prolonged period, have the brakes checked by a competent mechanic before using. Electrical connections for brakes should always be kept clean and tight, or the result may be weak, uneven, or grabbing brakes, or a lack of brakes altogether. The lining should be replaced immediately when it becomes worn out or greasy. Specify only the lining

## New Beatty Edition Shines

Continued from page 66

line the performance. While there is a trend toward glamor, Beatty's offering has sufficient circus flavor. Any way it is sliced, this show owner is after more ticket sales and the 1952 edition is surely aimed that way.

To accomplish the new goal, Beatty, thru Barbette as his director of production numbers, has done away with the opening spec and placed it in the sixth display spot. This takes away the starting flavor to which circus goers, particularly in this area, are accustomed. The "Return of the Safari" theme illustrates that Beatty has gone all out in his quest for something different. His efforts will be appreciated, for the layman is uninterested in format and particularly that which has been used over and over—and then not too well done. The fact that something different is being attempted, to say the least, should pull patrons along the route and Beatty is wise in making the switch. Since he can't change his audiences, he's changed his show—and to this one's mind—for the better. In retracing last year's route, Beatty should emphasize the word "new" and the fact that it does not carry the same connotation as it often does in show billings.

## Neat Lot Appearance

Beatty opened Thursday (27). Although only nine performances old when caught, the show is already well ironed out. Some changes are to be made, the management said, in the pacing. The performance runs 2 hours and 15 minutes, giving leeway to any move in this direction.

## Electric Organ Added

For music, Beatty has added a Hammond organ, particularly for balance in the production numbers in the show. These ensembles require special selections, with some of the tanbark melodies being ruled out in their favor. However, Victor Robbins directs the group for the fifth year and the product is commendable.

Charlie Cox Jr. again is handling the announcing. While splicing has been cut from last year, Cox's job is still outstanding and fits well into the slots where it is necessary. Back, too, is John Cline as equestrian director and also with his own Liberty act—both assignments winning favorable comment.

The show opens with the Volces over Ring 1 and the Franks over Ring 3 for aerial bar work. Both groups accent comedy and their work, although without fanfare, does well in getting the show started.

Display 2—The clowns. Beatty has 19 of them. Eddie Dullum produces with the alley including Rube Simonds, Elinsky Hoffman, Karlo Wuehke, Charles Hilderra, Gene Warnke, Domingo Felix, Lyman Martin, Len Keeler, Duke Law, Charles Swinney, Johnny Mitchell, James Linn, Paddy Brohson, Ernest Derry, Huey the Clown, Jerry Lewis, Harold Hall and Ronald Johnstrud.

## Riding Tiger Turn

Display 3—Clyde Beatty and the elephant riding tiger. In this turn the tiger leaps from a pedestal into a flaming hoop to the back of the pachyderm. Good entertainment. But it takes the edge off the trainer's entrance for his big act.

Display 4—Joan Lewis in Ring 1 and Milonga Cline in Ring 3 with their respective pony drills. Each puts eight Shetlands rapidly thru paces, including follow-the-leader type of trick that brings a good hand.

Display 5—Billed as a "Special Barbette Production," the girls of the Hanel troupe are featured over Rings 1 and 3 in rigid traps loop-the-loop work. Girls try to synchronize their work. More suspense in getting over would add here.

## New Specs, Cats

Display 6—The "Return of the Safari" spec. A colorful entrance of all the performers and in special costumes. Elephants carry matting baskets as part of the motif. Bally girls and the Ann Garri Dancers, a packaged group of nine, are in the rings to finish off the march.

Display 7—Beatty and his wild animal act

approved by the maker of the brakes.

The electric brakes on your trailer have been properly installed and adjusted at the factory the experts claim. As long as sufficient electric current passes thru the brakes, no adjustments should be necessary thru the normal life of the brake. Frequently when coach owners complain of trouble with electric brakes, the trouble is found in the wiring. One should make sure that the hand control for the brake is properly installed on the towing vehicle. The hot wire leading to the hand control should lead directly from the battery terminal or from the starter cable directly to the hand control.

## Hydraulic Brakes

Many coaches are also equipped with the Stromberg Hydraulic (Continued on page 113)

take over for the turn that this trainer continues to sell year after year. New cats add to the suspense and Beatty works with more vim, yet smoothness. A new cat has been assigned to the roll-over and goes the job superbly.

Display 8—The Hannefords (2) rock head-to-head and low rely-poly in Ring 1 while the Hanel Troupe (4) wins applause for skill on the casting bars in Ring 3. Midact in second act adds substantial comedy.

Display 9—The clowns. Display 10—Trampoline turns with the Volces—three guys, and the Hannefords, boy and girl, filling this spot most adequately.

## Colleano on Wire

Display 11—Con Colleano spotted in center ring for his billed "Bit of Old Madrid" wire work. Working in torreador outfit, Colleano does some fast strand walking. But on the featured foot-to-foot jump he failed to make the come down connection, even after over-preparing. Made only the one try.

Display 12—Barbette does himself proud in the presentation of the mass iron-law turn. Using a contraption propelled similarly to a bicycle, he puts four girls into the air while the device swings them around. Duos work in the outside rings. Girls are costumed in a pastel pink and start the routine with butterfly waves. Later doff costumes and props for short wardrobe. Special lighting is used.

Display 13—Clowns on for the tired old prize fight gag.

Display 14—Johnny Cline puts his 12 Liberty horses thru vigorous routines. Animals are resplendent in new plumes and trappings, tip top in appearance. Introduction of Shetland—for criss-cross—passing adds both suspense and amusement to an impressive display.

Display 15—Bonta Duo, and Pape and Renee in Rings 1 and 3 respectively with their high shoulder perches. Gals atop do spread eagles and windup with body overs. Goes well with pet Renee continuing to sparkle.

## Babbette Ballet

Display 16—Another Barbette production this time on the "Indian Love Call" theme. Teepee in center ring lends flavor with Milonga Cline warbling the tune. The bally girls in aborigine costumes take to their ladders in a darkened tent. There is special lighting from spots on the swings. Colorful, the turn fits well here.

Display 17—Joannides Duo captures a highlight spot with the guy doing juggling on a slack wire. His work is super, both from the quantity of articles he tosses to the quality of his chore. He builds the tricks, with the wind-up being a Rube Goldberg contraption that gives him hoops, balls and even a thing that looks like a floor lamp to throw around.

Display 18—Elephants handled by Rhea Ehrhidge and Milonga Cline in the outside rings. Animals work fast and the turn is well paced. Girls know their ways around and Miss Cline does an in and under a pachyderm for a good hand. Act finishes off with a long mount on the track.

Display 19—Bonta Troupe and Joannides Duo perform balancing in end rings with the Five Ericksons taking the center. Lot of action throughout the tent. Ericksons feature head-to-head work with the stanza ending with a stand of this kind with three rubber balls separating the craniums. Turn gets beg off.

## Hannefords Click

Display 20—The George Hanneford Family (4) combines finished horseback work and comedy to rock over their appearance. The elder Hanneford, who was 57 the date show was caught, directs, with his daughter, Kay Frances, and two sons pleasing with their ground to horseback leaps. Plenty of comedy thru trick hat tossing, comical leaps and an entanglement with candy floss butcher Paul Scott on the track.

Display 21—Clowns. Display 22—Flying acts over Rings 1 and 3. The Volces, billed as the Flying Harolds and the Flying Volces, offer their routines. Two guys and a gal in each troupe with the leaps and catches synchronized. Double passovers, dually done, get a top hand.

Display 23—All on in costume for the finale.

## Danes May Bring Whale Unit to U.S.

COPENHAGEN, April 5.—Richard Stangerup and Leif Sogaard, whose big whale exhibit has been successfully touring Scandinavia, Germany and Switzerland, are leaving for New York in a few weeks to arrange for exhibitions of the whale in America.

The show is currently touring Switzerland and is expected to be shown in France and Belgium before heading for the United States.

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CHICAGO COIN  
PAGE 170

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sions wanted. Grandstand entertainment.  
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## Sedalia, Austin Make Plan

• Continued from page 84

scaled at 30 cents to \$1, will fea-  
ture ox-pulling, sheep dog herding,  
dog obedience tests, high school  
band concerts, a baby show and  
a soap-box derby.

#### Expands Parking

LEWISBURG, W. Va.—State  
Fair of West Virginia has taken  
steps to relieve a serious auto  
parking problem this year thru the  
purchase of a 155-acre plot ad-  
jacent to the fairgrounds. While  
the acreage will be used for cars  
this year, it also allows for future  
expansion, according to C. T.  
Sydenstricker, secretary. Featured  
grandstand attraction this year  
will be "Ice Fantasies of 1952."

#### Thrill Shows Vie

ROCK RAPIDS, Ia.—Greater  
Lyon County Fair here is being  
billed as the battle of the thrill  
shows. Joie Chitwood unit will  
open the fair August 13 while  
the Aut Swenson Thrillcade will  
bring down the curtain August 17.  
In addition, Bob Sutton, secretary,  
reports signing the Ted Mack  
Amateur Hour for one night and  
the White Horse Troupe as a Satur-  
day night attraction.

#### Brightens Up

WEeping WATER, Neb.—Cass  
County Free Fair this year will be  
a bright spot in this part of the  
State. According to Joe Bender,  
secretary, a new system of flood-  
lights has been installed for the  
grandstand stage and the fair's  
athletic field has been equipped  
with floodlights. In addition, the  
annual is having a new stage back-  
drop built and is installing a new  
sound system for the grandstand  
events.

#### Annuals Merge

GOSHEN, Ind.—Elkhart County  
Fair, in a three-way merger, this  
year will operate with the Elkhart  
County Dairy Show and the North-  
ern Indiana Calf Club, Roy M.  
Amos, secretary announced. De-  
spite this expansion, front gate  
admissions will continue at 50  
cents. New attraction features  
will include one program of stock  
car races, wrestling, rodeo and a  
circus show for kids' day.

#### Rebuilds Track

NORTON, Kan.—In anticipation  
of its big car auto racing debut

and AMA-sanctioned motorcycle  
speed events, Norton County Fair  
here is rebuilding its half-mile  
track and erecting a roof on its  
bleachers, M. R. Krehbiel, secre-  
tary, reports.

## Allegan, Mich., Preps Plant For 100th Run

ALLEGAN, Mich., April 5.—  
Allegan County Fair, in prepara-  
tion for this year's 100th anniver-  
sary annual, is remodeling its  
grandstand and front gate and en-  
larging its midway area, J. H.  
Snow, secretary, announces.

Box seats and bleachers are  
being replaced and set in concrete  
with the boxes to have new, ele-  
vated seats. In addition the fair's  
chicken house is being relocated  
and enlarged.

Night grandstand attraction this  
year will be a revue produced by  
Barnes-Carruthers Theatrical En-  
terprises, Chicago. In addition to  
variety acts, show will include  
special centennial production  
numbers.

An old-fashioned wedding,  
beard-growing contest, folk dances  
and parades will round out the  
week's amusements.

## Richmond, Va., Revives Fem Dept.

RICHMOND, Va., April 5.—At-  
lantic Rural Exposition this year  
will revive its women's depart-  
ment, which has been eliminated  
for some years by a lack of hous-  
ing, J. A. Mitchell, fair manager,  
announced.

The department's exhibits will  
be held in the Commerce and In-  
dustry Building and will include a  
wide variety of household arts and  
products.

Annual also is building modern  
fronts on its poultry and rabbit  
show and additional rest rooms are  
being installed in the midway and  
grandstand areas.

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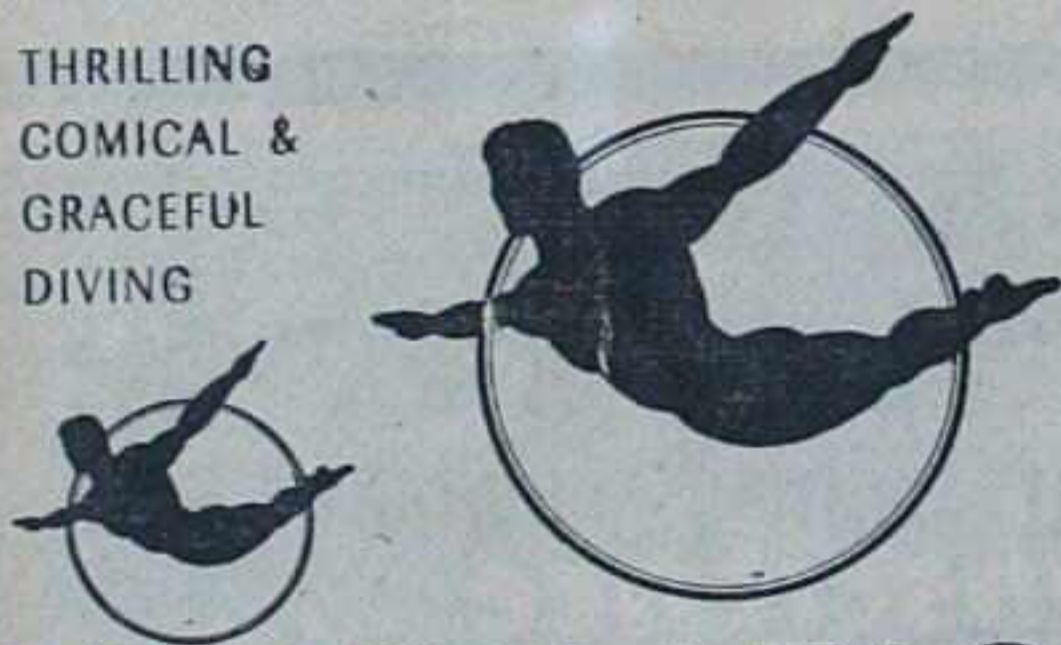
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**Casper Ups Seats 40 Cents, Increases Capacity by 1,500**

CASPER, Wyo., April 5.—Central Wyoming Fair and Rodeo is hiking its grandstand admission prices 40 cents, R. S. (Bob) Latta, manager, announced. New seat scale will be \$1.90 and \$2.40 compared with last year's \$1.50 and \$2 while the outside gate will remain at 80 and 25 cents. Capacity of the annual's grandstand will be increased by 1,500, he said.

As an added feature at its night rodeo, the Sons of the Pioneers, Western song-musical group, has been signed: One afternoon rodeo program will be confined to cow-

hand contestants from ranches within a 100-mile radius of Casper. Another new attraction at this year's fair will be big car auto races sponsored by the Wyoming Auto Racing Association. The latter organization will also supervise race meets here on Decoration Day and July 4.

**Prince George Expands Grounds, Plans New Track**

PRINCE GEORGE, B. C., April 5.—Prince George Agricultural and Industrial Fair here has acquired an additional 42 acres of land adjoining its present plant and will start construction of a new race track soon, Mrs. R. B. Carter, secretary, said this week.

The plot is being fenced and the track is expected to be completed in time for this year's fair, August 29-September 1.

The annual is expanding its exhibit coverage this year. New displays will include hand shoemaking, spinning, weaving and oil painting.

**Burden, Kan., Adds Seating**

BURDEN, Kan., April 5.—Eastern Cowley County Fair here is increasing its grandstand capacity by the addition of more bleacher seats, completely rebuilding its race track and fencing the oval for its August 13-15 run.

In addition to its race program, the annual will have a rodeo and dances as attractions, according to Dick Alexander, secretary.

**Wapakoneta Sets Contests**

WAPAKONETA, O., April 5.—Auglaize County Fair, in celebration of its centennial year, has lined up a number of contests as featured attractions, according to Harry Kahn, secretary.

These will include a beauty queen contest with the grand prize an all-expense trip to Washington; a band contest that is expected to draw over 600 musicians, and a square dance tourney where hoe-downers will vie for \$250 in prizes.

Other attractions include two thrill show performances in one night, centennial parade, a historical style revue and the Ohio State short-horn show.

Plant improvements entail a new race horse barn; planting of over 40 trees on the grounds; building a new training track for horses; a 20 by 100-foot addition to the fruit exhibit hall; erection of a new 1,000-foot chain fence along the front of the plant and repainting of all buildings.

**Rugby, N. D., Tilts Rates**

RUGBY, N. D., April 5.—Rugby Fair here will hike its outside admission prices from 25 to 50 cents on opening night to 50 cents and \$1, Dan Baillie, secretary, announced this week. Featured attractions for the first night will be the finals of a seven-week amateur show that is expected to draw contestants from a 30-mile radius.

Attractions the second evening will be a rodeo, while a barn dance will hold forth the final night.

Annual has resurfaced its race track for this year's fair and is planning to use a mobile sound car to tour the surrounding area for two weeks prior to the annual.

**Lincoln, Ill., To Build Exhibit Hall, Aid Station**

LINCOLN, Ill., April 5.—Logan County Fair here has okayed plans for the construction of a concrete block commercial exhibit building and a new first aid building, both structures to be ready for this year's run which opens August 3 for six days.

Both the new buildings will follow the architecture theme of the Agricultural and Fine Arts Hall, which was finished last year, according to Wilbur E. Layman, secretary. The first aid unit will be partly financed by the county's health agencies.

Attractions for this year include a Boyle Woolfolk grandstand revue on opening night with a square dance competition, featuring Lulubelle and Scotty, as the final night attraction. Midway contract has been awarded to the Buff Hottle Shows.

Layman was recently elected secretary of the fair for his 15th year and Barrett F. Rogers was renamed president.

**Marshall, Tex., Plans 18G Barn**

MARSHALL, Tex., April 5.—Central East Texas Fair here has started construction on an \$18,000 livestock building that is skedded to be ready for this year's run, Joe L. Mock, secretary, announced. Fair's dates are September 29-October 4.

**New Iberia, La., Sets 250G Hall**

NEW IBERIA, La., April 5.—Louisiana Sugar Cane Festival and Fair this year will use its new \$250,000 festival building during the September 26-28 event, according to George E. Hedger, secretary. Annual also has built a new agricultural exhibit hall, at a cost of \$5,000.

Theme will be "Creole Days," with the leading attraction a pageant depicting life in the early days of Louisiana.

**St. John Names John Flood Pres.**

SAINT JOHN, N. B., April 5.—John N. Flood was elected president of St. John Exhibition Association at the annual meeting of directors March 31. He succeeds H. G. Harrison.

Stock car racing at the Coldbrook Track probably will get under way early in May. It is expected that harness racing will start in June. There is still no word on the resumption of the fair.

Other officers elected include A. C. Glennie, first vice-president; W. A. Scammell Case, second vice-president; Azel F. Blake, treasurer, and Mrs. Mildred A. Gray, secretary.

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# 1952 Fair Dates

Continued from page 82

Fredericksburg—Gillespie Co. Fair, Aug. 15-17. William M. Petmucky.  
 Gainesville—Cooke Co. Fair Assn. Sept. 1-5. Lester Robinson.  
 Giddings—Lee Co. Fair Assn. Oct. 16-18. M. F. Kleke.  
 Harlingen—Valley Mid-Winter Fair Assn. Nov. 22-29. Ed Slaughter.  
 Humble—Humble Fair & Rodeo, April 24-26. J. P. Smith.  
 Huntsville—Walker Co. Fair, Oct. 7-11. Maurice E. Turner.  
 Iowa Park—Texas-Oklahoma Fair Assn. Sept. 22-27. Ted Overbey.  
 Johnson City—Blanco Co. Fair Assn. Aug. George Ebers.  
 Lamar—Lamar District Fair, Aug. 25-30. Don W. Hoyle.  
 Devall—Wheeler Co. Fair Assn. Sept. 18-20. Pat N. Mann.  
 Livingston—Polk Co. Fair, Oct. 22-25. Marshall Traylor.  
 Longview—Gregg Co. Fair, Oct. 6-11. Vic Ferchill.  
 Lubbock—Panhandle South Plains Fair, Sept. 27-Oct. 4. A. B. Davis.  
 Lufkin—Texas Forest Festival, Sept. 22-27. Herman Brown.  
 McKinney—Collin Co. Fair, Sept. 24-27. Leon B. Dollens Jr.  
 Marshall—Central East Texas Fair, Sept. 28-Oct. 4. Joe L. Mock.  
 Nacogdoches—Nacogdoches Co. Fair, Oct. 1-4. Charlie Heitman.  
 Palestine—Anderson Co. Fair, Oct. 13-18. C. O. Miller Jr.  
 Richardson—Richardson Community Fair, Aug. 26-30. T. R. Hickman.  
 Rosenberg—Fort Bend Co. Fair, Oct. 2-5. George H. Herber.  
 Texarkana—Four States Fair Assn. Sept. 17-20. L. E. Gilliland.  
 Tyler—East Texas Fair, Sept. 8-13. C. R. Heaton.  
 Wharton—Wharton Co. Fair, Sept. 23-27. H. Charles Koehl Jr.

### Utah

Deseret—Millard Co. Fair, Aug. 22-23. Bud Bassett, Delta, Utah.  
 Heber—Wasatch Co. Fair, Aug. 15-16. William Bond.  
 Kayville—Davis Co. Fair, Aug. 29-30. Eugene Tolman, Layton, Utah.  
 Logan—Cache Co. Fair, Aug. 21-23. R. L. Wrigley.  
 Mantle—Sanpete Co. Fair, Sept. 4-6. Dr. Wendall H. McGarry.  
 Morgan—Morgan Co. Fair, Aug. 29-30. Peter Evans.  
 Murray—Salt Lake Co. Fair, Aug. 27-30. Mrs. Mae Bello 2636 S. 20th East, Salt Lake City.  
 Nephi—Juab Co. Fair, Sept. 4-6. J. E. Worthington.  
 Ogden—Ogden Livestock Show, Nov. 15-19. E. J. Fieldsted.  
 Orderville—Kane Co. Fair, Aug. 29-30. W. R. Heaton.  
 Panguitch—Iron Co. Fair, Sept. 4-6. Thales Brown.  
 Richfield—Sevier Co. Fair Assn. Aug. 29-30. Ernest R. Anderson.  
 Salt Lake City—Utah State Fair, Sept. 13-21. J. A. Theobald.  
 Tooele—Tooele Co. Fair, Sept. 5-6. Eugene L. Morrill.  
 Fremont—Box Elder Co. Fair Assn. Aug. 28-30. W. E. Kerr.

### Vermont

Barton—Orleans Co. Fair Assn. Sept. 4-6. Anita M. Quintin.  
 Bradford—Connecticut Valley Expo. Aug. 24-26. J. Arthur Peters.  
 Lyndonville—Caledonia Co. Fair Assn. Aug. 21-23. Henry Ross.  
 Rutland—Rutland Fair, Sept. 1-6. Arthur B. Porter.  
 Tunbridge—Union Agri. Soc. Sept. 18-20. F. A. Farnham.

### Virginia

Chase City—Mechlenburg Co. Fair Assn. Oct. 6-11. Garland E. Moss.  
 Farmville—Five-County Fair Assn. Sept. 22-27. Mrs. E. R. Spellman.  
 Fredericksburg—Fredericks Agri. Fair, Sept. 8-13. George C. Rawlings Jr.  
 Galax—Galax Fair, Aug. 18-23. Mrs. S. G. Eddins.  
 Luray—Page Co. Fair, Aug. 18-23. Mrs. Eleanor H. Fogleman.  
 Martinsville—Martinsville Colored Fair, Sept. 1-6. D. A. Baldwin.  
 Pennington Gap—Lee Co. Fair, Sept. 1-6. R. C. Carter, Blacksburg, Va.  
 Petersburg—Petersburg Fair, Sept. 29-Oct. 4. R. Willard Eanes.  
 Richmond—Atlantic Rural Expo, Sept. 19-27. J. A. Mitchell.  
 Roanoke—Roanoke Fair, Aug. 25-30. Arthur C. Walker.  
 South Boston—Halifax Co. Fair Assn. Oct. 14-18. W. W. Wilkins St.  
 Staunton—Virginia State Fair, Sept. 1-6. C. B. Ralston.  
 Suffolk—Tidewater Fair Assn. Oct. 21-24. H. C. Holman.  
 Warsaw—Northern Neck Fair Assn. Sept. 8-13. D. S. Simon Tappahannock, Va.  
 Woodstock—Shenandoah Co. Fair Assn. Aug. 25-30. Donald H. Garman.

### Washington

Ellensburg—Kittitas Co. Fair, Aug. 30-Sept. 1. Wendell Prater.  
 Langley—Island Co. Fair Assn. Aug. 29-31. Benj. M. Herring.  
 Puyallup—Western Wash. Fair Assn. Sept. 19-21. J. H. McMurray.  
 Spokane—Spokane Interstate Fair, Sept. 12-15. Lionel Wolff.  
 Walla Walla—Southeastern Wash. Fair, Aug. 30-Sept. 1. Leslie L. Stewart.  
 Waterville—North Central Wash. Fair, Sept. 19-21. G. Merton Dick.  
 Yakima—Central Wash. Fair, Sept. 24-28. J. Hugh King.

### West Virginia

Charleston—W. Va. Agri. & Indust. Fair, Aug. 30-Sept. 7. T. H. McGovern.  
 Clarksburg—Harrison Co. Fair, Aug. 18-23. H. H. Gaiser.  
 Glenville—Gilmer Co. Fair, Aug. 13-16. C. W. Marsh.  
 Lewisburg—Bate Fair of W. Va. Aug. 18-23. C. T. Sydenstricker.  
 Marlinton—Pocahontas Co. Fair, Aug. 11-16. Robert E. Sydenstricker, Lewisburg.  
 Moundsville—Marshall Fair, Aug. 12-16. Paul T. Sullivan.  
 Pennsboro—Ritchie Co. Fair Assn. Aug. 26-28. S. Denton Hall.  
 Phillippi—Barbour Co. Street Fair Assn. Sept. 17-20. Mye. Dane Moore.  
 Riversville—Paw Paw Dist. Fair Assn. Aug. 12-16. Louise Arnett.

### Wisconsin

Antigo—Langlade 4-H Club Leaders Assn. Aug. 1-3. Ira V. Goodell.  
 Athens—Athens Agri. Assn. Aug. 22-24. George Honeske.  
 Baraboo—Sauk Co. Agri. Soc. Aug. 25-28. C. Willis Schroeder.  
 Beaver Dam—Dodge Co. Fair Assn. Sept. 9-11. Forrest Knaup.  
 Black River Falls—Jackson Co. Agri. Soc. Aug. 23-26. Douglas J. Curran.  
 Cedarburg—Ozaukee Co. Agri. Soc. Aug. 15-16. Carl J. Blume, Thiensville.  
 Chilton—Calumet Co. Agri. Assn. Aug. 29-Sept. 1. Herbert F. Harder.

Chippewa Falls—Northern Wis. Dist. Fair, July 29-Aug. 1. A. L. Putnam.  
 Crandon—Forest Co. Agri. Soc. Sept. 11-14. Lester Grandin, Argonne.  
 Darlington—Lafayette Co. Agri. Soc. July 24-27. Joe Sauer.  
 De Pere—Northeastern Wis. Fair, Aug. 15-19. R. O. Planert.  
 Eagle River—Vilas Co. Agri. Soc. Aug. 22-24. Herman M. Smith.  
 Elkhorst—Walworth Co. Agri. Soc. Aug. 29-Sept. 1. R. B. Harris.  
 Ellsworth—Pierce Co. Fair, Aug. 21-24. H. G. Seyforth.  
 Elroy—Elroy Fair Assn. Aug. 1-3. Lawrence Ambers.  
 Fond du Lac—Fond du Lac Co. Agri. Soc. Aug. 6-11. Harold J. Willis.  
 Friendship—Adams Co. Agri. Soc. Sept. 3-7. Robert W. Roseberry.  
 Galeville—Trempealeau Co. Agri. Assn. July 27-31. Frank M. Smith.  
 Gays Mills—Crawford Co. Fair, Sept. 4-7. Paul L. Paulson, Prairie du Chien.  
 Gillett—Oconto Co. Youth Fair, Aug. 15-17. Otto Neuman.  
 Glenwood City—St. Croix Co. Fair Assn. Aug. 4-6. George Steffen.  
 Green Lake—Green Lake Co. Junior Free Fair, Aug. 1-3. Frances J. Placek.  
 Hayward—Sawyer Co. Fair Assn. Aug. 25-27. Sherman W. Weiss.  
 Iron River—Bayfield Co. Fair, Aug. 15-17. R. J. Holvenstot, Washburn.  
 Janesville—Rock Co. 4-H Fair Assn. Aug. 6-10. Hugh Alberts.  
 Jefferson—Jefferson Co. Fair, Aug. 8-10. Horace L. Buri.  
 La Crosse—La Crosse Interstate Fair Assn. Aug. 6-10. Joseph W. Frisch.  
 Ladysmith—Rusk Co. Fair, Aug. 18-21. F. J. Manning.  
 Lancaster—Grant Co. Agri. Soc. Sept. 4-7. A. G. DeBart.  
 Luxemburg—Waushara Co. Fair, Aug. 30-Sept. 1. Elroy C. Hoppe.  
 Madison—Dane Co. Junior Fair Assn. July 24-27. Blanche Lominski, Mt. Horeb.  
 Manitowish—Manitowish Co. Fair, Aug. 19-24. A. F. Rank.  
 Marshfield—Central Wis. State Fair, Aug. 29-Sept. 3. W. A. Uthmeier.  
 Mauston—Juneau Co. Agri. Soc. Aug. 7-10. Francis E. Pfaff.  
 Medford—Taylor Co. Youth Fair, Aug. 11-14. Joe J. M. Tuss.  
 Menomonie—Dunn Co. Fair, Aug. 28-Sept. 1. Lyle C. Pollock.  
 Merrill—Lincoln Co. 4-H Free Fair, Aug. 4-7. William Steeking.  
 Mineral Point—Southwestern Wis. Fair, Aug. 29-Sept. 1. C. L. Winn.  
 Mondovi—Buffalo Co. Fair, Aug. 22-25. Robert F. Smith.  
 Monroe—Green Co. Agri. Soc. July 30-Aug. 3. William A. Brown.  
 Neillsville—Clark Co. Agri. Soc. Aug. 14-17. Harold Huckstead.  
 Okosh—Winnebago Co. Fair, Aug. 26-31. Taylor C. Brown.  
 Phillips—Price Co. Agri. Soc. Aug. 21-24. L. F. Wiemer.  
 Plymouth—Sheboygan Co. Fair, Aug. 29-Sept. 1. W. H. Eldridge.  
 Portage—Columbia Co. Free Fair, July 31-Aug. 3. Harold J. Lochner.  
 Rhinelander—Oneida-Rhinelander Hodag Fair Assn. Aug. 7-10. Jess M. Reed.  
 Rice Lake—Barron Co. Fair, Aug. 21-24. Arthur Field.  
 Richland Center—Richland Co. Fair, Sept. 13-14. H. R. Madson.  
 Rothschild—Rochester Free Fair Assn. Aug. 30-Sept. 1. Russell L. Wroinstad.  
 Saint Croix Falls—Polk Co. Fair, Sept. 5-7. Frank Barney.  
 Sermour—Outagamie Co. Fair Assn. July 31-Aug. 3. Michael Burns.  
 Shawano—Shawano Co. Fair, Aug. 29-Sept. 1. Louis W. Cateau.  
 Slinger—Washington Co. Fair, July 24-27. E. E. Skalskey, West Ben. Wis.  
 Spooner—Washburn Co. Junior Fair, Aug. 18-20. William H. Dougherty.  
 Sturgeon Bay—Door Co. Fair Assn. Aug. 21-24. John H. Miles.  
 Tomah—Monroe Co. Fair Assn. July 25-28. Edw. T. Liddane.  
 Union Grove—Racine Co. Agri. Soc. Sep. 4-7. A. E. Dittbrenner, Rochester, Wis.  
 Viroqua—Vernon Co. Agri. Soc. Sept. 18-21. Jerome Riedy.  
 Wausaukee—Marinette Co. Fair Assn. Aug. 8-10. Victor H. Quick, Marinette.  
 Wautoma—Waushara Co. Fair Assn. Aug. 14-17. Burnett Johnson.  
 Waussau—Marathon Co. Agri. Soc. Aug. 13-17. C. J. McAleavy.  
 Webster—Central Burnett Co. Fair, Aug. 21-23. Reuben Krause.  
 West Allis—Milwaukee—Wisconsin State Fair, Aug. 16-24. Willard M. Masterson.  
 Westfield—Marquette Co. Fair, Sept. 4-7. B. J. Connors, Montello.  
 Weyauwega—Waupaca Co. Fair, Sept. 4-7. A. H. Stroschein.  
 Wilmore—Kenosha Co. Fair Assn. Aug. 7-10. Henry S. Frank.

### Wyoming

Afton—Lincoln Co. Fair, Sept. 5-6. Orrin Jenkins.  
 Basin—Big Horn Co. Fair, Aug. 15-17. Dr. M. B. Walker.  
 Buffalo—Johnson Co. Fair, Aug. 20-22. William P. Williams.  
 Casper—Central Wyoming Fair & Rodeo, Aug. 13-16. R. S. Latta.  
 Cheyenne—Western Plains Fair, Sept. 1-3. John P. Novek.  
 Douglas—Wyoming State Fair, Aug. 27-30. Gordon L. Roush.  
 Douglas—Platte Co. Fair, Aug. 23-24. Gillette—Campbell Co. Fair, Aug. 21-23 (tentative). Fred Oedekoven.  
 Lusk—Niobrara Co. Fair, Aug. 14-16. Dr. Walter E. Reckling.  
 Newcastle—Western Co. Fair, Aug. 21-23. Garth D. Percival.  
 Powell—Park Co. Fair, Aug. 21-23. Paul McCalmont.  
 Rawlins—Carbon Co. Fair, Aug. 21-23. Reon Haskala.  
 Riverton—Premont Co. Fair, Aug. 21-23. W. L. Duncan, Lander Wyo.  
 Sundance—Crook Co. Fair, Aug. 22-23. Willet Keyser.  
 Torrington—Goshen Co. Fair & Rodeo, Aug. 20-22. E. P. Perry.  
 Wheatland—Platte Co. Fair, Aug. 22-23. D. N. Sherard.

### CANADA

#### Alberta

Calgary—Calgary Exhn. & Stampede, July 7-12. Maurice E. Hartnett.  
 Camrose—Camrose Agri. Soc. Aug. 4-6. John E. Stuart.  
 Edmonton—Edmonton Exhn. July 14-19. James Paul.  
 Lethbridge—Lethbridge Exhn. & Rodeo, June 23-25. C. E. Parry.  
 Red Deer—Red Deer Agri. Soc. July 31-Aug. 2. D. W. Robertson.  
 Vegreville—Vegreville Exhn. July 28-30. E. F. Morton.  
 Vermillion—Vermillion Exhn. July 24-26. S. C. Heckbert.

#### British Columbia

Armstrong—Interior Provincial Exhn. Sept. 9-11. Mat. Haszen.  
 Duncan—Cowichan Agri. & Indust. Exhn. Sept. 4-6. W. R. Barker.  
 Prince George—Prince George Agri. Assn. Aug. 29-Sept. 1. Mrs. R. B. Carter.  
 Vancouver—Pacific National Exhn. Aug. 26-Sept. 1. V. Ben Williams.

#### Manitoba

Brandon—Manitoba Provincial Exhn. June 30-July 4. S. C. McLennan.  
 Carleton Place—Dufferin Agri. Soc. July 10-12. A. J. Hand.  
 Portage la Prairie—Portage Industrial Exhn. July 7-9. Keith Stewart.  
 New Brunswick  
 Fredericton—Fredericton Exhn. Sept. 1-6. W. R. Crewdson.  
 Gagetown—Queens Co. Fair Assn. Sept. 9-11. Fred Byatt.

Saint Stephen—St. Stephen Exhn. Aug. 18-23. W. T. Syroid.  
 Nova Scotia  
 Bridgewater—Lunenburg Co. Exhn. Sept. 23-26. W. J. Crouse.  
 North Sydney—Cape Breton Co. Exhn. Sept. 1-5. Charles Munn.

### Ontario

Almonte—North Lanark Agri. Soc. Sept. 4-6. Howard Giles.  
 Delta—Delta Agri. Soc. Sept. 1-3. T. M. Grant.  
 Dresden—Dresden Agri. Soc. Aug. 26-28. J. A. Blackburn.  
 Fort William—Canadian Lakehead Exhn. Aug. 4-9. Wilfred Walker.  
 Kingston—Kingston Agri. Soc. Sept. 29-Oct. 4. Mrs. E. E. Conley.  
 Lansdowne—Lansdowne Agri. Soc. Aug. 25-27. L. W. Moxley.  
 Lindsay—Lindsay Central Exhn. Sept. 16-20. Bert L. McLean.  
 London—Western Fair, Sept. 8-13. A. H. Crowther.  
 Markham—Markham Fair, Oct. 2-4. R. H. Crosby.  
 Niagara Falls—Niagara Falls Fair, Oct. 8-11. Junior Chamber of Commerce.  
 Ohsweken—Ohsweken Agri. Soc. Sept. 18-20. Mrs. Joseph C. Hill.  
 Oshawa—Central Canada Exhn. Aug. 18-20. H. H. McElroy.  
 Peterboro—Peterboro Exhn. Sept. 9-13. G. S. Gillespie.  
 Ridgetown—Ridgetown District Agri. Soc. Aug. 19-21. R. W. Green.  
 Simcoe—Norfolk Co. Fair, Oct. 7-11. Harold I. Pond.  
 Sutton—Sutton Agri. Soc. Aug. 7-9. Fred M. Wilmut.  
 Tillsonburg—Tillsonburg Fair, Sept. 22-24. Jack M. Gilmie.  
 Toronto—Canadian National Exhn. Aug. 22-Sept. 6. Elwood A. Hughes.

### Quebec

Chapeau—Pontiac Agri. Soc. Div. 2. Sept. 8-10. Mrs. Thomas Kennedy.  
 Chicoutimi—Chicoutimi Agri. Soc. Aug. 27-31. Marcel Tremblay.  
 Cookshire—Compton Co. Agri. Soc. Aug. 17-20. W. S. J. Hodgman, Birchton, Que.  
 Granby—Granby Hort. Soc. Sept. 3-7. Loran G. Ball.  
 Lachute—Lachute Fair, June 11-14. S. G. Patterson.  
 Ormstown—Ormstown Exhn. June 4-7. Carlyle Dickson.  
 Quebec City—Quebec Provincial Expo. Aug. 29-Sept. 7. Emery Boucher.  
 Richmond—Richmond Co. Agri. Soc. Aug. 14-16. Antoinette Linahan.  
 Saint-Francois-du-Lac—D'Yamaska Agri. Soc. Aug. 7-9. Alexandre Trudeau.  
 Saint-Hyacinthe—St. Hyacinthe Regional Fair, Aug. 4-7. Alphonse Deschênes.  
 Saint-Jean—St. Jean Agri. Soc. Aug. 30-Sept. 1. J. R. St. Arnaud.  
 Saint-Pascal—Kamouraska Agri. Soc. Aug. 22-25. Alphonse Raymond, St. Louis de Kamouraska.  
 Sherbrooke—Sherbrooke Fair, Aug. 23-30. A. C. Ross.  
 Trois-Rivières—Trois-Rivières Regional Expo. Aug. 16-23. H. Paul Martin.  
 Victoriaville—D'Arthabaska Agri. Soc. Aug. 7-10. J. Vincent Lanouette.

### Saskatchewan

Estevan—Estevan Agri. Soc. June 30-July 1. Mrs. Ethel Dean.  
 Lloydminster—Lloydminster Agri. Exhn. July 21-23. George K. Ross.  
 Melfort—Melfort Agri. Soc. July 17-19. J. C. Clarke.  
 Moose Jaw—Moose Jaw Exhn. July 2-5. Mrs. V. Hyland.  
 North Battleford—North Battleford Agri. Soc. Aug. 4-6. N. W. Symonds.  
 Prince Albert—Prince Albert Agri. Soc. Aug. 7-9. D. P. Kelly.  
 Regina—Regina Exhn. July 28-Aug. 2. T. H. McLeod.  
 Saskatoon—Saskatoon Industrial Exhn. July 21-25. S. W. MacEachern.  
 Weyburn—Weyburn Agri. Soc. June 27-28. Boyden Schultz.  
 Yorkton—Yorkton Exhn. July 14-16. William H. Wilkinson.

## Beachler, the Unstoppable

Continued from page 64

ly used but has virtually eliminated duds.

He also developed wire-cutters that cut and straighten 350 wires a minute. These cutters are used on sparklers, and Beachler's plant is equipped with them. Beachler's sparkler output hits astronomical proportions, inasmuch as one man can dip 300,000 sparklers in a day.

### Sparkler Innovations

The sparkler operation points up the innovations introduced by Beachler, and permits the firm to meet the huge demand for the item, the biggest seller among safe-and-sane items.

Perhaps Beachler's greatest development, however, is a machine that makes lances, which are used in the design work of display fireworks, at the rate of 90 gross per day with an operating crew of two people, whereas before a like number of people could, only by pushing constantly, turn out 16 gross per day.

What's more, the Beachler-machine did away with skin rashes which had affected workers when they worked on blue lances, in which paris green is used. The new machine eliminated contact with the paris green.

High in importance, too, among Beachler's developments is a machine costing \$45,000 that makes 50,000 two-inch salutes a day, thus completely outmoding the older machinery. Still another important new machine developed by Beachler is one that makes a paper case, equipped with a waterproof liner, that will keep display fireworks dry even if the fireworks are exposed to the weather for as long as a day. This machine not only makes the case, which hereto had been a tedious hand process, but also inserts the fuse at the same time.

### Retrospection

Beachler, in looking back over the growth of his firm, allows that there were times when he considered tossing in the sponge—but considered it only momentarily.

From a humble beginning Beachler has built a huge enterprise. Besides his modern plant and a capable staff which includes his two sons—Robert, in charge of display fireworks, and Donald, who super-

vises the commercial department—Beachler has piled up assets.

He owns 37 houses adjacent to the fireworks plant, and he rents these to his employees. He has acquired much wealth and has a big line of credit thru the same small bank in which he first started out.

Despite his success, Beachler works as hard as ever. He is constantly on the go, flying about the country, contacting jobbers or firms that he supplies. And his eye is ever on the lookout for ways to improve his machines, cut down hazards and build his gross higher. His past staying power, in the face of adversity, strongly suggests that he will have his way.

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**EVERT SENN, Secretary**



# Solid Big Top Acts Make R-B Performance Sparkle

Accent Returns to Bona Fide Circus Talent, But Lavishness Still There

Continued from page 3

suits matching any prior year of his reign. This year's offering is better in many ways than the show presented last year, and it will be even better when it is tightened up by considerable trimming of the opening night 3 hour and 15 minute stanza.

### Wide Appeal

This year's offering is almost certain to build audiences here and in the hinterlands with a record seasonal take not improbable. While the circus has a universal appeal, the program premed here is more likely to appeal to all ages than those of the past few years, which bordered on being too adult in tone.

Accepting the premise that no show endeavor of this magnitude can ever be perfect, the fault this year is the lack of a new solid thrill feature. One was planned, a double somersaulting automobile, but its presentation had to be abandoned because of the difficulty in setting up and striking the rigging. Other acts among the 21 programed imports were not ready for the opening show, a usual occurrence resulting from travel delays and other difficulties. However, those that did appear, largely justified their importation.

For the most part, the new presentations this year would fit into any circus program, unlike a number of new acts presented in the last two years which appeared more suitable for the music hall presentations from which they were drawn. The holdovers among the acts also add up to solid circus fare, tho many of the topnotchers of recent years are missing, sadly tho wisely, since even the greatest acts can make the Ringling route only two or three times before having to give way to the gleanings of the constant search for new and fresh talent with which to whet the appetites of the public.

### Four New Specs

The four new specs are lavish with the principal pageant, "The Good Old Days," perhaps the niftiest since the memorable "Toyland." A host of historical and fanciful characters, beginning with Helen of Troy and ending with a float depicting the still unknown future, are featured in the lengthy and spectacular professional. Circus did not go overboard on floats, using instead some of its venerable vehicles, including the bell wagon. Novel ending is provided by a shower of bubbles from the ceiling that catch and reflect the multi-colored lights.

"Butterfly Lullaby" surrounds the daring aerialist Pinito Del Oro, with a 32-girl aerial ballet. Girls work aerial ladders and conclude with a neck swivel in a routine that is perhaps only half as long as that presented last year.

"Mardi Gras" provides the showcase for the handsome Ringling equine stock and carriages, with Roberto de Vasconcellos, Visconde Ponte da Barca, providing an excellent display of horsemanship. In the side rings are Luciana and Friedel and Franz Ackerl, dressage equestriennes.

Finale, "Gold Dollar Moon" is also gorgeously garbed and features Merle Evans and his marching band. Fifteen elephants are used in a long mount and they manage to hold their own in the galaxy of color by virtue of their bulk, but Daredevil Connely, who does a nifty balancing act on a revolving prop quarter-moon, seems lost to the audience.

### Added Pageant

What amounts to an additional spec is the "Greatest Fashion Show on Earth," the result of a tie-in with Look magazine and a number of the nation's foremost fabric houses and fashion designers. Elephants wear gorgeous trappings bearing the name of each participating designer and the girl riders are spectacularly costumed. Trappings and cos-

tumes are for free and will be replaced as needed thruout the season.

Outstanding among the imports, and especially welcome in a spot that has been unfilled in the last couple of years, are Konyot's Lions, five females and three males who present a rather common, but slow, routine before achieving a smash finale. Wind-up has the cats leaping nearly midway to the top of the cage and racing almost completely around the walls. Beasts are ferocious at this point, milling in the middle of the arena and fighting to leap over Konyot and on to the walls. Act is flanked by four performing bears presented by Albert Rix and three trained bears presented by Robert Laydar. Rix bears, hold-overs from last year, work uncaged but muzzled, and on opening night gave the handler plenty of trouble. Tricks are good with motorbikes, bicycles, see-saws and other props in use.

### Clever Juggling

Big Show, which has been fortunate in acquiring a steady stream of top-flight jugglers, has come thru once again with Dieter Tasso. Balancing on one foot on a slack wire, the manipulator uses the toes of his other foot to toss and pile on his head eight saucers and cups, with a lump of sugar and spoon added to the last one.

In a side ring another import, Helmut Gunther, also does a nice bit by tossing and catching on his head a number of interlocking props. Gunther is at a disadvantage since his routine is similar, but not so spectacular, as Tasso's. The Bakers adequately fill the third ring with their juggling.

Principal thrill feature import is the Camillo Mayer Troupe, high wire act with five people, including a plumpish individual who, at first sight, appears far beyond the athletic stage. However, he supplies most of the thrills, with the exception of one boy who rides a unicycle the length of the wire, and another who gets a gasp from the audience when he fakes a fall and does a hand grab of the wire.

Plump guy balances a chair and table and goes thru the motions of cooking up some flapjacks. A fire is kindled and the presentation is novel, but the stunt provides more comedy than thrills. Balancing poles are used thruout, altho no net is employed.

### Monkey's Score

A novel feature that won favor with the first-night audience was Hammerschmidt's Wonder Apes. Antics of two monkeys, working with miniature house furnishings as props, proved hilarious as one impersonated a chef and the other, attired in a dress suit, demanded and got service. Windup has the monk undressing, hunting out his chamber pot and then tucking himself into bed.

Rating equal applause in the same display were Nana Woolford's wonder dachshunds. The act, long known for its unique employ of dachshunds and skillful routine, is better than ever, here.

(Continued on page 96)

# KELLY-MORRIS BUYS MORE COLE ANIMALS

Hippo, Bull, Cages Included in Deal; New Cats, Bears Purchased From Zoos

CHICAGO, April 5.—Kelly-Morris Circus has purchased the Cole Bros.' menagerie lead stock, a third elephant and several Cole Bros.' cages, it was revealed this week. The deal had been pending since Kelly-Morris bought two other elephants from the Cole show several weeks ago.

The new purchase includes a hippopotamus, two camels, three zebras, one dromedary, one llama, a water buffalo, American buffalo and several monkeys. This comprises all animals from the Cole menagerie with the exception of 10 elephants which that show is retaining.

The Kelly-Morris show, in revealing that the purchase has been made, said it expected to

have the new additions on the show by Tuesday (15).

The Cole hippo cage is being rebuilt as a semi-trailer truck, and several other Cole cages are being mounted on rubber tires. Additional cats and bears are being purchased from zoos. Bill Murray, agent, recently completed a visit to several zoos.

A new banner line will be used on the enlarged K-M menagerie. New tractors and trailers have been added to the line-up. The show opened March 1 at Miami and has been playing across the South. Business has been good, it was reported, and the performance will be enlarged for Northern territory.

Paul Kelly, son of Pat Kelly, co-owner of the show, was reported to have an interest in the circus this season.

# Cole-Walters Opens; Tours East Texas

GILMER, Tex., April 5.—Cole & Walters' Circus played a Sunday matinee-only stand here (30) and won a three-quarter house despite heavy rain. Show opened Thursday (27) at Bogota, Tex., 49 miles from Hugo, Okla., quarters.

Crowds were only fair at Bogota, but Mount Vernon (28) was good and Winnsboro (29) brought the best business of the first stands, two better than three-quarter houses. The show, now in its third season, is playing its regular territory.

Despite the rain and a shortage of workmen, Cole & Walters opened at 2 p.m., ended the concert at 4 p.m. and had the big top spooled by 5:15 p.m. here. The top turned rain well, and sandy lot drained rapidly.

The show is gassing 13 show-owned vehicles plus two advance trucks. Big top is a push-pole 70 with two 30's and a 36, the same top used in previous seasons. A 50 with four 20's house the Side Show and three cages with a total of 12 animal compartments. Two elephants are in the Side Show and two more are between the marquee and big top. Pit Show is mounted on a truck and flashed with banners.

### Program

Manager Herb Walters is equestrian director and Jack Bell heads the five-piece band for the 25-act performance in three rings. The program includes:

Display 1—Spec; 2—Bill and Babe Jackson, Irvin and Shorty Wells, bars; 3—Al Conners, wagon wheel; 4—Billy Reynolds, Corkey Clark, ponies; 5—Charles Rex, trap; 6—Wayne Newman, Phyllis Newman, Corkey Clark and Shirley Cole, elephants (4); 7—Wells Brothers, cycles; 8—Rosie Parker, Phyllis Newman, Babe Jackson, swinging ladders; 9—Bob Grubbs, comedy mule; 10—Al and Bertha Conners, dogs; 11—Corkey Clark with menage horse and Smokey Joe Simpson with single Liberty camel; 12—webs; 13—elephant walk-around; 14—concert announcement; 15—Phyllis Newman, cloud swing; 16—Al Conners, juggling; 17—Al, Marge and Phyllis Newman, Newman's Posing Horses, in three rings; 18—Wells Brothers, acrobatics; 19—Bill and Babe Jackson, trampoline; 20—Corkey Clark and Sally Bell, baby elephant; 21—concert announcement; 22—Riding Newmans (3), bareback riding; 23—clowns (3); 24—Corkey Clark, Charles Rex and Phyllis Newman, elephants (3) in center ring; 24—elephants long-mount.

### Staff, Personnel

Staff and department heads on the show include: Herb Walters, manager; Don McLaughlin, assistant manager; Helen Walters, tickets; George and Jack Bell, concessions; Andrew (Sweaters) McFarland, general superintendent; C. J. Allison,

(Continued on page 93)

# KING-CRISTIANI REVIVES PARADE

Band Wagon and Calliope Appear; Show Opens With 3 at Macon, Ga.

MACON, Ga., April 5.—King Bros.' & Cristiani Combined Circus inaugurated its new season here Saturday (5) with a return of the traditional noon street parade, the first such seen here in years.

Thousands packed the downtown streets to see the parade, scheduled for 11 a.m. so that the performers could return to the grounds at Central City park and give a special 12 o'clock matinee for children.

The parade order follows: Mounted bugler; mounted flag bearer; No. 1 band wagon with four-horse hitch; cage drawn by Shetland ponies; two girls on horseback; donkey-drawn clown cart with two midget clowns; motor power tableau with clown band; two miniature cages drawn by ponies; four girls on horseback; flat-bed semi-trailer truck with trampolines act, disguised as old-fashioned hay wagon; air calliope.

Motorized cage with lions and two trainers inside; large tank den with hippo; minstrel band atop motorized cage; Texas longhorn steer aboard a trailer; Wild West contingent headed by Tama Frank, with cowboys and cowgirls; camels,

with caretakers in Arabian costume; elephants (12) with Superintendent Steve Fanning on horseback; steam calliope. James Conway is parade marshal.

A special squad from the Macon police department was assigned to duty clearing the way for the circus to prevent any traffic snarls. Macon merchants welcomed the return of the parade feature and cooperated with tie-in advertisements.

### Practice Sessions

The King-Cristiani big top was erected in the infield of the one-mile race track at the park on Thursday (3) and there were morning and afternoon rehearsals for two days before the opening.

This season the entire Cristiani Family will be together for the first time in recent years, one group of five having formerly trouped with the Biller show and other orgs the past several seasons.

A new office trailer, measuring 32 feet, was completed in Mobile and arrived five days before opening. Air-conditioned, it has private offices for Floyd King, Lucio Cristiani and Treasurer Arnold Maley, plus a room for the committees and a private bath.

### Search Out Parade Wagons

King and Cristiani have been mulling the parade idea for the last two or three years. They realized that the task of reviving the circus parade would not be easy, because parade equipment has become almost extinct in the past 20 years. The search for equipment was started last fall. Here and there a wagon was located and several weeks ago the actual assembling of the equipment was started.

Two of the most difficult vehicles to obtain were the band wagon and steam calliope, they reported. None seemed available excepting those in museums. Finally, an old Gentry Bros.' shelf band wagon was located in South Houston and was purchased from George W. Christy. It is replete with heavy wooden carvings and had been rebuilt and handsomely decorated by A. Lee Hinckley, the show's painter.

To obtain a steam calliope was an even tougher problem, King said. A few were located but the owners refused to sell or lease. One, however, was owned by Dr. C. S. Karlan Frischkorn, of Norfolk, Va., and negotiations, starting by King in 1949, were completed recently.

Almost every horse-drawn parade wagon with the show has an extensive history, King related. He said that assembling of the equipment was expensive and the show spent several thousand dollars on gold leaf and other decorations.

The initial parade here was a field day for camera fans. Many requests from various parts of the country came to commercial and news photographers for pictures. National magazines were represented along with various newspapers and other publications, and representatives of news reels,

# Burling to Tee Off With Penny Tour

WAPWALLOPEN, Pa., April 5.—Burling Bros.' Circus will open its season Saturday (26), starting with an 18-day tour thru Pennsylvania. R. J. Staver is general agent.

Ray Howze has two military drills finished and has added dogs to the canine act. Two lions, Himalayan sun bear and a Canadian black bear have been added to the menagerie. Other additions to the show include a 30-foot house trailer and a team of draft horses. A new cookhouse trailer is due in quarters soon. Charlie Lockier has nearly completed the job of decorating trucks.

Talent signed for this year include the LaBelle Ray Troupe; Walter Bixler, for the Wild West, featuring Shorty Bix and Skeeter, and the Wyoming Duo, featuring the horse, Silver.

# Diano Animals To Play Fairs; More in Transit

CANTON, O., April 5.—Tony Diano's animals will play fairs this season, starting about June 15, it was revealed here this week by a spokesman for Diano. Some of the animals, including a giraffe, previously have been with King Bros.' Circus.

Diano, who made a trek to Europe and Africa this winter in search of new animals, expects delivery within a few weeks on a two-horned rhinoceros, four elephants and eight zebras from abroad. Already at the Diano ranch here with the giraffe are two cheetahs and six additional zebras.

It was reported that some of the animals are being trained for acts.

Meanwhile, it was learned at Macon, Ga., that King Bros. & Cristiani Circus has purchased another giraffe and has arranged for new management of the concert, which Diano has had for the past two years.

It has been known for several weeks that Diano and the King Cristiani show had been unable to reach agreements for this season. But until now, it was reported, chances remained that a last-minute talk would renew their previous set-up.



POPULATION: 264

Elephant Census Zips Toward Peak

Continued from page 65

sters. Some of the elephants Hall had now are on Cole Bros., one is the Boston's zoo's Jennie, and another is Queen Tut at the Fort Worth zoo.

The elephants Cole Bros. got from the Barnett circus were on 101 Ranch Wild West earlier, and those it got from Hall included the former Robbins Bros. herd. Cole Bros.' Carrie was on the Rhoda Royal Circus in 1920, and Babe was with Danny Robinson's Famous show in 1910.

Four of Clyde Beatty's elephants once were owned by Asa Chandler, Coca-Cola bigwig with a fondness for elephants. Chandler later donated Coca II to the Atlanta zoo. The Beatty quartette also served with Charlie Sparks' Downie Bros. Circus and Ray Rogers' Wallace show.

K-M Has Christy's

The big Kelly-Miller collection counts a number of veterans. Margaret was on Robbins Bros. for five years and Hall sold her to Russell Bros. in 1933. Elsie came to Hall in 1926 and was on Orton Bros., the next four years, then Russell Bros. Daisy, Myrtle and Dixie came from Christy Bros. Circus and Daisy dates back to the Gollmar show. They were booked onto many shows after Christy closed.

Kelly-Miller's Vic was on Floyd King shows starting in 1927 and with Sells Floto for three years ending with 1932. She and Jess were bought from Ringling after the 1947 season, which Jess spent with the Sparks Circus. Juno is the last of the herd once owned by Dr. Pierre Bernard, of Nyack, N. Y. Mona and Mabel went from the Hall farm to Seal Bros., Parker & Watts and Hamid-Morton.

Confusion of names complicates the tracing of elephant history. Queenie and Sally were elephants on the Barnes' circus, Ken Maynard Wild West and Gobel

animal farm, but they were lost in a fire and are not the same Queenie and Sally in which Gobel later had an interest after Metro-Goldwyn-Mayer sold them.

New Trend in Names

In general, elephants have been girls' names, but a female on Wallace Bros. is called Hank, and there is a revived trend to use Indian words as names. A large number of bulls have been named for wives of circus owners. One of these is Addie on the Beattie show, named for Mrs. Charles Sparks but now sometimes called Hattie. Sidney and Anna May on the same show were named for relatives of Diamond Billy Hall.

Frequency of such names as Babe, Jenny, Modoc, Trilby and Alice has forced the use of identifying additions. Thus there are Cross Country Babe, Big Babe, Little Babe; Sun Bros. Alice; Barnes Jewel and Wallace Modoc.

Zoo elephants also have monikers with special significance. At the Sacramento zoo they named a new elephant Sue, explaining that S stands for the town name. U comes from The Union, newspaper which helped buy it, and E means elephant. Itama is named for the New Orleans Item, another newspaper. Evansville, Ind., has Kay, named for Karl K. Knecht, cartoonist and now president of the Circus Fans' Association. Bojo, who shed her baby teeth at the Los Angeles zoo last fall; Cookie at Dallas, and Winkie at Madison, Wis., carry typical zoo names. But perhaps the most appropriate in this class is that of the Fresno, Calif., elephant, Nosie.

1796 Census: One

It was 156 years ago next Sunday (13) that the United States saw its first elephant. It hiked along the East Coast and was the predecessor of hundreds which were to plod over muddy roads with wagon shows, bring up the rear of circus parades and star in thousands of performances. Old Bet, Tippo Sultan and Lalla Rookh were names of early-comers. In 1881 a partial census showed Sells Bros. Circus had 8; Forepaugh, 5; Barnum & London, 4; W. C. Coup, 3; John Robinson, 2; W. W. Cole, 2, and Burr Robbins, 1.

The next several seasons brought a huge increase, and when Barnum and Forepaugh combined their shows for the New York stand in 1887 they displayed a combined force of 60 elephants. The Ringling Bros. Circus bought its first two bulls in 1888, and 45 years later the Ringling-Barnum combination had 41.

For some show elephants even death hasn't finished their careers. Skin of the famous Jumbo was a feature of the Barnum circus in 1886 and later the animal's skeleton was placed on display at Tufts College. A medical study of Ringling's Babe after her death is said to have contributed to research on arthritis.

And the legs of eight elephants which drowned in a 1911 flood of the Hagenbeck-Wallace winter quarters went to an enterprising New York merchant who converted them into 32 umbrella stands for the carriage trade.

Cole-Walters Open

Continued from page 92

assistant canvas superintendent; Norman Anday, Side Show canvas; Carl Nelson, superintendent of transportation; Charles Rex, properties boss, and Paul Williams, assistant; Smokey Joe Simpson, animal superintendent; Jack Bell, band, with musicians George Bell, Ross Essex, Jimmy Nelson and Jack Evans; Capt. Corkey Clark, elephant superintendent; Tillie Keys, cookhouse, assisted by Eddie (Cannonball) Baker; Chief Clarence Keys, concert director, with Billie Reynolds and Bob Grubbs.

Advance includes Tom McLaughlin, general agent; Elizabeth McLaughlin, heralds; Dick McLaughlin, brigade manager; Paul Jones and Fred Crowthers, billposters; James Crabtree and Charles Cuthbert, lithographers. Side Show has Little Joe Wright,

OPENING NOTES

R-B Bow Again Aids Gotham Heart Fund

By PETE IRVING

Not so swank, not so plush as last year's Heart Fund benefit premiere, the \$50 boxes and \$25 loges were still plenty mink-lined at the R-B opening (4), with the garrulous, eye-wandering cafe society set very much in evidence. Typical symbol of the upper-crust crowd was the sight of gents in tuxes feeding from big bags of popcorn, and begowned ladies waving to each other with gay R-B programs, instead of lorgnettes.

Strength of the show itself, however, was so eye-stopping and overpowering, even tho the expected first-night gaps and lags slowed up the traditional gallop pace, that even the lifted-pinky set soon found itself cutting the trivial gap and nonsensical visiting, to settle back and find itself enjoying what still is the unparalleled Big Bertha in the field of entertainment. Business looked to be as good as last year's socko benefit, when approximately \$190,000 flowed into Heart Fund coffers, by grace of John Ringling North.

The full, and truly deserved, note of appreciation of the circus impresario's generosity in turning over the initial performance gratis was simply, but neatly, struck by TV personality Ben Grauer. Speaking for the cardiac charity, immediately after Display 2, the first clown walk-around, he thanked North and then brought on 30-odd members of the New York Cartoonists' Society, this year's added opening-night luminaries.

The nationally-known pen-and-ink artists, whose work is break-fast food to millions of comic strip fans, were each handed a drawing crayon by Felix Adler, after which each, in turn, took an art stroke on a three-sheet size cardboard held on an easel beside the center entry.

Ushot of the collective drawing turned out to be a cartoon of Emmett Kelly. Carrying blown-up colored drawings of the characters they'd made famous, the artists then staged a cartoonists' walk-around, ending up in the center ring where Grauer held a prize raffle pick, with the aid of an Air Force sergeant recruited from a sizable guest contingent of airmen. Raffles was a separate fund-raising gimmick, not connected with the ticket sale, and had four prizes given away, an expensive car, a TV-radio console and four table radios. Prizes announced seemed not up to the size of the Garden, nor to the celebrities involved in the giveaway, and only served to slow up the show even further.

Celebs on Hand

Eleven o'clock intermission brought the idle-chatter set out in force again, clogging aisles and blocking the concessions butchers' main chance. But the 10-minute break gave the lesser folk a chance to gape at Cecil B. De Mille, Arlene Francis, Celeste Holm, Jane Russell and others, who were especially clustered about center-section loges and boxes. It also provided a leisurely opportunity at star-snapping for a small army of news and feature photogs, an act which always seems out of place at a circus. Celebrities, however, didn't seem to mind a bit.

North Is Modest

Intermission's end had realty operator William Zeckendorf, Heart Fund committeeman, introducing Mayor Vincent Impelleri, who garnered a crescendo of boos and very few hoorays. Unexpected indication of His Honor's falling popularity, with this audience at least, was glossed over, perhaps best by the introduction of Mrs. Impelleri, hono-

superintendent; Rosie Parker, magic; Al Conners, cartooning, and Allen Joe, sword box. Duke Dobre has the Pit Show with chimps and snakes.

Joe and Rosie Wright have reserve and concert tickets; Billie Reynolds and Shirley Cole work tickets; Lil Bell has novelties; Frankie Bell has grease joint and privileges, and Charlie and Joe Smith are butchers. Whitey and Mary Thorn are with Cole & Walters pending the opening of Kelly-Miller. Charles Cuthbert also will return to K-M.

rary chairman of the Fund. Zeckendorf expressed appreciation and paid a glowing tribute to John Ringling North, who rose for an extremely brief acknowledgment in the best of taste, to a good hand. North accepted the appreciations in the name "of all of us with the circus... happy to participate in this great cause."

Needs Leather Britches

Only noticeable mishap to affect any of the performers on the opening night was at once minor and extremely comedic. It came about when Justino Loyal did his comedy fall off a Percheron, which calls for him to drop his orange-colored costume pants. Justino did just that, but when he came up out of a forward roll, he found the front of his pants were badly ripped, exposing his candy-striped underdrawers almost embarrassingly. Exposure or not, and trouper to the bone, after an initial bad moment, Justino went on to gather in the evening's biggest hand.

Rose Margas Hurt

Rose Margas, of the Rosebuds, was not so lucky. During Thursday (3) afternoon rehearsals, her perch apparatus gave way. Rose is in Polyclinic Hospital under observation for a possible fractured skull. A special nurse is standing by. Doctors advise she will be out some time soon.

Don't They All?

Billposters on smaller shows, spread the country over, will no doubt be amused by this observation made by a near-sighted ex-agent, as he came out of the Garden's main entrance, into the mist and rain. Directly across Eighth Avenue, R-B billers had found a pastepotter's dream, an empty store window just aching for a four-color dressing. The billers plastered it, for sure, slapping 10 separate sheets and panels thereupon in a litho'd field day. Said our squint-eyed hawkshaw, triumphantly, counting 10, "Ha. Just for the boss."

Bad Investment

Ironic note was the reason behind the absence of the Great Romba, double somersaulting auto stuntcar, from the program. Seems Big Show execs shelled out \$1,500, plus transportation, to bring the stunt act's gear over from Europe. Only catch was the discovery, made during rehearsals, that the act's gear was so heavy and ponderous to rig, it took 12 prop men and between 10 to 12 minutes of time to set up. As a result, the act was yanked. Circus booker Stanley W. Wankon is now huddling with other show execs, whose productions allow enough time for rigging, with an eye to inking the act off R-B's hands.



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1951 Circus Pictures, Rail & Truck Shows 36 Clyde Beatty Circus, \$5.00; 38 Ringling-Barnum Circus, \$5.00; 30 Kelly-Miller Bros., \$4.00; 25 Royal American Shows Carnival, \$3.50; 28 Ceflin & Wilson Daily Bands, \$3.00; 16 Hagen Bros., \$2.00; 23 Capell Bros., \$3.00; 20 Cole & Walters, \$3.00; 8 Mills Bros., \$1.00. Write for FREE 150 & 1951 lists of Cole Bros., Dailey Bros., Kelly-Miller, Mills Bros., Cole & Walters, Jay Gould, Brandon Bros., Horne Bros., Hagen Bros., Ceflin & Wilson, Hennessey Bros., Johnny J. Jones; SPECIAL: 44 Al G. Barnes, 1936, \$6.00, & Robbins Bros. J. McROBERTS, 908 Madison, Topeka, Kan.

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**Dressing Room Gossip**

**Clyde Beatty**

Norman and Shirley Carroll are keeping the radio and TV outlets humming with show's publicity. Norman's birthday was observed in the backyard. Vic Robbins and band played the usual greetings during a performance for George Hanneford Sr.'s birthday. Siamese Twins Yvonne and Yvette again are featured on midway. Jimmy Essex is working in an aerial act during the Los Angeles date. Winnie Colleano is back after her accident in the spec, opening night, in L.A. Jimmy Olson is catching George Voise and Rose Sullivan Behee, replacing Francis (Gooch) Reiner because of illness. Clara Reiner is now working in wardrobe department at MGM Studios. Visitors: Debbie Reynolds, Bill Tourney, Vera Ellen, Keenan Wynn, Wayne Larry, Freddie Valentine, Benny Gibson, Marilyn Rich; Sam Abbott, of The Billboard; Frank Whitbeck, George Emerson, Betty Rich, Col. Jim and Mrs. Maddeaux, Hank Marinello, Bill Vess, Doodles DeMarrs, Elsie and Nira Kyle, Mr. and Mrs. Delbosq and daughter Clara; Abe Goldstein, Everett Hart; Poodles, Grace and Gracie Hanneford; Parley and Ernestine Bear, Elizabeth Clarke, Charley Clarke, Jerry DeWayne, Cliff McDougall, Mark Anthony, Bobby Kay, Wess Speich, Ernie (Blinko) Burch, Fay Chaney, Janie Staatz, Red Havious, Billy Hammond, Barbara Grant, Carl Baulmer, George Washington, Moe Brown, Dixie Wittaker, Hazel Moss, Tommy and Esther Escalante Katz, Mrs. Escalante, Mrs. Matthews; Bernie, Lita and Bernice Griggs; Hermaline, Mrs. Raymond Behee and son Robert, Peggy Marshall Forstall and Peggy Tischell. —DICK ANDERSON.

**Rogers Bros.**

The following did a morning show at Fort Lauderdale, Fla., at the Crippled Children's Hospital: Lisle Chappell, Doc Tomb, Eva Vasquez, Lou Walton, the writer, Eddie Dourett, Ricci, Carl Nelson. Skinny Goe observed his birthday at Fort Lauderdale and received presents. Chester Cable has been entertaining friends from his home town, Johnstown, Pa. Wyatt Davis has recovered from the flu. Charles Davis is boss canvasman, and Red Maynard lot superintendent. In Goe's band are Frank Ballou, calliope; Carmine Petrarca and Van Vactor, trumpets; Jack Shelby, baritone; J. B. McDonald, bass; Roy Landstrom and Andy Anderson, trombones; Fred Henn, drums. J. R. Brandon joined the Ginsburg concession department. Jack Lorenzo directs the performance. Bill Winters has a new house trailer. Visitors: Dr. Slack, Ira Millette, Louis Stone, Tom Kennedy, Ted Giard, Roy Short; George Dohovan, who will join the Hunt show; Marty Connor and George Gardner. —BUCK LEAHY.

**Polack Western**

Despite a serious bout with the flu, Arthur Springer, equestrian director and announcer, carried on his duties in Cincinnati, assisted by Gus Bell for several days. Arthur Wallenda arrived from Sarasota to remain for the season. Noble Jerry Baker assisted Justus Edwards in transporting us to the many radio and TV interviews. Lemke's baby chimp, Martha, is now a TV star, having two shows to her credit. Stuart E. Reed, local photographer, took many action photos during several shows. Glen and Mimi Tracy, circus artists and painters, added many sketches and color notes to their collection of circus studies. A special performance was given at a Cincy crippled children's school by Bobo Barnett and all clowns; Curly Wieszner and Jimmy Blue with their prop horse, Stale Biscuit, and Harold Gautier and Alma Michaels with Excess Baggage. Madelaine and Rene Geraldo has acquired a new house trailer. The former is making jeweled leotards for their act. Following the Cincy date, the writer spent a few days with his parents in St. Louis; Rusty Benson visited friends in Peoria, Ill.; Justus Edwards visited his mother and family at Burlington, Ia.; the Sherman brothers remained at their Cincinnati home for a few more days of home cooking. Visitors: Harry and Ruth Swank and daughter, Grace; Bill Lange, Dave Toledo, the Willie Storys, Billy Morales, Earl and Josephine Paige, Dr. and Mrs. Huebener, Mayme Ward; E. Walter Evans and Charley Wirth, of The Billboard. —HARRY DANN.

**Kelly-Morris**

Opening night in Punta Gorda, Fla., looked like old home week with visitors from the Ringling and Rogers shows in abundance. Our jumps since that time have been in the high figures with the 576 miles from Dade City, Fla., to Pascagoula, Miss., topping the record. A three-day layoff was given for this. Our route thru Louisiana into Texas resulted in good business, but far from satisfactory weather with a lot of muddy lots thrown in. Sammy Steffen, drummer, joined in Dade City and he and Tommy Comstock are putting out good music for the performance. Garland entry, not seen on most circuses in recent years, is going over well.

Fay Avalon is scoring with his combo dance-acto bit  
Mr. and Mrs. Bozo Harrell, Rob  
(Continued on page 141)

**Under the Marquee**

James Tobin and George Roraback, managers of Warners and Merritt theaters of Bridgeport,

Conn., went all out for circus advertising, when their houses played "The Greatest Show on Earth." . . . Bozo Kelly, former circus clown, was a walking advertisement in the center of city.

Don Adams, clown and cyclist, concluded 22 weeks of indoor dates with the James M. Cole Circus at New Philadelphia, O., March 30. He opened for E. R. Gray at Owensboro, Ky., April 3. Raymond Dean handled the press and radio-TV promotion for the second annual Orrin Davenport Aladdin Temple Shrine Circus which opened a seven-day run at the Ohio State Fairgrounds March 31. Ray Wagenhorst is general chairman, with Don Howland as advisor. Lou Ritt, former billposter, is living in retirement at his home, 527 West Regent Street, Englewood, Calif.

Walter B. Fox caught the Hagan-Wallace matinee at Prichard, Ala., March 26 and reports a well-balanced performance as well as a capable staff of old-timers, most of whom Fox trouped with. W. L. (Bill) Oliver has charge of billing crew; Al Porter is assistant to Owner Dub Duggan, while Charlie Campbell handles the office chores. Mrs. Tom Mix stages the Wild West concert with a dozen cowboys and cowgirls and received special billing. Owner Duggan advised that the concert is drawing heavily in Southern territory. Visitors in addition to Fox, included Jim Robinson, of Robinson Truck & Equipment Company; Frank W. Peppers, of Alabama Amusements, and Mayor Dismukes and party from Prichard, Ala.

Mr. and Mrs. Oscar Haas and Walter Hunt entertained Earl Geiger at the Haas home in Sedalia, Mo., recently when Geiger stopped off in that city while en route to his home in Dayton, O., from Florida. Haas, Hunt and Geiger are former bar performers.

Circus folk who pass thru Toledo usually make the Sports Arena there their port of call. Visiting Bill Green, the Arena's promotion manager, recently were Clarence Foster Bell, who is in advance of a movie personality; Larry Lawrence, advancing his

own rodeo; Charles Baron, of United Artists Corporation, and John Hill, Spike Jones representative. Green formerly was press representative for Polack Bros.' Eastern Unit. . . . Josh and Lillian Kitchens, who lost most of their animals and personal belongings in a fire at the close of their tour with Polack Bros.' Eastern Unit at Baltimore, are playing circus dates. First of their string of engagements was two weekly appearances on Sealtest's "Big Top" TV show from Camden, N. J., and a date on "Super Circus" out of Chicago. From there they went to the West Coast and will be featured in Shrine circuses in Tacoma, Wash.; Portland, Ore., and Yakima, Wash.

Hagen Bros.' Circus scored well at San Antonio recently with Shrine auspices. Sale of children's tickets to merchants totaled 8,000. A permit has been issued the Corpus Christi Shrine for Polack Bros.' Circus. Dates will be May 21-24. . . . Dates for the Shrine show at Fort Worth have been moved up a week to November 21-31, and will include Thanksgiving Day.

Winn Partello, longtime circus exec, is still turning down big top job offers, preferring to stay indoors. The ex-Mansfield, Ohioan, who left a legit background to join a concession on the old Cole Bros.' show and who later rose to a key position there and on other circuses, is now boss property man for the Anthony J. Farrell legit producing interests. Winn is currently touring with the still-rehearsing Farrell revival of the legit hit, "Of Thee I Sing."

Paul Eagles, Ringling-Barnum promotional manager, was scheduled to arrive in Chicago Saturday (5) for a month's stay. His wife will join him there. . . . R. M. Harvey spent a few days in Chicago recently. . . . Justus Edwards, Polack Western press chief, is resting at his Burlington, Ia., home for several days. . . . Earl Shipley, AGVA rep, is visiting shows in the Southwest including the Gil Gray Circus. . . . Cole Bros.' Circus has started newspaper advertising for its April 18 opening at Chicago Stadium.

**List Ringling '52 Program**

NEW YORK, April 5.—Ringling-Barnum program presented at Madison Square Garden Friday (4) night ran as follows:  
Display 1.—Albert Rix, four performing bears; Konyol's lion's, center ring; Robert Laydar, two performing bears.  
Display 2.—Clown walk-around.  
Display 3.—Great Frisk, Nina Karpowa, Miss Mara, Miss Luigina, Miss Tamrov, aerialists.  
Display 4.—The Greatest Fashion Show on Earth, 15 bulls and girl riders featuring costumes by American designers.  
Display 5.—Senor Tonito, slack wire; Chata Sisters, head to head balancing; The Great Linaires, forward somersault on slack wire; Heirolts, rollerskating; The Matrans, novelty balancing.  
Display 6.—Gena Lipkowska, Czeslawn Mroczkowski, Marion Seisfert, Liberty Horses.  
Display 7.—Butterfly Lullaby featuring aerial ballet (32 girls on ladders) and Pinito Del Oro, single trapeze over the center ring.  
Display 8.—Paul Jung's Misfit Army, clown production.  
Display 9.—Nana Woolford's educated Dachshunds; Hamerschmidt's woner apes; Liberty Ponies.  
Display 10.—Lou Jacobs and his science-fiction car and Paul's Musical Clowns.  
Display 11.—The Ricoris, cyclists; The Four Frielanis, cycling  
(Continued on page 141)

**3 PHONEMEN—3  
WANTED**

King Bros.-Cristiani Circus date for Lions' Club and long season to follow. Only experienced Salesmen who can produce and conduct themselves as gentlemen apply.  
CHARLES UNDERWOOD  
Lions' Club Circus Headquarters  
253 Main St. Paterson, N. J.

**WANTED—5 PHONEMEN**

Lions' Sponsor.  
Pay daily. Deal opens April 7, with two police deals to follow. Contact  
**BILL MacKNIGHT**  
Garrett Hotel El Dorado, Arkansas

**1865—CIRCUS PHOTOS—1951**

Post Card, 8x10 and 5x7 size views from Chas. Bernard, Glaizer & Good. Collections of Barnum & Bailey, Ringling Bros., R.B.B.B., Sells-Floto, Hagenbeck-Wallace, Cole, Robbins, Beatty, Mix, Dailey, Soarks, Wallace, Barnes Wreck, Hartford Fire, Sarasota & Bridgeport Quarters, NEW 40 Horse Team Photos, etc. Send only 25¢ for complete catalog and sample view to  
**ROBERT D. GOOD**  
1409 Turner Street Allentown, Pa.

**FOR SALE**

COMPLETE FOUR HORSE LIBERTY ACT  
Including Ringcurb and Harness  
**BOX D-183**  
The Billboard, Cincinnati 22, Ohio

**PHONEMEN**

CRIPPLED CHILDREN DRIVE  
TICKETS . . . ADS  
**MEL NEWMAN**  
1430 Main Street, Bridgeport, Conn.  
Bridgeport 3-8855

**WANTED**

AUG 11, 12 AND 13  
**TOP-NOTCH RODEO**  
Write to ROBERT KITZMILLER, Owner,  
8, K Speedway, 3115 Owen Road  
Kalamazoo, Mich.

**PHONEMEN**

Good sponsor. Pay every night.  
Want Men who are interested in money and a full season's work.  
**DICK ROGERS**  
WA 2184 Akron, Ohio

**2 PHONEMEN**

V.F.W. strong auspices.  
If you can't produce, don't come in.  
**SHEFFIELD 10550, HAMMOND, IND.**  
P.S.: Pay your own.

**BURLING BROTHERS' CIRCUS**

Want Electrician—Mechanic, Calliope Player, Family Act doing two or more; Girls for Swinging Ladder and Web (will teach beginners); Clowns, Paperoo and Floss Butchers, Workingmen in all departments, Drivers preferred. Cook House open. People already contracted, answer. Open April 26. Will lease or buy Elephant. All colors new; Pony and Horse Plumes for sale. Henry L. Vanderheid, R. O. 2, Wauwatosa, Pa.

**Greetings and Success to  
THE GREATEST SHOW ON EARTH**

AND ALL THOSE IN IT, INCLUDING:

- ★ 5 ABBOT SISTERS 5  
(Acro-Aerial Melange)
- ★ THE GIANT OF GIANTS  
(TED EVANS)
- ★ RASINI WITH HIS ROCKET CAR  
(The Greatest Circus Sensation)

AND OTHER OUTSTANDING ATTRACTIONS

Personally Represented by

THE GREATEST CIRCUS AGENT OF ALL TIMES

**STANLEY W. WATHON**

1564 BROADWAY

NEW YORK 36, N. Y.

**WANTED NOW  
CAPABLE PROMOTION MANAGERS WITH CREWS**

We now are ready to go to work. Are you? Highest type sponsors—25 plus 10% override and bonus offered by no other shows. We want good men, who can finance themselves and get results. CALL OR WIRE WHERE WE CAN CALL YOU (NO COLLECT)  
PHIL STREIT OR ARTHUR STURMAK, HOWE'S FAMOUS HIPPODROME CIRCUS, Humboldt, Tenn., until April 11; Paris, Tenn., April 12; Clarksville, Tenn., April 14, or as per route.  
BILLY SHEETS, JEFF R. HARRIS, WALTER FLECK, ERNIE WHITE, TED BERG, JACK BISHOP, PLEASE CONTACT IMMEDIATELY.

**★ PROMOTIONAL MANAGERS ★  
FOR MILLS 'BROS.' CIRCUS**

Clean-cut, reliable managers  
• Who can work with established auspices on sound deals that are properly set  
• Who can hire and handle crews  
• Who want to earn real money and have a full season's work  
• And who can start work NOW  
**WIRE OR PHONE JACK MILLS**  
Until April 13: 2669 Euclid Hts. Blvd., Cleveland Heights, Ohio; Ph. FAirmont 1-0700. After April 14: James Hotel, Greenville, O.

**PHONEMEN . . . . . NOW**

KNOXVILLE, TENN.—CITY HALL PERMIT ISSUED  
FIRST APPROVED DEAL HERE IN YEARS.  
City Hall permit issued. Office opens Wednesday, April 9th.  
Book, Tickets, Banners—20% and Bonus.  
Bluefield, Charleston, Clarksburg, Wheeling follow. (Cavalcade of Amusement Deals.)  
THERON TERRELL, ST. JAMES HOTEL, KNOXVILLE, TENN.



## OPENING DATES

Park	City	Week-Ends	Daily
Chain of Rocks	St. Louis	April 4	May 10
Coney Island	Cincinnati	April 26	May 17
Crescent	Riverside, R. I.	April 12	May 29
Edgewater	Detroit		April 12
Fleur Drive Kiddieland	Des Moines		May 15
Funland	Augusta, Ga.		March 15
Gruberg's Funland	Long Beach, N. Y.	Feb. 24	April 6
Happyland	Vancouver, B. C.		June 28
Jefferson Beach	Detroit		April 12
Kaydross	Saratoga Springs, N. Y.		May 24
Lake Lenape	Mays Landing, N. J.		May 30
Lake Quassapaug	Middlebury, Conn.	May 3	May 30
Lakeside	Port Dalhousie, Ont.		May 24
Lyndwood	Lynd, Minn.	May 30	
Marshall Hall	Marshall Hall, Md.	April 29	May 30
Motor City	Detroit		April 12
New Liberty	Buffalo		May 24
Olympic	Irvington, N. J.	May 3	May 17
Playland Beach	Niagara Falls, N. Y.	May 10	May 30
Pleasure Pier	Galveston, Tex.		June 13
Redondo Beach	Redondo, Wash.	April 1	July 1
Revere Beach	Revere, Mass.	April 12	April 18
Riverside	Agawam, Mass.	April 12	May 29
Riverside	Morgantown, W. Va.	May 1	May 15
Riverview	Chicago		May 14
Rockaways' Playland	Rockaway Beach, N. Y.	March 29	May 18
Rock Springs	Chester, W. Va.	May 4	May 17
Rocky Point	Warwick, R. I.	April 12	May 30
Rolling Green	Sunbury, Pa.	April 20	May 30
Rose Park	Prairie du Chien, Wis.		May 1
Sauzer's Kiddieland	Dyer, Ind.	May 1	May 15
Springfield Springs	Springfield, O.		May 24
Suburban	Manlius, N. Y.	May 2	May 28
Tuscora Park	New Philadelphia, O.	May 1	May 30
Virginia Park	Long Beach, Calif.		April 1
West View Park	Pittsburgh	April 27	May 16
Willow Mill	Mechanicsburg, Pa.	May 15	June 15
Woodside	Philadelphia	April 19	May 20

## Optimism Rules as Park Men Ponder Cost-Gross Outlook

### Majority Sees Increases for '52; Few Spots Make Major Additions

CHICAGO, April 5.—Even further increases in business volume are in store for the coming season, in the opinion of an overwhelming proportion of park operators. This was revealed in a survey of the park industry by The Billboard.

The operators foresee grosses better than last year's big ones. They are equally sure that costs are going up. A note of apprehension develops when the executives ponder the problem of whether the cost hikes will consume the extra gross. They will all handle more, but not all opera-

tors are confident that they will end up with more cash.

The general expectation of good business is a continuation of park men's experience and outlook for several past seasons. Last year's park takes on the whole were high.

#### Expansion Limited

Some amusement zones are popping for major additions to their attraction line-ups, but the general rule provides for adding a ride or two, sprucing up the existing layout and opening the gates. Several factors contribute

toward this policy, according to the survey. The ride market is tight because of shortages of materials, and government restrictions limit the amount of building that can be done.

There's also a hint that the operators feel they'll get the business whether they come up with strong new features or not. This is tied in with their big purchases of the past several seasons, when war-born demand for changes and additions was largely filled.

In contrast to recent seasons, only about half of the spots are adding new rides. Significantly, most of these additions are in the kiddie class and the proportion of funspots which are adding major devices is comparatively small.

#### Picnic Bookings Up

Picnic promotion departments are turning up continued good results, with most of them reporting gains over last year for this time of year. However, in many cases the increases are not outstanding despite the fact that budgets for picnic promotion have been increased.

Television apparently will not play a major role either as an advertising medium or as an attraction at most parks. Major spots near big cities are continuing TV tie-ins but, numerically, most parks can't afford the TV tab or are not yet served by television stations. The major spots, too, are using big-screen television or TV theaters on their grounds, but otherwise the parks generally are limiting TV facilities to a set in the restaurant or bar.

Returns in the survey indicate a good year at parks for free acts, fireworks, contests and similar special events. Almost without exception, the park executives reported the booking of one or more types of extra attractions. Most of these, however, will be holiday or week-end only fare.

There has been virtually no tendency to increase ride prices this season. A small minority reports that some prices will be cut, and these usually are for certain children's tickets. For most parks, the ticket price boards will read the same as last year.

The picture is somewhat different in the food and drink line. Here again most places will hold the price line, but there is a stronger pressure to raise the prices and some parks have reported they will up the bill on certain items. Two funzones will operate this season behind higher gate rates.

Only in special instances are the parks making any special provision for servicemen or workers in defense industries. The general rule this time, as last year, is for normal hours of operation and standard admission rules.

## Set Military Ceremony For Ocean View Debut

NORFOLK, April 5.—Ocean View Park here opens today, with formal ceremonies taking place Sunday when Capt. W. S. Mayer Jr., assistant chief of staff for personnel and director of discipline, Fifth Naval District, cuts the ribbon at the gate. This will be followed by a flag-raising ceremony conducted by a drum and bugle corps, Veterans of Foreign Wars.

Much work has been done since last fall in preparing the park for the new season. Everything has been repainted and a number of new attractions has been installed. Promenade space has been enlarged to relieve congestion in the kiddie ride area, and a new concrete runway has been installed under the Fly-o-Plane with a drain to keep the area free of water after sudden rains.

Additions this year include a battery of six bazooka guns and a Rabbit Race. Dr. Dudley Cooper, operator, will offer the Stauffel Wild Life Exhibit this year in place of a two-headed cow exhibit which was popular in 1951. Another feature will be tableau exhibition of da Vinci's "The Last Supper" to be seen in the lobby of the Casino Theater for a period of 20 weeks. Sculptured figures in the display are life size, made from a composition of stone and painted by a professional artist. It is planned to have various churches sponsor this exhibit, which has been seen by 3,000,000 people in the United States and other countries.

An elaborate schedule of special events and free acts has been arranged. First on deck will be an Easter Sunday fashion parade on the open air stage. Mildred Alexander, women's director of WGH, Norfolk, will direct the event, with a staff of five judges to select winners of cash prizes for the best dressed. An Easter egg roll for children Easter Monday will have an outlay of 60 prizes.

Other features on the park calendar include: Fireworks, June 1; Willard and Company, illusionists, 2-8; Skyboy, aerial novelty, 9-15; Wanda Dixon's trained seal, 16-22; Ray Lidy, comedy cyclist, 23-29; Fireworks, July 6; Flying Romas, 7-13; Royal Chimpanzees, 14-20; Skating Carters, 21-27; Judy and Jeanette, aerial novelty, 28-August 3; the Henry's, dogs and ponies, 4-10; Great Arturo, high wire, 11-17; Cody and Cody, knife throwing and whip cracking, 18-24; Art Donnelly and Company, comedy table rock and acre, 25-31; and fireworks, September 1.

## Philly to Operate Woodside Park Swimming Pool

PHILADELPHIA, April 5.—Crystal Pool at Woodside Park has been leased by the city, it was announced this week by Commissioner of Recreation Frederic R. Mann. Property was leased at a rental of \$15,000 from April 1-November 1, and will be operated under direction of Robert W. Crawford, chief deputy commissioner and superintendent of the Department of Recreation.

The city now owns and operates 43 swim pools, of which 23 are connected with recreation centers. Mann said that the average number of persons which can be handled (Continued on page 96)

## Woodside Directors Name Irwin, Strunk

PHILADELPHIA, April 5.—Robert F. Irwin was elected president of the Philadelphia Park Amusement Company, operators of Woodside Park, at a directors' meeting here Monday (31). Elmer F. Strunk was elected vice-president and secretary-treasurer. Irwin, Strunk and Austin F. Platt, public relations director, form the executive committee, Platt announced.

The company formerly was headed by the late N. S. Alexander.

Assignment for handling publicity and advertising for the park this season was awarded by the board to the Gray & Rogers Agency here.

Woodside will open its season April 19 and operate on week-ends only for the first three or

four weeks, Platt said. The fun spot is anticipating one of its strongest seasons, he said.

#### Golf, Horses Added

Additions this season include a new miniature golf course constructed by Holmes Cook. The layout will include 18 holes on a scenic 60 by 460-foot plot.

Five Big Broncos, Exhibit Supply Company's mechanical horse ride, have been purchased and installed.

Two large refreshment stands have been constructed, using glass brick counters backed by neon lighting. One of these will be operated thru an original tie-in with the makers of Boscul iced tea and hot coffee, Platt reported.

Also new at Woodside this year will be a battery of 40 Fascination game units, installed by John T. Gibbs. A highlight on the preparation of the park grounds for the season is the planting of more than 15,000 summer flowers by Al Vick, winner of the top award at the recent Philadelphia Flower Show.

## Delivery Delayed on Rotor For Chicago's Riverview

CHICAGO, April 5.—Riverview Park here has not yet received the big Rotor ride which it has ordered, but the spot still hopes to have the imported device in operation in time for the May 14 opening.

Bill Schmidt said that Riverview is limiting pre-season activity, other than addition of the Rotor, to regular refurbishing and maintenance. He said that installation of a television theater is being considered but that no final decision had been reached.

Picnic bookings at this time, he said, were better than a year ago. More emphasis was being placed on industrial events, but Schmidt said these were becoming more difficult to find. The park has a number of large industry picnics

on its schedule already. Unusually large funds were budgeted for picnic promotion in the past two years, when Riverview was re-entering the field, and Schmidt said that the expense probably would be less this season as requirements level out.

A tie-in with a soft drink company has been made, under which strip tickets will be given for bottle caps. Riverview also will have fireworks July 4 and will repeat its annual Mardi Gras event for the final 17 days of the season.

Schmidt said that he expected the season to be better than last, with both attendance and per capita going up, altho the latter, he believes, might be influenced by changes in the cost of living.

## New Minneapolis Kiddieland Framed

MINNEAPOLIS, April 5.—William Kopp, who operated a single ride on special dates last year, will have a Kiddieland here this season, using three rides, concessions, children's arcade and other attractions. Rides will include Ferris Wheel, Street Car and Sky Fighter. More rides may be added about July 1.

Concessions and arcade, he said, will be housed in a new 26 by 75-foot tent. Promotion plans call for a pony giveaway and special set-up for birthday parties.

## Compounce Preems for Week-End Play

BRISTOL, Conn., April 5.—Lake Compounce opened its 107th season today, with April schedule calling for the park to be open Saturdays and Sundays. Roller skating is slated for Thursday nights.

The Down Homers return to the park Easter Sunday.

## Model Major Show Units Near Completion at Jones Beach

JONES BEACH, L. I., April 5.—Finishing touches are being rushed to completion on the new \$4,000,000 Marine Stadium, at Jones Beach State Park here, to ready it for its June 26 opening dedication. With 8,000,000 patrons expected to visit the beach park this season, the new outdoor amphitheater, will have an 8,206 capacity in theater-type seats.

The new brick and concrete amphitheater, adjacent to parking field No. 4, extends to the water's edge of Zach's Bay, on the inshore side of the beach development. One hundred feet off-shore and rising out of the bay, the huge semi-circular stage building is connected to the stadium by means of an underwater tunnel. Tunnel is 185 feet long and 13½ feet wide, permitting movement of scenery and props, as well as performers. Bigger properties will be moved across to the stage by barges.

Other physical dimensions of the new show-site include a 150-foot wide stage, with a circular 76-foot

revolving stage in the center, able to accommodate either two or three sets for quick scene changes. Dressing room facilities for a cast of 250 are backstage, with additional dressing rooms and huge scenery shops under the stadium proper. Three diving boards, equipped with push-button controls for variable height adjustments, are set in each of the two concrete towers flanking the stage. Electrical lighting system, installed at a cost of \$1,100,000, will permit floodlights, shining across the water toward the audience, to act as the main stage curtain.

New structure replaces a 10,000-seater, built in 1935 by the W.P.A. and razed in 1945, and is part of the Jones Beach State Park Commission's long-range development program which, last year, completed new parking fields capable of parking 17,000 cars.

Three shows are skedded to be presented concurrently this season, as reported earlier in The Billboard. Michael Todd, Broadway producer, will present the shows.

## Rocks' Spot Bags Smash Week-End Play

NEW YORK, April 5.—Capacity business for six hours gave Playland the best week-end it has had so far this season. Mild weather last Saturday resulted in capacity play for two hours. On Sunday the weather was even better and all units were taxed for four hours.

Spot shuttered at 7 o'clock each night, however, as the early spring warmth gave way to chilly winds from the sea. Except for the drop in temperature business might have clicked on for several more hours, Dick Geist reported.

On both days the Roller Coaster got an especially heavy play and the 12 kiddie units, opened for the first time, also were well patronized.

A pint-sized Easter parade has been planned to stimulate holiday trade. Some 50 moppets will parade in cutaways and gowns.

## Joyce Sets Talent For Pennsy Spot

PHILADELPHIA, April 5.—Jolly Joyce Agency has completed negotiations for the exclusive booking of attractions at Playland Park, located between Hazleton and Wilkes-Barre, Pa., with operator Phil Fidelon. Season gets under way May 10 and will continue thru mid-September.

Already booked for Playland are Hawkshaw Hawkins, Tim Holt and (Continued on page 96)



**WANTED WANTED WANTED**

**RIDES AND CONCESSIONS FOR BEACH**

Will Be Good Until Labor Day and Then on Road

Will book any Kiddy Ride or a full set of Kid Rides, any major ride not conflicting. NOTE: Especially want SCOOTER RIDE. Rides work on low P. C. Want all kinds of hanky panks; only one of a kind booked; work for low P. C. or low weekly nut. Can use Bingo with top. This is the place to make a nice B.R. and enjoy living on a good beach for the summer.

**SEASHORES, INC.**

Or N. C. MULLEN, Louisburg, N. C.

**WATERCYCLES**



**FOR FUN, SAFETY & PROFIT**

There's a Watercycle to please everyone. With three models to choose from, it is a thrilling ride for child and adult. Of modern design, it has heavy duty direct drive, no chains, no gears.

Small Investment—Minimum Upkeep

WRITE FOR DETAILS

**SELLECK WATERCYCLE CORP.**  
NEW LONDON, CONN.

**MONEY MAKING AMUSEMENT PARK FOR SALE**

Located 20 miles from city of 100,000 population, within 6 mile radius of 5 active communities, in midst of prosperous Pennsylvania farming territory. Beautiful setting in heart of pine and hemlock trees; grounds contain building 100x32, miniature train with 1,300 feet of track, merry-go-round, four kiddie rides, ferris wheel, outside bandstand with open air seats for 500. Large bingo building attached to main building.

A REAL OPPORTUNITY FOR ONE WHO CAN DEVOTE HIS ENTIRE ATTENTION TO OPERATION OF THIS PARK.

Reason for selling: Death of one of the principals, other interests. Open to offers. For further information, write

BOX D-179, c/o The Billboard, Cincinnati, Ohio

**The Best Park in Western New York**

Plenty of Picnics, Special Days, Events, etc. WILL LEASE—Jewelry and Novelties, Photos, Guess Your Age and Weight, High Striker, American Mitt Camp, no Gypsies. We have the buildings or stands. AGENTS WANTED—For all kinds of Merchandise and Refreshment Concessions. Good opportunity for couples. Trailer parking space available. HELP WANTED—Mechanic for Penny Arcade. Ride Help. Useful Park People. APPLY

Harry Lottridge, Celoron Park, Celoron, N. Y.

**FOR SALE**

**COMPLETE PENNY ARCADE**

Over 50 Machines, including 2 Panoramas, 2 Name Plates, 1 Foot Vibrator, 1 Horoscope Scale, 4 Mutoscope Punching Bags, assortment of Guns, etc. Need building. First \$1,000 takes all; come and get it.

**FRANKIE'S FOREST PARK**  
DAYTON, O. PHONE: RA 9711.

**A 12 OR 14 UNIT GREYHOUND RACE**

CAN MAKE MORE MONEY FOR YOU  
**LEGAL EVERYWHERE**

**GREYHOUND AMUSEMENT DEVICE CO., INC.**

2124 SURF AVE. Eplanade 3-6810 BROOKLYN 24, N. Y.

**50 unit FASCINATION**

Percentage of rent space also

**90 unit, 75 hole SKILL BINGO**

Will rent, sell or on percentage.

**H. RAPPS**

185 Montague St., Brooklyn 2, N. Y.  
TRiangle 5-4390

**MOXAHALA PARK ZANESVILLE, O.**

**Concessions Wanted**

Custard, Lead Gallery, Photo and Games. Skating Rink for lease. Year round operation. Boating Concession—We have Boats. Miniature Golf and Rides not conflicting. We have 47 acres, free admission. Stock Car Auto Races twice weekly. Pro Wrestling weekly. Skating, Swimming, Dancing and Thrill Shows, etc. 10 Rides. Open Easter Sunday, weekends.

**TIM NOLAN, MOXAHALA PARK**  
SOUTH ZANESVILLE, OHIO

**SEE our ad on the amazing**

**PHOTOMAT**

Page 161

**INTERNATIONAL MUTOSCOPE CORPORATION**

44-02 Eleventh Street  
Long Island City 1, New York

**WANTED**

Any legitimate Grand Shows for one or two-week booking from May 31 to Labor Day. Example: Two-Headed Cow, World's Largest Horse or Pig, War Show, Working World, etc. Contact

**WHITE CITY PARK**

Worcester, Mass. Catering to population of 750,000.

**NEVER A FAILURE!**

Park owners need our packaged Miniature Golf Course as a new "must" for increased profits 15,000 sq. ft. area. Best in every way. All claims can be proved. Write now

**HOLMES COOK MINIATURE GOLF CO.**  
25 Pearl St. New London, Conn.

**FOR SALE**

Two Steam Trains, amusement park size. These are the famous steam trains at Crystal Beach Park. In good condition.

**LOUIS F. LEJEUNE**

Fort Erie, R.R. 23, Ontario, Canada  
Phone: Fort Erie 984-J-2  
No Customs Duty on This Equipment.

**Indiana Beach News Sheet Promotes Resort, Events**

MONTICELLO, Ind., April 5.—Indiana Beach at Shafer Lake near here has started publication of a news sheet for mailing to all persons on the spot's lists. T. E. Spackman, Indiana Beach operator, said he plans to put out three issues annually.

The first four-page issue announces opening of the park May 30, start of the ballroom season, schedule for the roller rink and articles about the several name bands booked for appearances at the fun zone.

Numerous pictures in the layout include one of Spackman's Beach House Hotel, which opens May 29 for the season. Several new rooms and suites have just been completed, winding up the three-year program under which the hotel was built.

Spackman said that an excellent response was received from a request for names of persons who wanted to receive the new sheet regularly.

Opening of the Indiana Beach's dance schedule Saturday (29) drew a strong turnout, Spackman reported. Tony Prince orchestra played the date. Spackman observed that the crowd was considered especially good in view of this year's change in the resort's name and since the dance schedule calls for Saturday events this sea-

son, following 20 years of Sunday dancing.

**Philly to Operate**

Continued from page 95

dled by the pools daily is approximately 2,000. Crystal Pool is capable of handling 5,000 persons daily. The pool property covers nearly four acres and includes a beach, a kiddies' wading pool, a large bathing pool and the deep water swimming and diving spot.

The lease was signed by N. Warren Benedetto, Commissioner of Public Property, representing the city, and Robert F. Irwin Jr., local attorney and vice-president of Philadelphia Park Amusement Company, owners of the pool property and owners of Woodside Park which adjoins the pool.

**Joyce Sets Talent**

Continued from page 95

his Ranch Revue, Elton Britt, Texas Jim Robertson, LuLu Belle and Scotty, Rosalie Allen and the 101 Ranch Boys. Same attractions also will play the Circle A Ranch, operated by Albert Clements at near-by Deer Park, Pa., which is also booked exclusively by the Joyce Agency.

**R-B Performance Sparkles**

Continued from page 92

A Liberty pony act was presented in the third ring, replacing another scheduled dog act.

Imported aerialists Greta Frisk, Nina Karpowa and Miss Luigina presented neat offerings, while Miss Tara, a holdover held the center spot, and deservedly so, with her heel and neck swings.

**Forward Somersault**

The Great Linares import tight wire act, opened with feeble comedy, followed with some straight wire work and capped his offering with a first-try forward somersault. The Heirolis, also an import, presented a nice roller skating routine. Also in the display were the gifted Chata Sisters in head-to-head balancing and the Matrans, balancing.

Renis-Ferroni Duo, imported rollo-rollo act, presented a fast-moving routine that included a number of tricky balancing maneuvers. In the same display, The Renowned Riggettis and Balancing Bisbinis presented nifty unsupported ladder routines. Also in the display was Kareff Manus, a two person swinging trapeze and balancing act that could hold its own in any spot.

The Rassos, equilibrists, utilizing a bicycle and unicycle on top of a unique double lighting standard prop, were the featured importation in Display 11. Principal stunt was performed by the male member who skipped a rope beneath the wheel of the unicycle on which he was seated. The two-person Ricoris and the Four Frielanis, imports, presented bicycle routines. Also bike riding were the Four Cycling Chaludis, a hold-over attraction which more than held its own in the display. The Halsevs, a four-person act, presented a sharp trampoline routine in the same display.

Among the acrobatic troupes, Lilly Kohler and the Abbott Girls, an import, held the spotlight, with the girls tumbling almost completely around the arena in the finale. The Gimmas Troupe, also an import, presented a fast five-person acro turn in the center. In the same display were the Bokaras, top-flight seven person teeterboard troupe; the Fredonia Family, four-person foot juggling act, and the Freddi Troupe, a five-person teeterboard act. Last three, all holdovers, are smooth performing teams.

**Horses Smooth**

Except for Liberty horse and flying acts, all of the displays feature one or more imports. The horse acts, under the direction of Czeslan Mroczkowski, worked the smoothest they ever have on opening night. Center ring this year included a 12-horse mixed

group, equally divided between greys, blacks and palominos. Mroczkowski provided a novel twist by directing his charges from horseback. He later worked a single palomino in a notably smooth performance. Gena Pipkowska and Marion Seifert each directed 10 horses in the end rings.

The flying acts as usual were smooth, with the Artonys, Concellos and Comets working almost flawlessly. The Loyal Troupe, featuring Justino, rated the loudest applause of the evening.

Clown production numbers this year are all new and the walk-arounds have a welcome freshness. Notable lacking is the usual profusion of signs and gimmicks to advertise innumerable products. Best of the new fun numbers is Paul Jung's Misfit Army, a burlesque of an army drill squad. Lou Jacobs has turned his midget car into a miniature space ship in a funny take-off on science fiction. Biggest of the production numbers is Africa Squeaks, which boasts nifty costuming and a plot that has to do with cooking a white explorer. The kids, and a lot of adults too, will love 'em.

Nate Eagle, side show manager, does the best job of announcing heard around the circus in many a year, altho his lines are held to a minimum.

Big Show standards, including Merle Evans and his band, Emmett Kelley and Otto Griebeling, pantomimes, and a host of others fill their roles perfectly, as usual.

Credits go to John Ringling North for production, Richard Barstow, staging; Miles White, design; Pat Valdo, direction; John Ringling North, music; E. Ray Goetz, lyrics; Edith Barstow, choreography; Ralph Allan, production co-ordinator; Antoinette Concello, aerial director; Angelo Nicholas, equestrian director; Nate Eagle, special announcements; Merle Evans, musical director; Sammy Grossman, orchestrations; Harold Ronk, vocalist; Doug Morris, lighting and Frank Spencer, assistant to Mr. White.

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**Supplementary List**

(The following are not completely equipped amusement parks, but have pools, coin-operated machines, rinks and book orchestras and acts.)

**Arkansas**

Hot Springs—Fountain Lake Resort, E. C. Welchman, owner-mgr.; has pool, Penny Arcade; books attractions.

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, two concession games, 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 attractions.

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, coin machines.

**Indiana**

Cedar Lake—Community Center Park, E. R. Will, mgr.; plays vaudeville, free and hillbilly acts.

Evansville—Yabroudy Amusements, Metrey and Bob Yabroudy, mgrs.; has six rides, La Fayette—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**

Wichita—Sandy Beach, Norris B. Stauffer, owner-mgr.; has one ride, three concession games, pool, Penny Arcade, coin machines; books orchestras and attractions.

**Massachusetts**

Northampton—Look Park (Florence) M. P. Narum, mgr.; has one ride, pool.

**Michigan**

Benton Harbor—House of David Park, Clarence (Chic) Bell, mgr.; has two rides, four concession games, coin machines; books orchestras and free attractions.

Beulah—Crystal Park, C. W. Patterson, mgr.; has three rides, one concession game.

Royal Oak—Kiddieland, Paul Grude & Sloane Barbour, mgrs.; has four rides.

**Minnesota**

Fairmont—Hand's Park, E. R. Hand, owner-mgr.; has two rides, two concession games, lake; books orchestras and attractions.

Lynd—Lyndwood Park, D. J. Lamphere, owner-mgr.; has one ride, 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, F. J. Kobes, mgr.; has two rides, lake; books orchestras and attractions.

Hastings—Lib's Park, Lib Phillips, owner-mgr.; has pool, rink; books orchestras and attractions.

Omaha—Carter Lake Pleasure Pier, James D. Carpenter, mgr.

Omaha—Peony Park, Joseph Malec, mgr.; has pool, coin machines; books orchestras.

**New Hampshire**

Lochmere—Gardner's Grove, J. Copeland, mgr.; has one ride, nine concession games, pool; books orchestras and attractions.

Spoofford—Ware's Grove, F. H. Cheever, owner-mgr.; has lake, rink, coin machines; books orchestras.

**New Jersey**

North Wildwood—Sportland, Lew Tendler and Harry Corliss, owners; S. B. Ramagos, mgr.; has pool, concession games, coin machines.

**New York**

Cuba—Olivecrest Park, William Rasmussen, owner-mgr.; has three rides, six concession games, pool, rink, coin machines; books pay and 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, owned by State; has pool, rink.

**North Carolina**

Raleigh—Pullen Park, owned by city; Henry Wall, mgr.; has one ride, pool, rink, coin machines; books orchestras and attractions.

**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. P. Vollmar, mgr.; has one ride, 10 concession games, Penny Arcade.

Coshocton—Lake Park, James E. Rice, mgr.; has six concession games, pool, Penny Arcade; books orchestras and free attractions.

Mason—Crystal Lake Park, M. C. Schneider, mgr.; has two rides, seven concession games, rink, Penny Arcade.

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.

Lancaster—Maple Grove Park, Dan Templeton, mgr.; has pool, rink.

Union City—Marcesan Beach Park, C. Max Lee, owner-mgr.; has one ride, two concession games, pool, rink, coin machines; books attractions.

**Rhode Island**

Oakland Beach—Midway Park, Joseph L. Carrolo, owner-mgr.; has two rides, four concession games, rink, Penny Arcade, coin machines.

**South Carolina**

Myrtle Beach—Myrtle Beach Amusement Park

**Tennessee**

Columbia—Mid-State Fair Park, has three rides, 12 concession games, rink, coin machines; books orchestras and attractions.

**Texas**

Fort Worth—Forest Park, owned by city; Harry Adams, supt.; has five rides, pool, concessions, zoo.

Henderson—Lake Forest Park, owned by city; Leroy R. Searcy, mgr.; has four rides, pool.

**Utah**

Salt Lake City—Sunset Beach, Phil W. Derr, mgr.; has 10 concession games, lake, Penny Arcade, coin machines; books pay and free attractions.

**Virginia**

Danville—Crystal Lake Park, W. R. Hurwood, owner-mgr.; has two rides, two concession games, pool.

**Washington**

Redondo—Redondo Beach Park, W. J. Best, owner-mgr.; has six rides, two concession games.

**Wisconsin**

Appleton—Waverly Beach, Howard Campbell, owner; Rud Fischer, mgr.; has two rides, rink, Penny Arcade, coin machines; books orchestras, free 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.

Kenosha—Playtime Park, Frank Van Duser, owner-mgr.; has four rides.

**Amusement Parks**

Continued from page 73

Montreal, Que.—Belmont Park, Rex D. Billings, mgr.; has 16 major and 6 kiddie rides, 14 concession games, Penny Arcade; books orchestras and attractions.

Port Dalhousie, Ont.—Lakeside Park, Can. Nat'l Railways, 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, F. R. Scandrett, 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., owners; 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 attractions.

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High Quality

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## C&W to Break In New Lot in Capital

NEW YORK, April 5.—Ralph Lockett, general agent of the Cetlin & Wilson Shows, this week reported opening a new lot in Washington for his unit which will show there May 3-10.

Securing of the grounds at Bladensburg and New York Avenue, N. E., could mean the end of the virtual shut-out in effect up until now for many shows. Only lot available in the past has been the Bennings Road grounds, owned and administered by the federal government. Regulations require a 10-day gap between shows with the James E. Strates Shows holding a first-in priority by virtue of tenure and the World of Mirth Shows following at the expiration of the required gap.

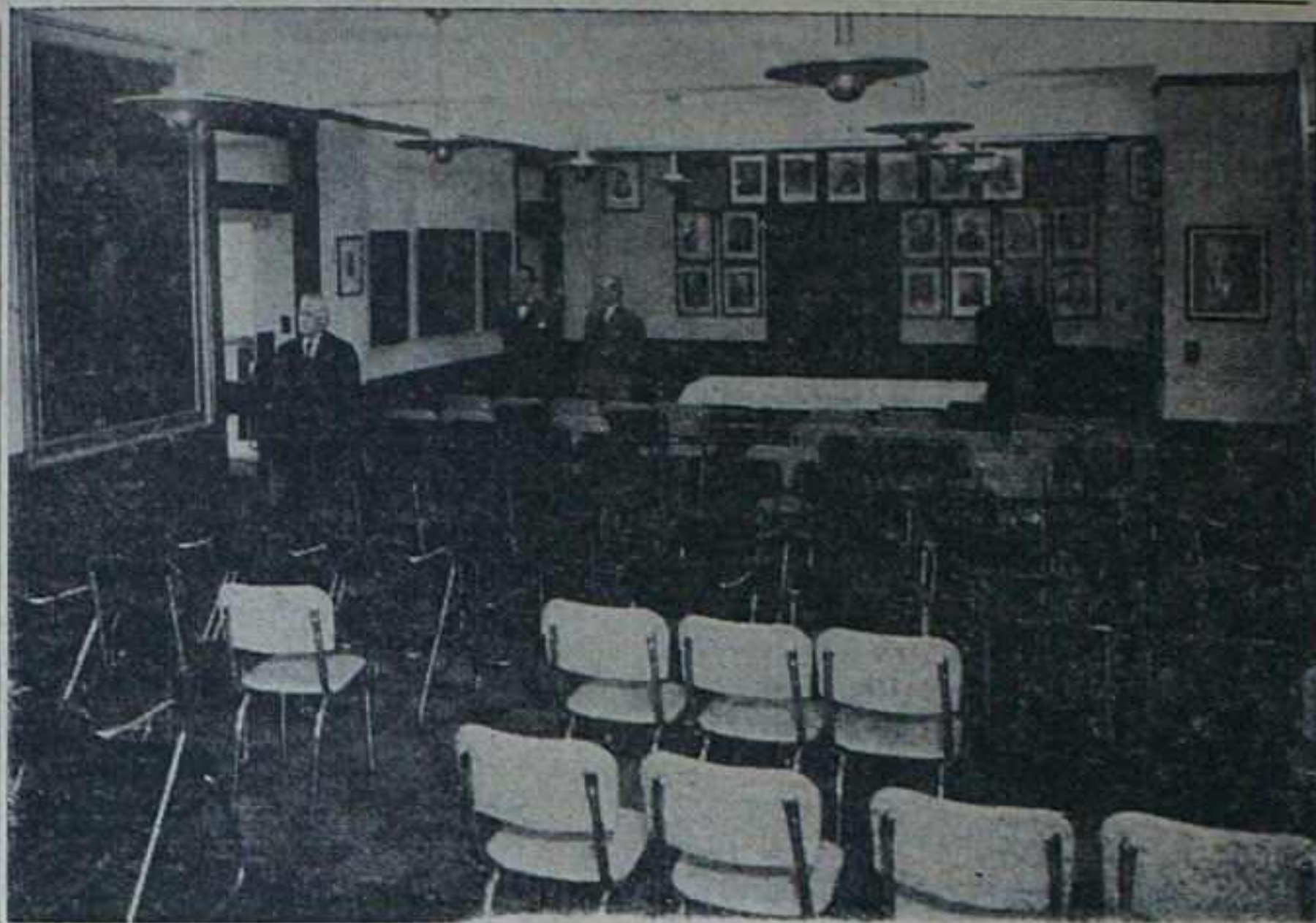
In addition about four other shows followed in, not counting the Ringling-Barnum circus which shows the lot annually. Location was held by some to be on the decline insofar as the big attendance usually associated with it was

concerned, but the Strates opening there Thursday night (3) was reported better than last year.

### Big Insurance Needed

New lot has been known to show agents for some time, Lockett said, but previous attempts to book it were unsuccessful. Grounds are owned by the United Clay Products Corporation, a subsidiary of the National Gypsum Corporation. Owners reportedly require a bigger than usual liability insurance coverage with their interest in this phase prompted by the recent Sonja Henie ice show mishap in Baltimore.

Lot is in an entirely different section of town than the Bennings Road grounds and Lockett believes that an entirely different class of patronage will result. Grounds are ample, forming a rough triangle 1,000 by 600 by 900 feet. It is at the intersection of U. S. Highways 1 and 50.



## BALANCE INCREASED BY \$4,000

### Doris Monette, Show Folks Prexy, Pilots Treasury-Swelling Events

SAN FRANCISCO, April 5.—Since January 6, when she took over the presidency of Show Folks of America here, Doris Monette has guided the club in fund raising events that have swelled the treasury by \$4,000. Job was comparatively easy for she was well acquainted with the needs and arrived at the ways and means following service at one time or another on nearly every committee in the fraternal set-up. Her official introduction to the club came a year or two before her husband headed the group. Her ascension to the top post today well qualifies the Monettes as the "First Family of Show Folks."

Until 1946, Mrs. Monette was unknown in Show Folks circles. But following her marriage that year to Whitey Monette, she pitched into club activities and worked like a veteran.

By the time Whitey became president in 1948, she was well in the swing of things. With him on the rostrum, her activities were not increased for she was already giving wholehearted effort. But she did organize the women into committees for the furtherance of the money raising work and

able experience in the staging of events for the benefit of the club. Krekos has a reputation for treasury bolstering and she was active in all of these events.

Her background in show business is stronger than her experience in it. Born in Little Falls, Minn., less than 35 years ago, she always was interested in grease paint. When the family moved to Lewiston, Ida., in 1927, their ownership of a theater there gave her an opportunity to become associated with this field. She sang and danced in the Saturday kiddie revues and this satisfied to a great extent her desire to perform. But she was interested even then in show business as a money-maker.

While the family was busy with the theater, Doris was also putting on a show in her backyard. She organized the neighborhood kids and sold them on the idea of giving shows for which a penny admission was charged. Feeling that the show needed a ride, she found an old wagon wheel on an

(Continued on page 109)



DORIS MONETTE

staged a successful intra-group bingo game.

### March of Dimes Start

At the expiration of Monette's tenure of office, Eddie Burke became president. Mrs. Monette started off 1949 by assisting in the March of Dimes drive with the club making a substantial contribution to the polio fund.

In 1950, when Mike Krekos headed SFA, Mrs. Monette received valuable experience in the staging of events for the benefit of the club. Krekos has a valu-

### McComb, Miss., Gives Gentsch First Winner

BROOKHAVEN, Miss., April 5.—J. A. Gentsch Shows moved here this week from McComb, Miss., where they enjoyed their best week of the season thus far. Stand was under V.F.W. post auspices and was greeted by ideal weather and good turnouts.

All rides, shows and concessions shared in the spending, with Alexander's Minstrel Show playing to several turnaway crowds.

Three new acts joined Captain Harrell's Side Show. Visitors included Danny Arnette, Neil and Corky Petersen and Ralph Miller. Mrs. J. A. Gentsch returned to McComb from her Natchez home.

### Paul Acquires Sole Ownership Of Capitol City

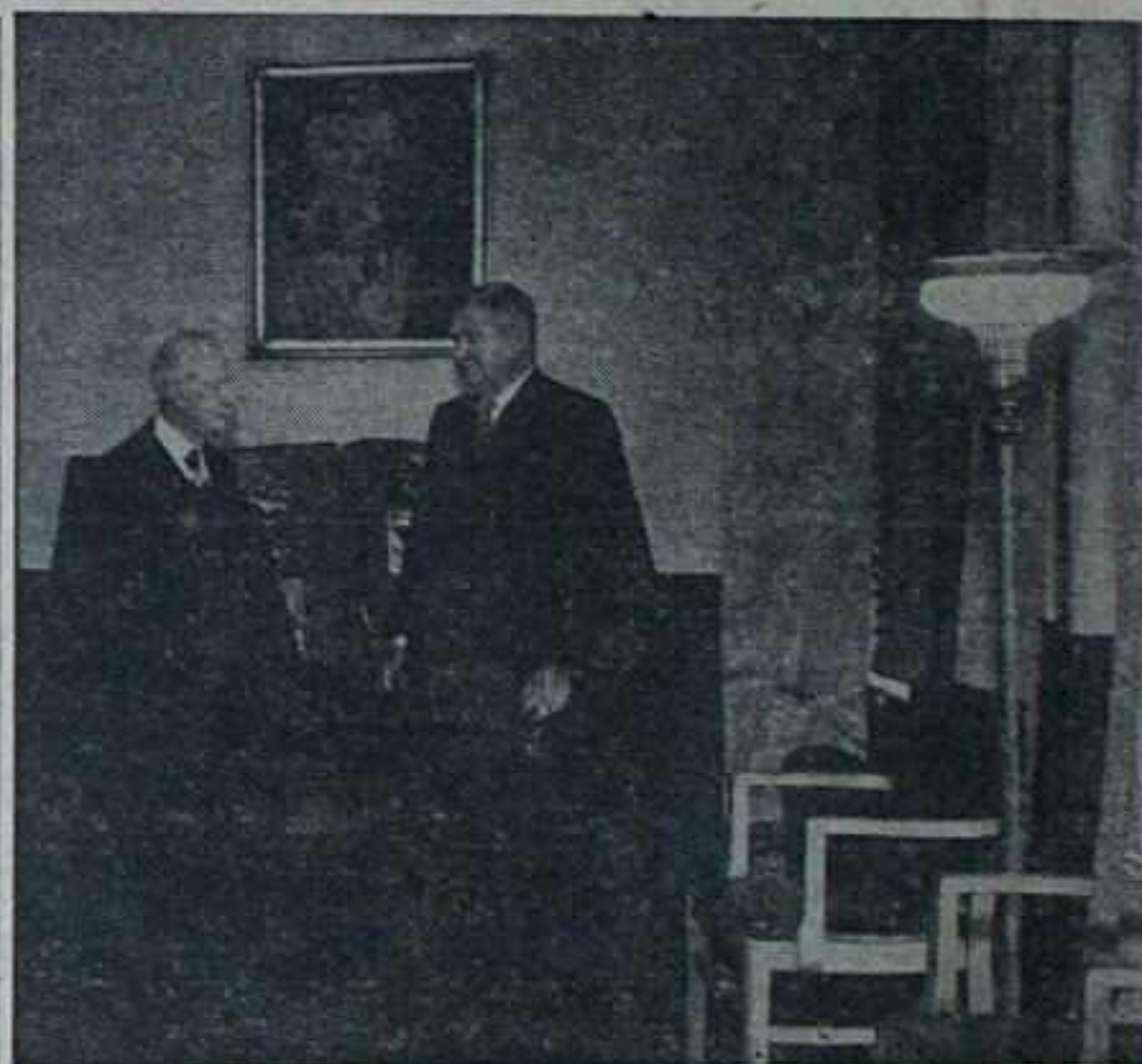
INDIANAPOLIS, April 5.—Baron Paul has acquired complete control and ownership of all riding devices and equipment of the Capitol City Amusements, Inc., it was announced here this week by R. M. Dorrill Jr., the corporation's secretary-treasurer.

Sale was the result of demands upon his time in other fields, Dorrill explained. He added that his past association with Paul had been pleasant and amicable and extended best wishes to him and his clients.

Paul announced that the past policy of the show would be continued. He indicated that the shows title might be changed, possibly to "Pleasure Island Shows."

Paul, who has been active in the outdoor field since 1937, assumed the presidency of the corporation last year, and heads the shows' operation during the season. All of the dates contracted will be fulfilled, he said.

All of the organization's rides and equipment were new last year and, as a result, only minor make-ready work, now under way, is needed preparatory to a May 1 opening in this city. Recently a new 30-foot merchandise trailer was delivered. It will be used in planned intensive special events-weekly kiddie matinee promotions. Unit will go out with six major rides and add others later in the season.



NEW QUARTERS of the Showmen's League of America in the Woods Theater Building, Chicago. Top is meeting room, with (left to right) Treasurer Walter F. Driver; Jack Kaplan; Max Brantman, co-chairman of the House Committee, and Chick Bohdan inspecting some of the decorations and mementos. Driver (left) and S. T. (Syd) Jessop, League president, are shown beneath painting of Buffalo Bill Cody, first League president, in club's parlor. Jessop conferring with Secretary Joe Streibich is shown in latter's new office.

### 100 Members Turn Out For SLA House-Warming

CHICAGO, April 5.—Over 100 members of the Showmen's League of America turned out here Thursday evening (3) for a house-warming party held in the organization's new clubrooms on the eighth floor of the Woods Theater Building.

Charles Zemeter Sr., chairman of the entertainment committee, supervised the party, with lunch and entertainment served by Mel Harris' house committee. A short business meeting preceded the doings with President S. T. Jessop presiding. Also on the rostrum were Walter F. Driver, treasurer; Joe Streibich, secretary, and past presidents Sam J. Levy, Jack Nelson, Fred H. Kressman and Lou Keller.

Membership applications were presented for Sidney J. Page, Eddie DeBold, Howard W. Schultz and William G. Margolis.

Bill Carsky, Frank Ehlenz, Clifford Darling and Jack Benjamin are again up and around following illnesses. Still confined are W. D. Sullivan, Louis Belden and Lou Leonard. Paul Huedepohl and William Yohan attended their first meeting. Al Rossman and Andy Markham were in from Miami. Members back after long absences included Jack Nelson, Rinaldo Reinhart, Tommy Sacco, Harry Duncan, Fred Johnson, Dave Malcolm and Paul Delaney.

### Anderson to Debut In Holland May 15

TOLEDO, April 4.—Anderson Amusement Company has completed arrangements to open its 1952 tour in Holland, O., May 15 with five rides, Gerald R. Anderson, manager, announced from local quarters. He added that the org has 20 dates booked in Northern Ohio and Southern Michigan.

## SAM PRELL'S FLORIDA BIZ JUMPS 30%

Adds Rock-o-Plane, Whip, 4 Kid Rides; Preps 2 Fronts

KISSIMMEE, Fla., April 5.—Prell's Broadway Shows are back in winter quarters here after 10 weeks of Florida stands, most of them fairs, that yielded grosses 30 per cent ahead of last year when the weather permitted, Sam E. Prell, owner announced this week.

Of the tour, seven weeks were in good weather. Three stands were hurt by rain and cold.

In anticipation of a good season, Prell has purchased a new Rock-o-Plane from Eyerly Aircraft Company, Salem, Ore., and is adding four new kid rides and a new eight-car Whip. New light towers are being constructed. Crew also is building two new show fronts, rebuilding the Merry-Go-Round and constructing a new Funhouse. Line-up will include 12 major rides, 8 kid devices and 12 shows that will be carried on 48 tractor-trailers, Prell said.

Org opens its regular season April 25 at Fayetteville, N. C., and after 14 weeks of still dates and celebrations, will play its first fair August 4 at Cumberland, Md. Pennsylvania annuals will follow at Butler, Washington, Indiana and Ebersburg. Other fairs include Fredericksburg, South Boston and Waynesboro, all in Virginia; Goldsboro and Clinton, N. C.; Frederick, Md., and Charlotte, N. C.; Colored Fair, Columbia, S. C. Colored Fair will follow and then shows play Brunswick (Continued on page 101)



# 60th YEAR

## of Pace Setting Flash-Reliability-and Performance!

# EVANS' GAMES-WHEELS-GRINDS...

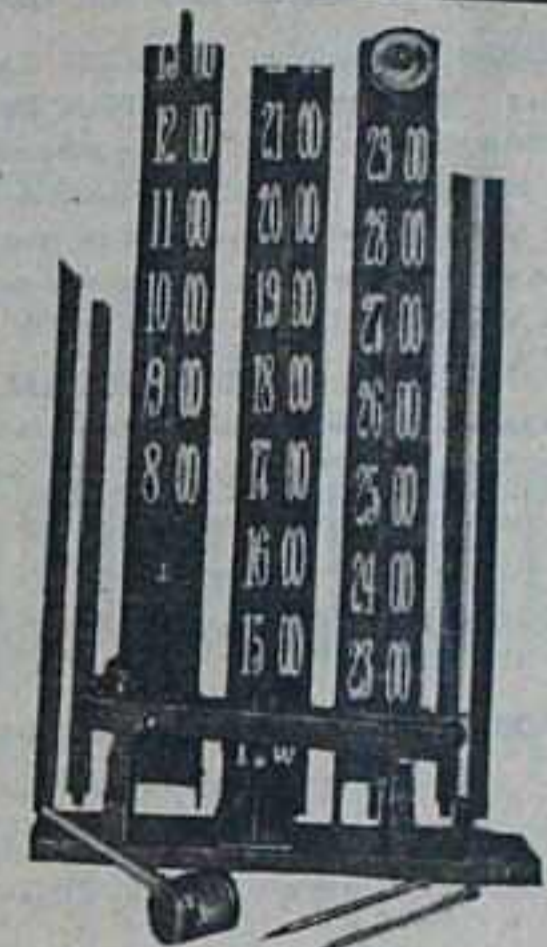
### the Money Making Monarchs of the Midway

This year make it the best "show" you ever put on the road! Operate Evans' Quality-Built, Reliable Equipment wherever you pitch . . . Midway, Park, Picnics, Fairs. It's there to be had and it's yours with a magnetic Evans' attraction pulling for you!

### EVANS' AUTOMATIC DEVILS BOWLING ALLEY



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.

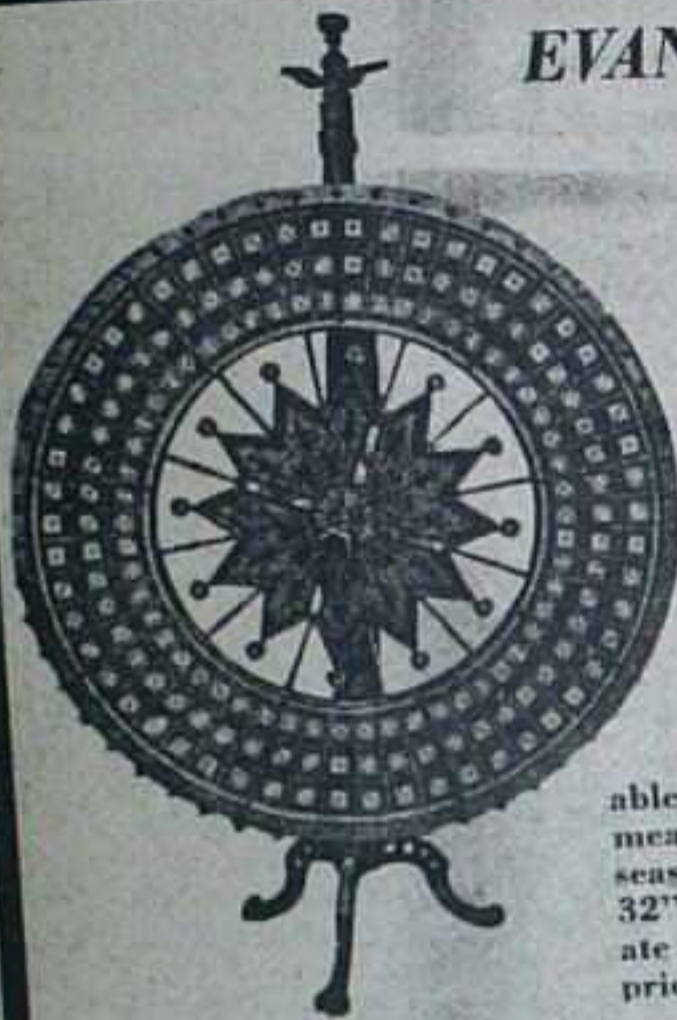


### EVANS' HIGH STRIKER

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. 3-section standard is easy to handle. Includes maul, tool-steel nickel plated chaser, 2 x 4 braces.

### EVANS' JUMBO DICE WHEEL



The Original —the Finest!

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 immediate delivery. Reasonably priced! **Act now!**

### EVANS' NICKEL BOARD

The "bell-ringer" for outstanding, profitable merchandising! A concessionaire's dream come true for big action!



Solid, substantial, of 5-ply maple. When pitched coin contacts any of 40 discs, bell rings and light flashes—a bally that reaches way out to draw the crowds! Jackpot contact available. A 3-board setup in a 12 ft. stand will do it for you, **but act now!**

### EVANS' NEW CIGARETTE WHEEL NEW FLASH!



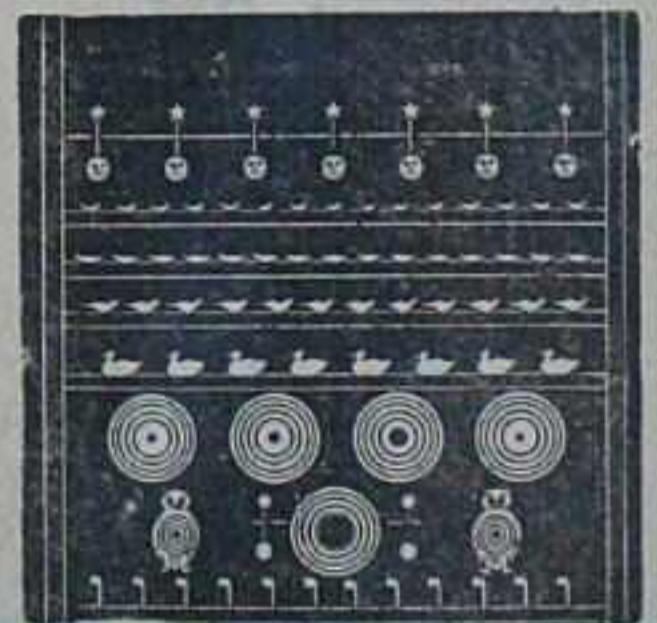
NEW PROFITS!

A fast playing cigarette store that has proven its money making potential! Different, appealing! A 40" wheel that operates on a top percentage, giving from 2 to 5 packs of smokes on every spin! Live action ball-indicator hypes the bally. Gorgeous color, with a flashy nickel-plated stand. Mounted at about 45-degree angle. Evans' unbeatable quality and a world-beater for getting the "geedus" anywhere! **Get with it!**

- TESTED EVERYWHERE —
- BEE HIVES ★
  - BIG TOM ★
  - BINGO
  - COUNTRY STORES ★
  - HAND BINGERS
  - HOOP-LA BOXES ★
  - MILK BOTTLES
  - MONKEY SPEEDWAY
  - ★ 7-11 BASEBALL
  - ★ SIX ARROWS
  - TIVOLI
  - ★ SPOT THE SPOT
  - WATCH-A-LA BLOCKS
  - WHEELS OF ALL KINDS
  - ★ TOPS EVERY WAY!

### WHEELS! WHEELS!

Need a special numbered wheel for your particular pitch? Send in your sketch for prompt quotation!



### EVANS' LONG RANGE SHOOTING GALLERIES

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' Candy Race Track



Collects the crowds, coins the moolah! A Race Track Merchandiser of flashing appeal. Electric indicator or 3-color center wheel makes a top bally. 12 to 30-horse outfits. **Ride high with this one!**

### Evans' Walking Charley

### EVANS' WALKING CHARLEY

The baseball 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 6-Figure Models. **Let Charley do it!**

FREE

### EVANS' CATALOG

A bonanza of ideas—a wealth of information at your fingertips! The "good one" is in there for you . . . it's any one you choose from a wide selection of tested, profit-proven Evans' Park and Carnival Equipment! Don't delay—send for your Free Catalog today!

**H. C. EVANS & CO.**

1556 W. CARROLL AVE.

CHICAGO 7, ILLINOIS

Leading Manufacturers of Amusement Devices Since 1892



# STRATES SHOWS

JAMES E. STRATES  
AMERICA'S BEST MIDWAY

Can place Truck and Tractor Drivers, Ride Foremen, Ride Help, Colored Train Polers and Help in all Departments. Jack Norman wants Exotic Dancers and Chorus Girls. George Murray can place Girl Drome Riders, Freaks and Acts for Claude Bentley's Side Show. Telephone Men for Terrell Jacobs Wild Animal Circus.

**JAMES E. STRATES, General Manager**  
Washington, D. C., this week.

## BEAM'S ATTRACTIONS

25 WEEKS OF CELEBRATIONS AND FAIRS—OPEN WINDBER, MAY 1

CONCESSIONS—Glass Pitch and Water Games open. Carry limited number Concessions. Want good Griddle Man, Operator for Floss. SHOWS—Want Monkey Show, Snakes, 10-in-1 or any other Show with family appeal. No Girl Shows or grid on midway. HELP—Second Men for Rides who have license, can drive semis. Good wages, best of treatment, long season. Show has a strong line-up of Celebrations with an exceptional list of Fairs starting August 4 until end of October. 10 Rides with Free Gate at Celebrations. WRITE or WIRE **STEVE DECKER or M. A. BEAM, Windber, Pennsylvania**

## CONTINENTAL SHOWS

Opening April 21, Poughkeepsie, N. Y.

All Parties Contracted. Please Acknowledge

Want Concessions of all kinds except Ball Games, Floss, Pop Corn. Stanley Sczurek wants Girls—inquire care Shows.

**ROLAND E. CHAMPAGNE**

3 Courtney Lane Phone after 5—36594 Lowell, Mass.

Want PALMETTO EXPOSITION SHOWS Want

### PALMETTO EXPOSITION SHOWS

This Show plays all Uptown Locations, Joanna, S. C., April 7-12; Abbeville, S. C., April 14-19.

CONCESSIONS: Can place small Cookhouse, Bingo, Photo, Mitt Camp, Glass Pitch, Pan Games, Swinger, Ace and Scales, Lead Gallery, Pitch-Till-You-Win, Heart Pitch, Coke Bottles, Slum Spindle or any other Stock Concessions. SHOWS: Can place any Grid, Animal or Walk-Thru RIDES: Can place Kiddie Auto and Kiddie Planes. Address all replies to

**MILTON N. McNEACE**

Joanna, S. C., this week; then as per route.

Charlie Holliday, back in Richmond, Va., to prepare his units prior to the opening of World of Mirth Shows, reports that he plans to give up the Glass House since he also has the Tilt-A-Whirl and the Dark Ride. These two units keep him busy and a third is too much to handle, Charlie says. Gerald Snellens, general representative for World of Mirth, returned to Richmond quarters Wednesday (2) after huddling in New York with Al Freedman, Metro Matrix rep, and preparing newspaper advertising for the season.

Van Stokes left Michigan City, Ind., March 23 for Baton Rouge, La., to join Billy Kennedy's Side Show on 20th Century Shows. En route he spent a day in St. Louis visiting F. A. Bork and G. Baker. This season marks Stokes' seventh with Kennedy.

Lucy and Jimmie Harrington, Cleo Renee, Red Tanner, Amber West and Ted Kita last week planed from Miami to Acapulco, Mex., where they will remain for five weeks before returning to Michigan for the coming season. . . . Tom Towner is in Owensboro, Ky., visiting Ray and Jessie Garrison. He was with Royal Crown Shows last season, but will not return to the road this year until the fair season starts. . . . Leon Long visited James Reid on Wallace & Brown Shows in Jackson, Miss., and then went to McComb, Miss., for a visit with Alex Toller, who has his Minstrel Show on J. A. Gentsch Shows.

John Foreman, ex-carnival wrestler, was the subject of a nifty in Tony Weitzel's March 26 "Town Crier" column in The Chicago Daily News. "John Foreman, ex-carnival wrestler and war hero who now writes TV shows for Jones Frankel," Weitzel penned, "is back in the vets' hospital. Fragment of a North African land mine in his head is kicking up again. 'I don't mind having a hole in my head,' John

sighs 'but every time there's a strong east wind it whistles 'Shrimp Boats Are Coming!'"

Jack Downs, general agent of Wallace Bros.' Shows, who has been organizing an amusement park in Mobile, Ala., has returned to shows' Jackson Miss., winter quarters to assist E. E. Farrow in getting org ready for the season's opening.

Norman Y. Chambliss, manager of the Rocky Mount (N. C.) Fair, last week visited World of Mirth Shows at Richmond, Va., quarters and Cetlin & Wilson Shows at Petersburg, Va. He reports considerable activity at both camps. . . . Bernard (Bucky) Allen, World of Mirth Shows' concession boss, and Jeff Harris made a plane trip to Canada last week. After returning to New York, Allen headed for shows' winter quarters and Harris returned to his Boston headquarters.

Mrs. C. C. Groscurth, wife of the owner of Blue Grass Shows, is in Municipal Hospital, Owensboro, Ky., following an operation Friday (28). She is expected to be confined there for at least three weeks.

Low Lange purchased a new truck in Miami recently and will join Cetlin & Wilson Shows with his string of concessions.

Barton Hopson, of Hopson & Jenkins Concessions, infos from Girard, Ill., that they have six complete food concessions ready to hit the road. The partners will have the cookhouse on the Mound City Shows No. 1 unit and this year will be at Illinois State Fair, Springfield, for their 30th year.

James McBride is ride superintendent of Anderson Amusement Company, which will launch its 1952 tour in Holland, O., May 15. Gerald Anderson is manager and Brynolf A. Anderson assistant manager. Currently making ready for the season's tour at quarters in Toledo, show recently

obtained a new tractor to replace the Merry-Go-Round tractor which overturned last fall. The ride has been refinished and repaired by McBride. Org also took delivery on a new Ferris Wheel and a new truck to transport it. This year marks the company's second on the road. . . . Mrs. Ted Cole again will have the bingo stand on James H. Drew Shows, while Ralph Butcher has signed his concessions with the org for 1952. Other concessionaires pacted with the shows for the season include Sonny Bullock, Mr. and Mrs. James Zingo and B. Mitchell.

## Lone Star Opens Okay Despite Cold

MACON, Ga., April 5.—J. R. McSpadden's Lone Star Shows opened the new season here Tuesday (1) playing a lot at Broadway and Concord, with a fair turnout the first two nights, despite chilly weather.

It was the third consecutive year the org has opened in Macon. Most of the equipment was stored in near-by Warner Robins, but McSpadden had two rides with a winter unit operated by Leo Bistany and did not arrive from Jacksonville, Fla., final winter date, until late Monday.

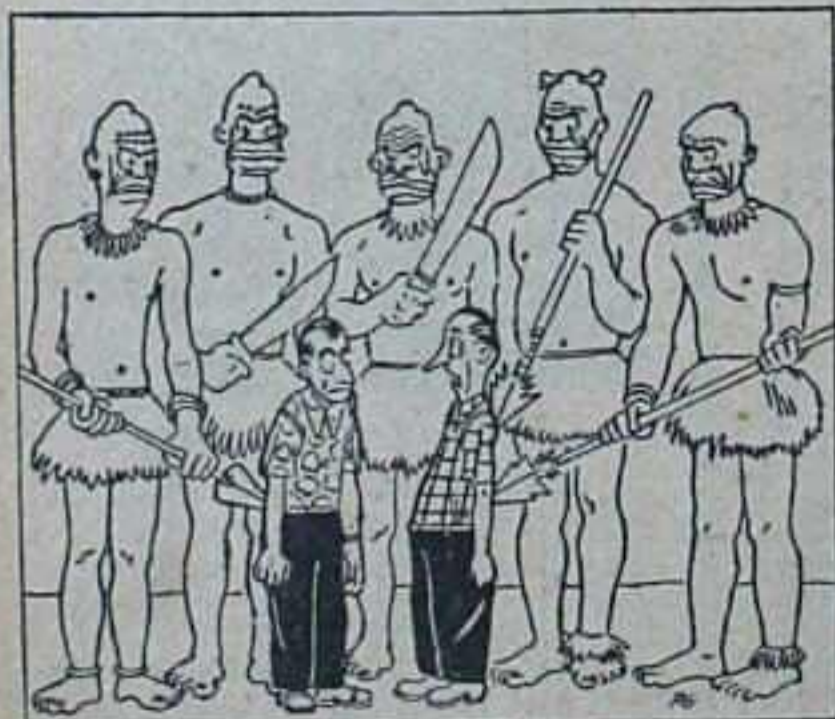
Org opened with 4 major rides, 2 kiddie rides and 16 concessions. Two shows are to open next week. In addition to Owner McSpadden, staff includes his wife, Mrs. Myrtle McSpadden, manager; Dickie McSpadden, superintendent of concessions; Mrs. Venita McSpadden, assistant; Don Terry, general agent; Herb Reed, lot superintendent; and Whitey Cochran, superintendent of rides. The major rides are Ferris Wheel, Merry-Go-Round, Rolloplane and Tilt-a-Whirl.

After two or three weeks in Macon, shows will go to South Carolina and will soon be in West Virginia, McSpadden said.

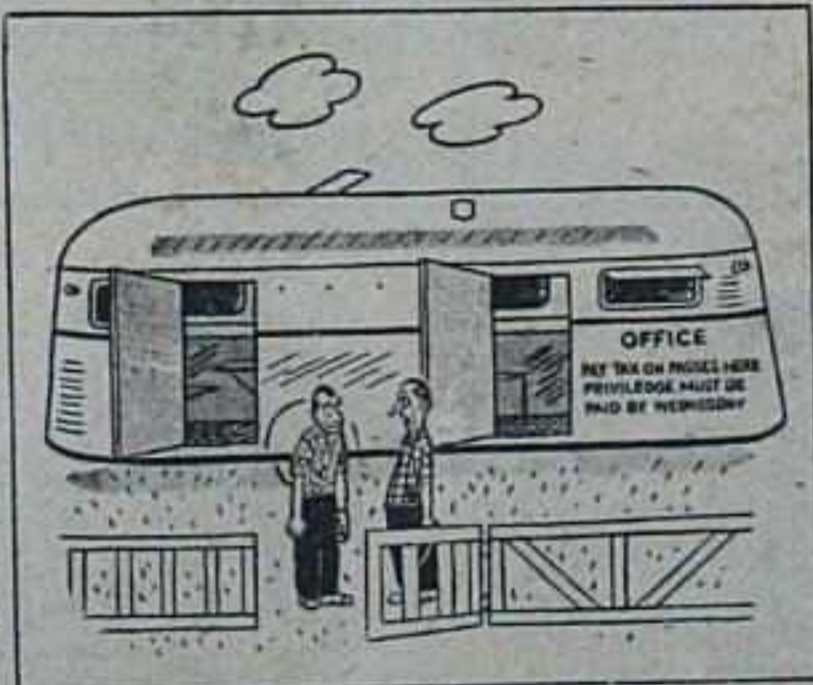
## For the Names of the Winners in the WISCONSIN DELUXE CARTOON CONTEST

### TURN TO PAGE 115

MARCH 8TH  
Contest No. 1



MARCH 15TH  
Contest No. 2



MARCH 22D  
Contest No. 3



MARCH 29TH  
Contest No. 4



CANADA CANADA CANADA  
**MOTOR CITY SHOWS**  
—WANTED—  
**CONCESSIONS**  
Scale, Ball Game, Long Range Gallery, French Fries, Jewelry, Derby Races, Mouse Game.  
**SHOWS**  
Monkey Show, Snake Show, Wild Life Show (we have complete 60' Panel Front for Wild Life Show.)  
2875 DOUGALL RD., WINDSOR, ONTARIO

**GREAT ZENITH SHOWS**  
OPENING APRIL 21, HOPKINS PARK, PROVIDENCE, RHODE ISLAND  
WANT—WANT RIDES, SHOWS, CONCESSIONS WANT—WANT  
On lot April 17, for locations. Concessions: Penny Arcade, Age, Basketball, Ball Games, Photos, Darts, Buckets, Long and Short Range Gallery, Hoop-La, String Game, Custard, French Fries, Rides: Octopus, Tilt, Dipper, Chairplane, also Kiddie Rides. Ride Help on all Rides. Shows: Illusion, Snake, Ten-in-One, Girl Show with two or more Girls, have top and panel front; Motor Drome, or will give complete back end to one who can produce results. Sound Truck wanted for season. Good deal. Want good, flashy Bingo for the best route in New England. Good deal.  
**FRANK ALLEN, Business Manager**  
137 Lockwood Street  
P.S.: Mr. Philip B. Meigs, get in touch. Providence, R. I.

**WANTED TO BUY**  
Smith & Smith Kiddie Airplane Ride, must be in good condition.  
**FOR SALE**  
One Allan Herschell 16-Car Kiddie Auto Ride, good flame-proof top and sidewall, stainless steel trim, painted very attractively, in good condition. One Kiddie Rocket Ride with 12-foot towers, just repainted and ready to go. One Smith & Smith Chairplane Ride with 18-foot tower, steel tube fence, wood light stringer, V-drive Le Roi four-cylinder motor. This ride was recently reconditioned at the Smith & Smith factory and is in perfect condition. Several Tractors and Trailers for sale at practically your own price. This equipment can be seen at our winter quarters in Altoona. Write for appointment. Will book Mechanical Show or any attractive Show catering to children and adults.  
**THOMPSON BROTHERS**  
2906 FOURTH AVENUE ALTOONA, PA.

**O. C. BUCK SHOWS**  
Opening April 17th at Troy, N. Y.  
Can place Grinders for Fun House, Snake Show and Animal Circus, also Drome Riders and Talker. Ride Help: Foreman for Merry-Go-Round and Caterpillar. Also General Help for all Rides, prefer those who can drive.

**CARNIVAL PLASTER**  
QUALITY PLASTER—LOWEST PRICES.  
OPEN DAY AND NIGHT—SUNDAY AND HOLIDAY.  
WE DELIVER ANYWHERE IN THE NEW ENGLAND STATES AND NEW YORK STATE.  
**MAYFLOWER STATUARY CO.**  
1041 WASHINGTON ST. RTE. 1 SOUTH ATTLEBORO, MASS.  
PHONE: SOUTHGATE 1-8835.

**MULTIPLEX ROOT BEER BARRELS**  
**SUPER-STRENGTH ROOT BEER CONCENTRATE**  
**TEMPRITE CARBONATORS**  
Write today for LOW PRICES, SPECIAL DEALS.  
**OHIO CHEMICAL PRODUCTS CO.**  
National Distributors  
1111 DOUGHERTY, N. W. CANTON 3, OHIO



# Detroit Council Reviews Games, Permits to Show

DETROIT, April 5. — Detroit's City Council Friday (4) considered an old ordinance banning midway concession games but took no action. Indications were that the council would redraft the existing regulations to allow games of skill for merchandise, require sponsorship for all carnival stands, and limit sponsorship to one show a year by auspices.

Council's action in reviewing regulations was precipitated Monday night (3) when members of the police censor's squad shuttered games on a carnival lot. The action was attributed to two factors, the constant pressure by churches and veterans groups to bring in many carnivals and by revelations of the grand jury investigating the State fair.

Two permits for carnivals to show were granted this week, but a wholesale list of 14 applications from the Guardian Angels Home was shelved.

Games have been permitted with some limitations in Detroit for the past three years after having been banned for almost a decade.

# Don Franklin Adds Three Major Rides

BOERNE, Tex., April 5. — Don Franklin Shows, back in winter quarters after a successful winter round of stock shows, has added three major rides to its line-up along with two more Downey light towers. New rides are Fly-o-Plane, Looper and Skooter. All will be in operation at shows April 12 opening in Luling, Tex. After four Texas still dates, shows go North for the first time to play two stands in Oklahoma. Then they jump into Kansas City, Kan., the last week in May. H. N. (Foot) Reeves joined here as legal adjuster and business manager.

Other winter quarter arrivals included Art Spencer, with Motordrome, and Bill Chalkias who will operate the Cookhouse and several back-end shows.

# N. C. Annuals Buy 7 NSA Home Bonds

ROCKY POINT, N. C., April 5. —Seven member groups of North Carolina Association of Agricultural Fairs have purchased \$100 bonds issued by the new home committee of the National Showmen's Association, Norman Y. Chambliss reports. Three annuals managed by Chambliss, Rocky Mount, Elizabeth City and Greenville, N. C., are included in the list.

Chambliss, who started his work on behalf of the NSA home fund last fall, has appealed to the 38 members of the North Carolina fair group to buy bonds. He said that he hopes to sell 40 bonds before the fair season ends.

# Prell Biz Big

Continued from page 98

and Valdosta, Ga., annuals. Org closes at the latter spot November 15.

Next winter's route is also pretty well set, with six fairs already signed, Prell said.

Personnel this year, in addition to Prell, who is general manager, includes Joe Prell, general agent; Ben Prell, secretary-treasurer; Abe Prell, general superintendent; Charles M. Powell, special agent; Pat T. Finnerty, business manager; Johnny Hoffman, lot foreman; Charles Gutermuth, ride superintendent; James Zibuskie, Diesel and electrical superintendent; Sam Cavuso, boss carpenter; Don Baker, artist and painter, and Red Barrett, The Billboard sales agent and mail man.

# BLUE GRASS SHOWS

FEATURING THOROUGHbred ENTERTAINMENT  
**LAST CALL LAST CALL LAST CALL**  
 OPENING THURSDAY, APRIL 17, OWENSBORO, KENTUCKY

NOTICE—All Shows and Concessions that have been contracted—lot will be laid out Monday, April 14—report at that time for location.  
 CONCESSIONS—Can place legitimate Concessions of all kinds, Short Range and Novelties open on exclusive basis.  
 SHOWS—Have opening for a few high-class Grind and Bally Shows with own transportation and equipment. Liberal proposition.  
 RIDE HELP—Have a few openings for first-class Men on major rides. Especially interested in good Foreman for Dark Ride. All Ride Help report not later than Sunday, April 13.

**WANT FOR COL. LEW ALTER'S ALL NEW CIRCUS SIDE SHOW**  
 FREAKS TO FEATURE  
 Chief Wonapony, Petro Lamarr, Thelma Ward, Silver Portis, Carl Smith, Betty Trent, Vanita, Deprizo, Jean Parsons, William P. Premell, W. T. Mackie. All above get in touch with Col. Lew Alter, c/o Blue Grass Shows.  
**ALL OTHERS ADDRESS: C. C. (SPECKS) GROSCURTH, MGR.**  
 BLUE GRASS SHOWS, BOX 621, OWENSBORO, KY. (Phone: 3-5321)

**SRADER SHOWS**  
 OPENING MAY 5—HUTCHINSON, KANSAS  
 Rides: Want especially to book one High Ride: Rock-o-Plane, Spitfire or Rollo-Plane. We do not have a Wheel. All Kid Rides open except Pony Ride. Want Foremen for Merry-Go-Round, Tilt and Octopus. Also want Electrician, Concessions: All Concessions open except Popcorn, Bingo and Glass Pitch. Reasonable privilege. Shows: Will book Shows of merit with or without own equipment.  
**M. A. SRADER**  
 Box 1895 Wichita, Kan.

**FOR SALE**  
**JONES FERRIS WHEEL**  
 20 Ft. 10 HORSE KIDDIE MERRY-GO-ROUND; 32 Ft. 24 HORSE MAJOR ALLAN HERSHELL MERRY-GO-ROUND; GRUNNER MIX-UP; 10-CAR ALLAN HERSHELL KIDDIE CAR RIDE. Ten Planes, ready to set on Ride with chains re-inforced—last a lifetime; 18 Allan Hershell Horses (wooden); \$20.00 each; also Tops, Shows and Concessions. Bingo complete. Main Entrance Front, Fun House (neon front), Wire, Transformers, 50 and 75 KVA. Trucks and Trailers. Wire or call **C. A. GOREE**, Azle, Texas (Phone: 4-J-2)

**WANTED**  
 Merry-Go-Round and Ferris Wheel Man. Top salaries. No drunks.  
**SAM MENCHIN**  
 11 West Division St., Chicago Illinois  
 Phone: SU 7-7243 or 9 a.m. to 5 p.m. call Stewart 3-0271

**AGENTS WANTED**  
 Pitch-Tilt-U-Win, also 2 Six Cat Men Agents and 2 Slum Set Spindle Agents.  
**ROY T. DUFFY**  
 c/o PENN PREMIER SHOWS, Open April 12th, Essex, Md.

**WANTED**  
**ARCADE HELP**  
 REPLY TO  
**HARRY JULIUS**  
 4022 San Luis St. Tampa 9, Fla.

**WANT CONCESSION AGENTS**  
 Opening at Sumpter & Jensen Dr., Houston, Tex. Battle of Flowers, San Antonio, to follow.  
 Want Agents for Bowling Alley, Clothes Pins, Blower, Coke Bottles, String Game and Bingo Help. Wives to work Ball Games.  
**BOB HAMMOND SHOWS**  
 6115 Gold St. Houston, Tex. (Phone: Mulberry 8647)

**DARK RIDE FOR SALE**  
 Eight Cars; one of the nicest on the road, priced to sell.  
**FIELDING GRAHAM**  
 7415 State Line Kansas City, Mo.

**ALL FAIRS SHOW**  
 Foreman for No. 5 Ell. Book or buy Kiddie Rides—Auto, Airplanes, Roto Whip, Boats, Train, Trolley or others. Also Chairplane, Concessions—Bingo, Hoop-La, Balloon Darts, Ball Games, Coke Bottles, Photos, Bumper, Cork Gal-lery, Fish Pond, Cane Rack, Ace and lery, Fish Pond, Choice lots. First Weight Now showing choice lots. First Fair, Humble, Tex., April 24-26; Dayton, Tex., May 1-3. Write or wire 3421 Melbourne St. Phone ME 9897, Houston, Tex.

**WANT**  
 For April 23 opening on Gooding Shows in Pittsburgh, Pa., area: Capable Balloon Dart and Duck Pond Agents. Will sell right 2 sets of Forschner Tripod Scales, Evans Bowling Alley Cabinet and Alley, Mandell Bingo Blower, Bakers Cabinet Blower with Alleys.  
**JOHN GALLAGAN**  
 2803 East Ave. Knoxville, Tenn. Phone 58945

**MUSICIANS**  
 Wanted who can drive or work on Concessions or Rides. Nice season, small amount of playing. State all in letter.  
**JAY GOULD CIRCUS**  
 1632 Gilbert Court Ottawa, Ill.

**JAMES H. DREW SHOWS**  
**LAST CALL**  
 Opening April 17, Marmet, W. Va. Followed by Busy Industrial Cities Until June 2; Then Celebrations and Fairs Solid Until Mid-November. Want Chairplane Foreman. Help on new Tilt, Little Dipper and Merry-Go-Round. Want Modern Arcade for entire season. Long circuit large fairs. Will place legitimate concessions—Long Range, Derby Racer, Hats (names sewed on). Good opening for Ball Games. Note—We are now booking for the West Virginia Strawberry Festival and other celebrations to follow. Time Is Short, Everybody Wire.  
**JAMES H. DREW SHOWS**  
 Fairgrounds, Dunbar, W. Va., Until April 15; Then Marmet, W. Va.

**MIGHTY HAMMONTREE MIDWAY**  
**LAST CALL LAST CALL LAST CALL**  
 OPENING SATURDAY, APRIL 12TH, CHATTANOOGA, TENN.  
 CONCESSIONS—Want Stock Concessions of all kinds. Good proposition for Flashy Photo and Frozen Custard.  
 HELP—Want Foreman and Second Men on Loop-o-Plane. Want Second Men on Wheel, Octopus, Chairplane, Merry-Go-Round and Kiddie Rides. Top salary to sober and reliable Men who drive semis. Mrs. Bobby Gerry wants Acts for 10 in 1. Sam Housner wants Agents for Count Stores. Mack Hoge wants Agents for Skillos. Lewy Deuchane wants Girls for Girl Show.  
 NOTICE—Lot will be laid out Thursday, April 10th. ALL WIRES AND REPLIES TO  
**WILLIAM O. HAMMONTREE, General Manager**  
 1313 E. 30TH STREET PHONE 4-9796 CHATTANOOGA, TENN.

**DUKE'S AMUSEMENTS**  
 Want Legitimate Concessions for Season's Work in Philadelphia, Pa., Opening April 14. Will positively play day and date with Ringling Bros.' Circus May 26-30. Contact at once.  
**DUKE, Pennypacker-5-8350**  
 111 S. 10th St. Philadelphia, Pa.

**LAST CALL LAST CALL**  
**BILLY BOUDREAU SHOWS**  
 Opening Easter Sunday, April 13, through 19, Ocean Grove, South Swansea, Mass. Lot laid out Friday, April 11  
 SHOWS—Monkey, Small Side Show, Fun House. RIDES—Good opening for any Flat Ride with transportation. CONCESSIONS—Candy Wheel, Novelties, Fish Pond, Balloon Darts, Basketball, Hoop-La, Scales. Would like to book a flashy Bingo starting April 21st, Norwood, R. I. I have some proven Birigo Spots. All replies to  
**BILLY BOUDREAU**  
 1219 MARVEL ST. Tel.: Fall River 2-8222 SWANSEA, MASS.

**BINGO HELP**  
 Want Bingo Help for the following Shows: G. & B. Shows, opening April 11th at Mason City, West Virginia; James H. Drew Shows, opening at Marmet, West Virginia, April 17th, and the United States Shows, which opens April 12th at Honea Path, South Carolina. Especially interested in Counterfemen. Experience is not necessary, will teach you if you are willing. Good treatment, good salary, long season, excellent opportunity for advancement to manager's position. Positively cannot use anyone who drinks. All interested contact  
**TED COLE, Care United States Shows**  
 HONEA PATH, SOUTH CAROLINA

**FOR SALE FOR SALE**  
 Four 66 KW Diesel Caterpillar Generators. Mounted 2 Units in one wagon. Chrome plated, perfect condition. Ready for operation. This equipment formerly used on the Johnny J. Jones Exposition. For further information regarding the condition of these generators inquire at Fabick Tractor Co., 3160 Gravois, St. Louis, Mo  
 WRITE, CALL OR WIRE  
**J. W. CONKLIN, CONKLIN SHOWS**  
 Brantford, Ont., Canada

**SHOW — FOR SALE — SHOW**  
 Carnival complete from front to back. Best Route in the East all booked and well staffed. Priced to sell.  
 RIDES—SHOWS—FRONT GATE—LIGHT TRUCK & WIRE AND POTS OFFICE TRUCKS AND TRAILERS TO MOVE SHOW, COMPLETE.  
**THE SHOW, 127 Wyantcresent, Rochester, New York**

**CARNIVAL EQUIPMENT FOR SALE**  
 Have sold Major Rides of the Rainbow Shows and have following for sale at half value: Kiddie Airplanes, 8 Planes, \$600; Kiddie Train, cost \$2,400, sell \$1,500; Semi-Trailer for above Rides, Ford Tractor, 22 ft., Back Trailer, \$500. Will sell complete outfit, Semi and 2 Rides, \$2,000. Hot Wagon—Semi, Int. Tractor, 26 ft. steel Van Trailer with 2 40, 1 30 and 1 10 Kw. Pots. Trailer is equipped for Machine Shop, complete \$1,500 or will sell pots separate; Semi, G.M.C. Tractor, 26-ft. steel Van Trailer, \$1,000; Cheve. Straight Truck with van body and 20-ft. Trailer with a Popcorn and Carmel Corn Machine, all electric, chromium trimmed, complete \$1,300 or Pop Corn Machine, \$700; 4 Tractors, Cheve., Ford, G.M.C., \$250 each. Everything above in good condition. Have dozens of other items such as 3,000 ft. electric Cable, Junction Boxes, Light Towers, Air Compressor, Public Address Systems, etc. Will sell everything for half value, you can double your money on it. Must sell at once as stuff must be moved. Will sacrifice everything. Send for complete list of items.  
**ROGER WARD, Doe-Doe Park**  
 2116 B. Ave. Lawton, Okla.

**WANTED**  
**SIDE SHOW PEOPLE**  
 Novelty and Working Acts. Pin Cushion, Human Ostrich, etc. Two Girls and two Boys to work Bally. No experience needed. Meals and transportation furnished after joining. NO DRINKING TOLERATED or you won't last. Answer at once. State all in first letter.  
**CARL J. LAUTHER**  
 Millers Tavern, Virginia

**WANTED**  
 Agents for Bucket Store. Opening in Owensboro, Ky., Thursday, April 17. Charles Smallwood, contact.  
**EDDIE LAWSON or CHARLES WRIGHT**  
 c/o BLUE GRASS SHOWS  
 BOX 621, OWENSBORO, KY.

**ATTENTION**  
**WISCONSIN COMMITTEES**  
 Have an open week in each of June, July, August and September. Have four Rides and several Concessions.  
**JAN AMUSEMENTS**  
 2266 So. Chase Ave. Milwaukee 7, Wis.

**ANNUAL HARVEST JUBILEE**  
 On the Streets—July 7-12, 1952  
 Wants Legitimate Concessions of all kinds except popcorn. Can use Ball Games, Cigarette Gallery, Novelties, Custard, French Fries, Jewelry, Balloon Dart, String Game, or what have you? We have top billing on Free Attractions. All inquiries to  
**B. B. BURKE**  
 Box 175, Ft. Recovery, Ohio

**CARNIVAL WANTED**  
 For Big Colored Fair, Huntsville, Ala., Oct. 8-11, 1952.  
**W. Q. SCOTT, Chairman**  
 Box 132 Normal, Ala.

**WANT**  
 Several Concessions, also a live Monkey Show for ANNUAL CARNIVAL & INDUSTRIAL EXHIBIT, June 2 to 7 inclusive, 4107 E. Washington St., Indianapolis, Ind.  
**W. H. PACEY, Sec.**

**HUTCHENS MODERN MUSEUM**  
 Wants for 26 weeks starting about May 10, with Snapp's Greater Shows. Attractions—Anything that can fill in with Side Show—Musical, Fire, Magic, Impalement, Juggler, Girls for Blade Box and other Acts, Ticket Sellers, Lecturer who can sell show. Red Friend, Lea Urdeman, any People who have worked for me, answer.  
**JOHN T. HUTCHENS**  
 1206 Mill St. Cassville, Mo.



# Brother Act for 56 Years!

• By SAM ABBOTT

Curtis and Elmer Velare Started Out as Acrobatic Duo, Have Been in Many Phases of Business Since

THE Velare brothers, Curtis, 71, and Elmer, 67, have been associated for 56 years in various show business ventures. Starting as acrobats, they formed from the first an unbeatable team that was to become well known in minstrel and repertoire shows, circuses, fairs, carnivals, ride manufacturing and amusement zone operation. A study of their many activities reveals the history of show business for nearly six decades.

The fact that the brothers pioneered many endeavors is not unusual, for they came of the stock that seeks new horizons. It was in 1887 that they left their native Oregon with their parents and a sister to settle in Seattle, then not more than a fishing and lumber village in the center of huge forests. In the middle of town was a towering sawdust pile upon which, thru long hours of practice without the assistance of an instructor, the Velares taught themselves the rudiments of acrobatics. This training opened the way for them in show business.

## Klondike Rush Days

In the days of the Klondike rush for gold the fabulous Northwest was dotted with a number of independent houses known as variety theaters. The list included a basement spot at Second and Washington streets called the Peoples Theater, owned by John Considine, who later was to organize the well-known Sullivan & Considine vaudeville circuit. Then there were the Savoy theaters in Vancouver and Victoria, B. C.; the Gem in Missoula, Mont.; Comique in Coeur d'Alene, Idaho; Palm Gardens, Portland, and a house each in Tacoma, Wash., and Butte and Helena, Mont.

Altho unpretentious, these were about the only spots where indoor performers could work in the Northwest area. These theaters, and the word is used advisedly, drew talent from the West Coast, and the meager list made it necessary for acts to play repeat dates in order to remain busy. The Velares followed this procedure too.

Elmer Velare recalls that in those colorful days that sister teams as well as acts in which women appeared were in great demand. But, in addition to working the show, they sold drinks in the boxes at the insistence of the management.

## Variety Theaters

The variety theaters were usually constructed in the shape of a horseshoe, with the stage at one end and the orchestra, consisting mostly of piano, violin, drums and cornet, directly in front of it. The seating area for the audience came next at circular tables accommodating six to eight persons. Even further back from the stage and behind the tables was a partition with swinging doors and beyond this the bar thru which the patrons entered the theater from the street. Each house would use the girls to hustle drinks at the tables and in the boxes, sometimes three tiers high and extending practically around the building. The girls received, as a rule, 20 per cent of the sales they made. But in those days a big glass of beer was only 5 cents. However, when ordered from one

of the gals, the price was inflated to a dime. As champagne was \$5 a bottle, the girls naturally were out to sell the vintage. A spending customer was soon tabbed with the title of "a champagne man."

The Velares' first professional engagement was in Tacoma in September, 1896, where they performed as a free attraction on a central platform installed right on Tacoma Avenue. Following this date at the Fall Festival, they joined the Wilson Juvenile Minstrels, which featured 30 youngsters ranging in age from 6 to 17. Elmer performed as the interlocutor. The show toured the larger West Coast cities and ended the season in Portland.

The following year the Velares went with the W. W. Bittner Dramatic Company, doing their acrobatic act and also taking bit parts in the company's repertoire of plays. During 1897 the show played thru Montana with a stop at Lewistown, about 110 miles from Fort Benton, where the troupe left the train and made the junket by stage in a day with four changes of horses.

Montana was truly wild country and the residents of Lewistown had not seen a show for nearly a year. Altho the residents wanted something light and comical, Bittner disregarded the demand and staged "Pawn Ticket 210," a play in the second act of which the pawnbroker was shot. Bittner, who weighed about 250 pounds and evidently was a good actor, portrayed the ill-fated broker. However, when he was "shot" and went thru the emotions and facial grimaces of a dying man, the audience, instead of being moved to tears and sorrow, began to laugh. Bittner continued to play his part, falling to the floor and seemingly writhing in pain. But the more he tried to die the louder were the guffaws. This so incensed the actor that he stopped his performance, rose from the floor and walked to the kerosene lighted footlights. From this point he lambasted the audience because they could laugh at the agony of a man in the throes of death. His speech finished, Bittner returned to character by resuming his prone position on the floor. At the completion of the tragic sequence, the curtain came down with a louder than usual bang, adding to the customers' delight.

After a season with Leonder Bros., a wagon circus, and playing the variety circuit in the winter, the Velares joined the Walter L. Main Circus in Victoria, B. C., for a West Coast tour thru California.

In the spring of 1902 the Velares went on the Great Pan American Shows, which had wintered in Tacoma. The show, owned by Frank Lemen, of Kansas City, was routed for an Eastern trek and the performers, particularly Curtis and Elmer, were reminded of the then current slogan: "If you go east of the Rockies, you never get back." However, they were adventurous enough to give it a try. The saying proved true to some extent, for it was 20 years before they returned to their home State.

On the 1902 trek of the Great PA in Wyoming, the show hit rain, mud and cold in March. At Laramie and Cheyenne the big top had to be lowered to remove the show.

Life on the show was active and there were no dull moments. The Velares did their regular act and also rode in the parade and entry, went into leaps, turning single and double somersaults over horses and elephants, and had a turn at the Roman standing races. Curtis was the performer who raced around the arena in the "man-against-the-horse" feature. Some of the acts even doubled or tripled in the concert.

## Canadian Dates Booked

The anticipated Eastern tour was changed with dates in Canada

booked. The brothers decided that they would prefer to remain in the States and Curtis submitted the usual two weeks' notice. This was to become effective in Webster City, S. D. As they were walking from the sleeping cars to the lot, Elmer noticed that the paper of the Capt. B. Collins Mighty Million Dollar Midway was up and the show was playing day and date. Never having seen such a thing as a carnival, the brothers, Elmer remembers, expected something outstanding. They trod the dirt main street to inspect the advertised marvels of the midway to find that it consisted only of a Ferris Wheel, a track Merry-Go-Round, an Oriental show and Bosko, the snake eater. Bosko particularly captured their attention, for, Elmer said, in the canvas pit of the square platform was a weird looking character with a long wig, stained hands and face. He wore a woman's kimono. The billed performer had perhaps a dozen small snakes and, after much ballying by the talker, bit the head from one or two of the assertedly venomous reptiles. The Velares had seen two things new that day—a carnival and a geek.

The Velares decided to join the Collins organization. However, the circus was to make a long jump and had switched to a matinee-only schedule. When the Velares went for their trunks they found they had been loaded on the baggage wagon and were en route to the train. In this luggage was just about everything the team had, and the management had hoped to use this means of forcing them to remain until the end of the season. The brothers called on the local police to retrieve their belongings.

## Carnival Introduction

The Collins company was the Velares' introduction to the carnival business, which was in its infancy then. They performed as a free attraction, later obtaining a 60-foot round top in which they framed a show using their own and other circus acts. That winter (1902) Collins wintered in Hastings, Neb.

The Velares wanted to continue working and Elmer bought a copy of a then small magazine known as The Billboard and learned that a street fair in Newton, Kan., wanted acts. Their act was booked as a free attraction. There they met C. W. Parker, who later became a leader in the field. For this date, Parker had a Merry-Go-Round, Crystal Maze and a couple of small pit attractions.

In the spring of 1903 the Velares started out with Parker, joining him in his winter quarters in Abilene, Kan. This association continued for four years, with the brothers touring with the Con T. Kennedy Shows and Cramer & Tyler Shows, which Parker owned. Altho during this time they performed their acts, their interest was being diverted to concessions. In 1906, Curtis took charge of the stands on the Cramer & Tyler unit. The next year, the Velares discontinued their gymnastic acts and devoted their entire efforts to concessions.

## Open Amusement Arcade

When Cramer & Tyler closed in Lewiston, Idaho, in 1908, the Velares went to Kansas City, where they opened an Arcade, and remained off the road until the early part of 1913, when they again joined the Con T. Kennedy Shows for a tour thru Western Canada and a jump to Toronto for the Canadian National Exposition. The next four years were packed with activity, for they started out with Kennedy and again played Toronto. In 1915, they booked a number of concessions at fairs. The following year they were back in Kansas City in the Arcade business. However, that winter they purchased from W. F. Mangels the second Whip he ever built and with a string of concessions went on the C. W. Parker Shows. Meanwhile, Parker had established his ride factory in Leavenworth, Kan. Late in 1917 the Velares, purchased five flat cars, necessary equipment to carry



THE VELARE BROTHERS. Elmer and Curtis, have been partners in show business for 56 years. Starting as acrobats, they were in nearly every phase of outdoor show business. At an age when most men would be thinking of retiring, the Velares are increasing their activities in California.

the Whip and two fun shows built on wagons, from Parker. With a line of concessions they framed their newly acquired attractions, and the brothers joined Zeidman & Pollie Shows when they opened in Grand Rapids in April, 1918.

In August that year, Ziedman & Pollie planned to move back to Michigan, but the Velares had a different idea. Thru Ed Tolbert, then general agent of the Nat Reiss Shows, they booked to play the Chicago territory. The influenza epidemic caused the show to close early in Hammond, Ind., where it wintered. During 1919-'20, Curtis and Elmer remained with the Reiss organization, then headed by Harry Melville. And in 1921 they made a lease agreement for the Reiss equipment, combining it with theirs to take out a 25-car railroad show. When the season ended, the rented equipment was returned to its lessors and the duo went on to the Mighty Doris Shows in winter quarters in Belleville, Ill. It was while they were hibernating there that fire destroyed every piece of equipment the Velares owned with the exception of some steel flat cars on a siding.

## Suffer Great Loss

Altho they suffered a great loss in Belleville, the Velares returned to Kansas City and the Arcade and concession operations. In the winter of 1923 they met C. J. Sedlmayr, who had been operating the Seigrist & Siblun Shows. His equipment was stored in a North Kansas City warehouse. Curtis and Sedlmayr made an agreement to take the show out in 1924 under joint management. Elmer, with J. O. McCart, took a show that played thru Missouri, Kansas and Oklahoma. Altho the Velares were on separate shows, their partnership continued.

In the fall of 1924, Curtis and Sedlmayr brought the show back to Kansas City for the winter. The partnership was ended. Elmer was playing some late fairs in Oklahoma, finally closing and wintering in Tulsa. In describing the formation of what was to become the Royal American Shows, Elmer declared that Sedlmayr met him and Curtis in Tulsa to set up the partnership. The details were completed the following March and the Sedlmayr equipment shipped from Kansas City to Tulsa for the opening of the combined units. From that small beginning, the Royal American Shows progressed to an enviable position and the Velare-Sedlmayr partnership lasted 17 years.

Elmer looks back over the early

days and recalls that it was not easy to break thru to the top with contracts for the many fairs which this show was to play. There were at the time many large and outstanding railroad shows such as Johnny J. Jones, Clarence A. Wortham, Rubin Gruberg with two units, Brundage, Morris & Castle, and Beckman & Gerety—and all playing the Midwest. The rise of Royal American was slow the first few years and its acceptance can be credited to the innovations it made.

## Several Firsts

This show can claim several "firsts" including use of four searchlights mounted on specially constructed wagons, installation of direct current power plants, use of a line of light towers 72 feet high to illuminate midway and parking lots; large stages 42 by 21 feet with velvet drops and special lighting effects, and ownership of Diesel plants for light and power. It was also this show that first used twin Ferris Wheels and then the four-in-line to make a flash. Neon lighting for fronts and rides, placing of merited attractions behind fronts under large, high-sided tents, and spreading of shavings on the midway were among the many things that was done to build Royal American's solid foundation.

In 1939, when the Amusement Corporation of America was formed, Royal American joined with Beckman & Gerety, Rubin & Cherry, and Hennies Bros. in this organization. The group operated as such until 1942, when, due to the war, it was deemed advisable to dissolve the corporation with each organization going its own way. The Velares decided to sell their interest in the show. Both had thought of retiring. But that was 10 years ago.

While many men who have led the active lives of the Velares would be retiring, Curtis and Elmer increased their ventures. Today they have riding devices and fun shows in California at Ocean Park and on the Nu-Pike in Long Beach. At the latter place, they have a modern factory with machines for building the spectacular Sky Wheel, the double-Ferris Wheel that has got top money on fair midways over the nation. Curtis maintains his home in Crystal River, Fla., and spends the winter there. Elmer resides the year around in California. This difference of opinion as to which is better—California or Florida—is probably the only point on which they have not agreed in establishing show business' oldest and one of its most successful partnerships.



# ★ Prell's BROADWAY SHOWS

BROADWAY AT YOUR DOOR

**WANTED WANTED WANTED**  
 Long Season Still Dates—Celebrations—15 Fairs

OUR FAIRS START 1ST WEEK IN AUGUST

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| CUMBERLAND, MD.<br>AUG. 4-9                             | BÜTLER, PA.<br>AUG. 11-16                            |
| WASHINGTON, PA.<br>AUG. 18-23                           | INDIANA, PA.<br>AUG. 25-30                           |
| EBENSBURG, PA.<br>SEPT. 1-6                             | FREDERICKSBURG, VA.<br>SEPT. 8-13                    |
| GOLDSBORO, N. C.<br>SEPT. 15-20                         | CLINTON, N. C.<br>SEPT. 22-27                        |
| FREDERICK, MD.<br>SEPT. 29-OCT. 4                       | WAYNESBORO, VA.<br>OCT. 6-11                         |
| SOUTH BOSTON, VA.<br>OCT. 13-18                         | CHARLOTTE, N. C.<br>STATE COLORED FAIR<br>OCT. 20-25 |
| COLUMBIA, S. C.<br>STATE COLORED FAIR<br>OCT. 27-NOV. 1 | BRUNSWICK, GA.<br>NOV. 3-8                           |
| VALDOSTA, GA. NOV. 10-15                                |  |

**FEATURING VICTOR ZACCHINI**

HUMAN CANNON BALL SHOT OVER TWO FERRIS WHEELS

OPENING DATE — FLOWER-AUTO SHOW  
 FAYETTEVILLE, N. C.

50,000 SOLDIERS—FORT BRAGG, APRIL 25-MAY 3  
 CHARLOTTEVILLE, VA., TO FOLLOW

SHOWS—Posing Show with or without equipment, Wild Life, Reptile, Fun House, Hawaiian Show, Glass House for sale, can book on show for season, Manager for Monkey Speedway Show, also Help on Show.

RIDES—Will book all kinds of Kiddie Rides for entire season. Few Major Rides that don't conflict. Foremen—New Whip, Rock-o-Plane, Caterpillar, Little Dipper, Rolloplane. Ride Help on all rides, drivers preferred. First class Truck Mechanic, also Assistant with tools.

CONCESSIONS—Photos, American Palmistry, Long and Short Range Galleries, Novelties, Age and Scales, Merchandise Wheel, all kinds of Hanky Panks, first class Penny Arcade.

WINTER QUARTERS NOW OPEN!

All Answer: **SAM E. PRELL**  
 TROPICAL HOTEL, KISSIMMEE, FLA.

ATTENTION SHOWMEN **MAY 22 TO 31** ATTENTION CONCESSIONAIRES

SHOWS: Can place Monkey, Midget, Hillbilly, Girl Revue, Fun House, Motor Drome, Snake Show, Arcade, Wild Life or any other Clean Show. Must have own equipment and banners. Small percentage. Ten days of good business. Radio, TV, newspaper and plenty of paper and cards will be out.

CONCESSIONS: Will give an X on all legitimate Hanky Panks and straight Stock Shows that do not conflict with what we have. Rates per foot that will let you live. No flats of gypsies.

THE THIRD WARD MEN'S CLUB OF SALINA, INC.  
 GEORGE MUNDY, Chairman  
 103 Breman Ave. Syracuse 11 (Mattydale), New York

**Wanted CANVASMAN Wanted**

Able to take care of 40x70 top (salary).  
 Open April 24, Washington, D. C., close November 10, Savannah, Ga.

**Wanted WAX FIGURES Wanted**  
 To add to a 21 Figure Show. Give price, condition and where they may be seen. Address or see:

PROF. JOHN MOORE  
 Care World of Mirth Shows (Winterquarters: Fairgrounds)  
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**B & C EXPO. SHOWS**

WANT—Opening April 26th—WANT

Rides—One more Major, one Kid, Shows—Girl Show with own equipment, 10-in-1 Acts, contact J. J. Jeffery, Horseheads, N. Y. Man to handle Mickey Mouse Show, Small Grind and Wild Life, Legitimate Concessions of all kinds—Jewelry, Custard, Dip, Photo, Novelties, Striker, Fish Pond, Swinger, Bowling Alley, String Game, Basket Ball, Milk Bottle, Balloon Darts, Ride Help on all Rides. For Sale—Standard Rolloplane, Smith & Smith Chairplane. Can be booked on Show.

B & C EXPO SHOWS, HEMLOCK, N. Y.

**Cherokee Amusement Company**

LAST CALL LAST CALL

Opening April 19th, Parsons, Kansas

All People contracted with this Show, report to Winter Quarters not later than April 15th, Have opening for Photos, Coke Bottles, Roman Targets, Lead Gallery, Balloon Darts, Jewelry, Scales, or any Hanky Pank not conflicting. Want couple to operate office owned Ball Games or will book yours. Contact J. W. Mahaffey, Erie, Kan.

**MIGHTY HOOSIER STATE SHOWS**

OPENING APRIL 14, COLUMBUS, INDIANA

Want Hanky Panks, Shows, Ride Help. All replies wire

W. R. GEREN SHOWS

Columbus, Indiana

**WANTED — WANTED**

For permanent location in State Fair Grounds, Nashville, Tenn.

On lease or percentage—Dodgem and Kiddie Roller Coaster. Will consider other Rides not conflicting.

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Contact us for space at the following fairs:

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| Hartland, Vt. ....      | August 21-24                  |
| Keene, N. H. ....       | August 21-24                  |
| Lancaster, N. H. ....   | August 29, 30, 31-September 1 |
| Northampton, Mass. .... | August 31-September 6         |
| Barton, Vt. ....        | September 4-6                 |
| South Paris, Me. ....   | September 8-13                |
| Acton, Me. ....         | September 11-13               |

NOTE: Positively No Grift, No Mitt Camps, No Gypsies

Wanted—Motor Drome, 10-in-1 Show, Reptile Show, Wrestling Show for above fairs and Lewiston, Maine, June 16th to 21st and New Bedford, Massachusetts, Fire Fighters' Circus, July 1st to 4th.

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high class midway attractions

OPENING APRIL 25, WAVERLY, N. Y. Preferred Route of Fairs and Old Home Week Celebrations

SHOWS WANTED—Grind, Snake, Monkey, Wild Life, 10 in 1, any Show of merit.

RIDE HELP and SEMI DRIVERS—Merry-Go-Round, Wheels, Octopus, Tilt, Rolloplane. Man to handle front gate. Useful Help in all departments.

FOR SALE—8 Car Octopus and Double Loop-O-Plane.

CONCESSIONS WANTED — Custard, French Fries, Novelties, Age & Weight, Photos, Ball Games, Short WRITE MICKEY PERCELL

Range, Swinger, Buckets, Spot, Spindle for Stock, anything not conflicting.

WANT FOR CONCESSION DEPARTMENT  
 Good Bingo Clerks. If you drink, don't write. Two more Grind Store Agents, one Slum Skillo Agent. Also a good Couple to take over the only Cigarette Outfit on the Show. Also want General Help. Write LOUIS (Stretch) RICE, Box 106, Waverly, N. Y.

BOX 106, WAVERLY, N. Y.

# WILLIAM T. COLLINS SHOWS

"Pride of the Northwest"

LAST CALL LAST CALL LAST CALL

We have the cream of the early Northwest Circuit of Fairs, Concessionaires, get your bankroll before the other Fairs start. 15 FAIRS STARTING JUNE 19TH 15 FAIRS

INDEPENDENT RIDE OWNERS—Will book very reasonable: Spitfire, Looper, Little Dipper, Rock-O-Plane, Caterpillar, Dark Ride or any other that does not conflict.

CONCESSIONAIRES—Want few more Concessions of all kinds except Bingo, Floss, Popcorn, Long Range, P.C., Cookhouse and Grab, Six Cats, Buckets and Glass Pitch. Can use Novelties, Mug, Fish and Duck Ponds, String Game, Short Range, Ice Cream, Age, Scales, Coke Bottles, Jewelry or any Legitimate Hanky Panks. No Gypsies, please. Want Man and Wife for Hoop-La and Mouse Game. Sam Lieb wants to hear from Bill and Marie Swanson at this address at once.

RIDE HELP—Want Foreman and Second Men on the following: Twin Wheels, Tilt-a-Whirl, Octopus, Roll-O-Plane and Kiddie Rides. Need Man for Searchlight and Front Gate. Manager for one of the finest Glass House and Fun House Combinations on the road. General Help of all kinds. Winter Quarters now open. Semi drivers preferred and with licenses.

SHOWS & SHOWMEN—Account of disappointment need Manager for two Shows: Posing and Girl Revue. Must have good talent, wardrobe and P.A. Sets and be able to present shows under office orders. We have beautiful fronts and good equipment including the best of transportation. Have elaborate frame-up for Hillbilly or nice clean and fast-stepping Jig Show not too big, but good. Will book Monkey or Animal Show. Will consider clean first class Wild Life, Want Life Show, Mechanical or Mouse Show. Will book any Show of merit with own transportation and equipment. Filipino Jimmie wants to hear from Working Acts and Freaks to feature for the best Side Show on the road. All contracted, answer at once and all who know him, write. Like to hear from Lady Deane, Norma & Curly, Gypsy Pete. On account of disappointment need first class Cook House, Grab and Motor-drome. Those who wrote before, wire at once. Agents wanted for Buckets and Six Cats; Louis and Tiny, contact.

WM. T. COLLINS, Mgr. 801 EAST 78TH ST., MINNEAPOLIS, MINN. (Phone Rockwell 9-5097)

# JOHN H. MARKS SHOWS

MILE LONG PLEASURE TRAIL

OPENING APRIL 14TH IN SOUTH RICHMOND—BROAD ST. LOCATION TO FOLLOW  
 NOW BOOKING

CONCESSIONS—Legitimate Merchandise Concessions.

HELP —Foremen for Merry-Go-Round, Little Dipper, Whip, Flying Scooter and Kiddie Rides. Want man to handle searchlights and towers. Can place Show Carpenter and Second Men in all departments. Top salaries.

SHOWS —Have opening for Monkey Show. We have complete outfit except animals. Can place Snake Show, Big Snakes, no geek. Any other Grind Show of merit.

RIDES —Can place one or two more rides not conflicting.

ADDRESS ALL REPLIES: P. O. BOX 771, RICHMOND, VIRGINIA



# Partners with Much in Store

• By SAM ABBOTT

Cecchini, Levaggi Maintain Two Huge Warehouses  
To Supply Their Extensive Concession Operations

LAST FALL during the 17-day run of Los Angeles County Fair, Pomona, Calif., a large meat packer's refrigerated van, loaded with hams and bacon, stood parked at the rear of the permanent concessions to the right of the large Fun Zone arch over the midway. Near by was a large building, also literally bulging, with over \$50,000 worth of prize merchandise. These were part of the supply bases for the Cecchini & Levaggi Enterprises, the West Coast's oldest and largest concession operating firm. Company had about 35 stands at the fair, which it has served consistently each year since its inception in 1931.

Behind this firm are Louis Cecchini and Johnny Levaggi. Their operation serves fairs, celebrations and still dates in California, Arizona and Nevada about 40 weeks out of the year, with 60 or more concessions going at one time on the various shows carrying their stores. In mid-summer it is common practice for either of these men to be checking stands separated by as many as 500 miles. However, their business activities do not end with this singular set-up. There also is the ABC Merchandise Company, which jobs to dealers up and down the Pacific Coast and thru Western States.

#### Strict Business Basis

Cecchini and Levaggi run their firm on a strict business basis. Cecchini, a slender, graying man in his middle 50's does the contacting, handshaking and buying. However, on a doubtful item, both must approve its purchase. Cecchini believes that one of the big reasons for their success is their "regard for each other."

Levaggi is the older of the partners from point of service for he originally was in business with his partner's father, Otto. They organized a plaster manufacturing firm in 1920. The elder Cecchini retired in 1926, but was still active until his death in 1931.

During the manufacture of Kewpie Dolls, Louis Cecchini divided his time between operating concessions on Clark Greater Shows, then operated by Archie Clark, and Mike Krekos' West Coast Shows until 1938, when the plaster works was discontinued. He and his present associate then moved into the store-field. Coincidental with this decision came the depression when some of the operators indebted to them turned over their stands and called it quits. Cecchini hastens to explain, however, that it was not because the firm was too tough, but because the fellows wanted to get into other lines.

#### Operation Origin

The duo began to operate the seven or eight stands that had been taken in on accounts, feeling that here might be the solution to their problem of more profits. Today they have over 100 portable stands and their concessions have been on the three shows owned and

operated by Orville N. Crafts since 1938. In addition, C. & L. toured with Foley & Burk Combined Shows and Ferris Greater Shows in 1951. Among opening spots this year were with Frank Babcock United Shows at Riverside County Fair and National Date Festival, Indio. While their general policy is to tie-in with a carnival, they also go independently at many fairs.

Since the firm's operation may extend almost the length and breadth of California, each of the partners has his specific duties to perform. However, they do not stand on ceremony when there are things to be done. Levaggi devotes his time to getting the equipment on the road and often remains with one of the units. Cecchini, likewise, tours with some of the units. The stands that cannot be supervised personally are under direction of managers with whom regular contact is kept by Cecchini who travels nearly 30,000 miles a year. A brother, Al Cecchini, has games of his own on a show on which he also watches over the firm's interest.

#### Warehouse Facilities

To supply this operation, the company maintains two 2,000 square-foot warehouses at Sun Valley, Calif., quarters. Merchandise also is stored in buildings on some of the fairgrounds the firm plays and this saves the 11-truck fleet from coming into the Los Angeles area for stock replenishing. Items are bought in carload quantities and delivered to the warehouse where needed. The location of their home port, about 18 miles outside of Los Angeles, calls for additional freight charges from downtown, so the policy works well as a convenience and cost reducer.

In their general policy, the partners see that the stands are clean, that a quantity of quality merchandise always is on hand and that new items are added as soon as available. They strive to run the operation as a business, knowing it's necessary for repeat business.

Constantly alert for new ideas in merchandise, last year they featured the Blimp Cap, an oversize head covering with an elongated bill made by Field Company, Los Angeles. Cecchini and Levaggi made a deal for its exclusive handling on the West Coast. During 1951 they bought about 150 gross and plan to use more this year. And, the manufacturer has come out with a fluorescent Blimp that will help them reach their new goal.

#### Watch New Items

At the 1951 Los Angeles County Fair, Cecchini was on the job during the full run. Altho busy changing the stands around so that they could operate, he found time to consider new items. Large flower bowls was one he featured for the first time. This stemmed from a tip that a florist was featuring them in

Los Angeles at \$49.50. Convinced that the flowers would go at this metropolitan event, he had a number of them made. They consisted of three sizes of glass bowls, 26, 20 and 16 inches in diameter, with 14 different kinds of plants arranged in a landscape setting.

Cecchini's years in the business have shown him that merchandise is seasonal and regional. For instance, ham and bacon have no place on a still date in the San Joaquin or Imperial Valleys, rich agricultural sections. San Joaquin farmers or ranchers have all the pork that they want. In the Imperial Valley, the events draw Mexicans who show no interest in these commodities. Levaggi, himself an Italian who came to this country when he was 16 years old, added that neither do Italians or Portuguese care for these products. Baby ducks, a good item in metropolitan areas except Oakland, are unprofitable in rural California.

#### Fish Bowl Originators

Cecchini and Levaggi believe they are the originators of the pingpong fish bowl pitch. The idea was imported from Italy by Levaggi. During a visit there he saw the stand in operation and photographed it. It was introduced at the National Orange Show, San Bernardino, in 1940, but there were several things wrong with it at the start. Following the original model, except that they shortened the pitch and made any bowl into which the ball dropped a prize, they placed the receptacles in tiers. The top ones were about eye-level, which proved too high. There were complaints from customers that they had placed cellophane over the tops to prevent the balls from falling in. To correct the impression they put all of the bowls below the counter level and the game became popular.

About three years ago they placed an order for a large number of these containers of the "proper size." These hard-to-get holders were made available to other operators.

Another item that has gone well for them is love birds. These California-raised parakeets have become popular on midways and have replaced canaries with this firm. The birds are stronger and, in this State particularly, seem to have more appeal.

#### Novelties Make Hit

One of the many things the duo learned during its years in the field is that, despite low take-home pay, grocery wheels and the like do not command the exceptional popularity many think they would. Levaggi pointed out that before the war, ham and bacon wheels were exceptionally good. Altho food prices are high, people still go for novelties. During the war when there was a scarcity of cigarettes and nylons, these items commanded much attention. However, the concessionaire had as much difficulty getting them as did the individual.



LOUIS CECCHINI and Johnny Levaggi, of Cecchini & Levaggi Enterprises and A.B.C. Merchandise Company in California, have been partners in the concession operating and jobbing businesses since 1938. Here they inspect a Blimp Cap that they introduced in their games last year and for which they had the exclusive on the Pacific Coast.

They also learned that it is sometimes difficult to figure in advance the popularity of a wheel. After the war when toys were hard to get they put on a toy wheel in 1946. Altho they had quality merchandise, the item was carried two years before any sizable profit was shown. And Cecchini and Levaggi had the only toy wheels on the West Coast at that time.

With 60 or 70 stands operating simultaneously the amount of merchandise used is enormous. It was because of their carload buying that they moved into the jobbing field. During August, September and October, when fair dates overlap, the firm's trucks are almost constantly on the road replenishing stocks.

#### Uniform Operations

Cecchini and Levaggi have tried to uniform their operation so that a stand can be identified immediately. Since they make all of their wheels and stands this has been accomplished to a great extent. All of the wheels are painted white on a yellow background with a large red star. Flash cloths vary for they have no control over the material that is available.

The plan extends to other equipment. Trucks are painted orange with green trimming and red undercoating. In setting up their stores, they have devised a section of five 16-foot stands, using an 80-foot canvas. These stands have two legs except the first which has four. When the section is set up the No. 1 stand is the basis for the other four. All of the braces are interchangeable and the only way one can be distinguished from the other is by the color. A plan is under way to make all stands 20 feet with practically every part interchangeable.

With the many activities they have going on at one

time, it is no wonder that it is a year around business for them. Starting January 2, a crew of two or three men start things rolling. Later in the month the workers may number 15 or 20 for the California season opens early. This year their concessions on Crafts Exposition Shows opened in Calexico February 14. Those on the Babcock Shows at the Riverside County Fair, Indio, opened February 19. On the latter date, stands were up February 17. Their equipment will be rolling until November when Crafts Shows usually end the season at Arizona State Fair, Phoenix. With the touring over, the partners settle down to planning for the following year. Merchandise, a majority of which is bought in the East, is ordered early in December.

#### Winter Activities

During the winter, the firm also supplies stands to motion picture studios for background shots in outdoor show pictures. While the off-season is logical for this, it has been found the companies want the props just when they are needed elsewhere on a fair midway. However, with about 35 stands around waiting to be used, there is no great problem here.

Cecchini and Levaggi are confident that the concession field is in for better times. They have kept their play prices at 10 and 25 cents for skill games and with prices remaining stationary, a continued use of quality merchandise will, no doubt, bring about just what they predict.



**COLEMAN BROS.' SHOWS**

Opening Middletown, Conn., April 24  
 Want Ride Help: Semi-Drivers preferred.  
 Want Mechanical, Monkey, Midget or Hillbilly Shows.  
 All help formerly with me, answer.  
 Doc Jones wants Side Show Acts. Lucky and Ellen, come on. Capt. Rogers wire.  
 Want Girls and Talker for Girl Show.

**RICHARD J. COLEMAN**  
 Middletown, Conn.

**SOUTHERN STATES SHOWS WANT**

For Florida Tomato Festival, Ruskin, week of April 21 to 26.  
 Stock Concessions of all kinds. No P.C. or Mitt Camps. Ride Help and Operators for Merry-Go-Round, Ferris Wheel, Octopus, Loop-o-Plane and Kid Rides. Those who drive and can stay sober will be given preference and an opportunity for a long, pleasant season at the beach all summer, with no tear downs and a nice circuit of Fairs this fall. We go direct to Long Beach Resort at Panama City, Fla., from Ruskin. Address all communications to  
**JOHN B. DAVIS**  
 Rt. 2, Box 1124 Tampa, Fla.

**LAST CALL—LAST CALL**

All Agents Contracted Please Acknowledge This Call  
 Will Open in Poplar Bluff, Missouri, April 14th  
 Want Agents for the following Concessions: Ball Game, Set Spindles, Slum Alley, Cork Gallery, Six Cats, Penny Pitch and all Hanky Panks, Pan Game. Can use one Skillo Man, Count Store Man and Pin Store.  
 Dexter, Mo., week April 7th; Poplar Bluff, Mo., week April 14th; Cape Girardeau, Mo., week April 21st.  
**SAM WEINTROUB**  
 Care Grand American Show

**FOR SALE**

Bug House or Crystal Maze booked on the World of Mirth Shows. 18 by 30 foot floor includes 32 mirrors (including 15 added last fall) and 15 plain glass panels, all 35 by 82 inches. Unit includes new 50-foot front banner made by G. Henry and used only 10 weeks last season. Top in good condition, sidewalk in fair condition. Reason for selling: Have other interests. Price complete, \$2,200.  
 Also have 6 laughing mirrors size 30 by 72 inches. Mirrors are framed, used only one season and like new. Each mirror cost \$125 new. Will take \$300 for the six if you come and get them.  
**CHARLIE HOLLIDAY**  
 2021 Chamberlynn Ave., Richmond, Va.

**BOONE VALLEY SHOWS, INC.**

Opening May 2nd, Boone, Iowa. 25 Celebrations and Fairs starting in June. Booking all Concessions not conflicting, low privilege (no African Dip or Athletic Show). Want Funhouse or what have you for Shows. Low percentage. Want Second Men on all Rides, must drive truck. Foreman on Merry-Go-Round, top wages. For Sale—Denver Streamline Train complete with 250 ft. track, price \$795.00; Wurlitzer 120 Callope, \$250.00.  
**BOONE VALLEY SHOWS, INC.**  
 Boone, Iowa

**We Want a Carnival**

For our Celebration from August 11 till 16.  
**MR. RALPH SANTELLI, President**  
 221 French Street Hammonon, N. J.

**WANTED TO BUY AT ONCE**

Maner's Kiddie Roto-Whip. Must be in A-1 condition. Give price, full details in first letter. Phone 3045.  
**J. R. COLE**  
 R.R. 1 PERU, IND.

**ATTENTION CARNIVALS & RESORTS**  
 SEE CHICAGO COIN PAGE 170

**FOR SALE**

Merry-Go-Round, \$2,500.00; 25 Eli Ferris Wheel, \$4,500.00; Kiddie Auto Ride, \$1,000.00; International Tractor and 26 ft. Trailer, \$1,000.00; Concession Trailer complete, Cotton Candy, Snow Cone, Popcorn, \$1,000.00.  
**JOHN KAHL**  
 R. 12, Box 1524 Des Peres, Mo. Phone: Walnut 2310

**WANTED**

Experienced Ride Help for Ferris Wheel, Rock-O-Plane and Tilt-A-Whirl. Must be sober and reliable.  
**DELGARIAN AMUSEMENT CO.**  
 2303 N. Melvina Chicago, Ill.

**Royal Crown Gets Okay Biz In Georgia Bow**

**Purvis Gal Show Reaps Top Takes; Scooter Leads Rides**

COLUMBUS, Ga., April 5.—Royal Crown Shows closes its first stand of the regular season here today after nine days that yielded good takes for all segments, according to Dolly Young, owner-manager. Org opened here Friday (28) to cold and rain but the next day the skies cleared, temperatures rose and grosses built from that point on.

Saturday (29) was kid's day and brought out a large crowd of youngsters who kept the rides busy thruout the day. Weather this week was generally ideal and crowds good every night.

Org's back-end units led in the money-winning parade. Bob and Joy Purvis were tops with their "Vanities," followed by Jimmy Chavanne's Circus Side Show and Ed Renton's reptiles. The show's Scooter and Buddy Davis' Roller Coaster topped the rides. Line-up here includes 17 major and kid rides and 12 shows, with the Great Lawrence, high performer, as the free attraction.

Staff here, in addition to Mrs. Young, includes E. W. (Slim) Wells, assistant manager; Robert (Bob) Mack, general agent; Eleanor Mack, secretary; Johnny Cousins, advertising manager, and Bill Tucker, who joined here as lot man and special agent. Concessions are managed by Campi and Magid, and Ernie Brazzelli has the cookhouse and grab joints.

Robert K. (Bob) Parker was on hand for the opening.

**Drew Shows Add Tilt, Little Dipper**

DUNBAR, W. Va., April 5.—James H. Drew Shows will leave their winter quarters here this month with an expanded ride line-up that will include a new Little Dipper and Tilt-a-Whirl. Org has also added five more tractor-trailer units and recently purchased considerable new canvas from the O. Henry Tent & Awning Company.

Make-ready work is nearing completion under the supervision of Owner James Drew and Jay Chaudion, who have had 20 men working here since February 1.

Plans are for the show to carry 12 rides, 6 shows and close to 40 concessions when it hits the road. In addition a trained animal free act will be carried. Route will run thru West Virginia, Ohio, Kentucky, Indiana, Tennessee and Georgia.

In addition to Drew, staff includes W. H. (Bill) Lambert, assistant manager; Eula Drew, secretary-treasurer; Tom Niswander, advertising agent; Jay Chaudion, electrician, and Ben Dover, mechanic.

Earl Shoemaker is manager of the Funhouse; John Maurer will have the midway cafe, while Mr. and Mrs. Seitzer will have frozen custard and a grab stand. Mr. and Mrs. B. Zacchini will be back with their two rides and one show, and Mr. and Mrs. John Willander will again operate their two back-end units.

**Greeley Heads Joey Moss Post**

DETROIT, April 5.—Paul Greeley Sr., was elected commander of the Joey Moss Michigan Showmen's American Legion Post No. 442 at the group's annual election of officers meeting here last week. Other officers named for 1952 were Isadore (Paddles) Reisner Jr., and Edor Burge, vice-commanders; Sam Eisenberg, finance officer, and Jacob Kotzen, adjutant.

Past-Commander Irving Rubin reported that the post had received a citation from the American Legion Department of Michigan for being the first American Legion post in the State to go over its membership quota. The post recently purchased five Boy Scout uniforms for a local troop.

**CAVALCADE of the WEST**

featuring **FEARLESS GREGG Cannon Act**

CAN PLACE FOR STRONGEST ROUTE OF STILL DATES AROUND ARMY CAMPS AND SHIPYARDS WITH 10 WEEKS IN CANADA TO FOLLOW—then all fairs and celebrations until November. OUR CANADIAN ROUTE STARTS AT THE NIAMO, BRITISH COLUMBIA. QUEEN VICTORIA CELEBRATION, MAY 24 WITH 10 BIG DAYS AND NIGHTS AT VICTORIA TO FOLLOW.

**SHOWS**  
 Owing to disappointment can place **GIRL SHOW OPERATOR** with girls and wardrobe. Will furnish reliable party all new equipment for same. This is excellent girl show territory.  
**SHOWS**  
 CAN PLACE 10 in 1, **BIG SNAKE, FUN HOUSE, OR ANY GOOD SHOW WITH OWN EQUIPMENT. LIBERAL PROPOSITION.**

**RIDES**  
 Will place one more flat ride not conflicting to Tilt-A-Whirl or Octopus. Fly-O-Plane preferred. Will book 2 more Kid Rides.

**CONCESSIONS**  
 Photos, Ball Game, Duck Pond, String Game, Stock Wheels, Pan Game, Long and Short Range Gallery or any legitimate Concession.

**CONCESSIONS**  
 CAN PLACE AGENTS FOR BLOWER. Red Hennessy, wire Jack Littlefield. Howard Clifford can place help for cookhouse.

**NO TIME TO WRITE.** If you want to be with the finest show in the Northwest where there is no television to buck, **WIRE AND COME ON.**

All wires to: **DANNY FERGUSON, Manager**  
 Rio Dell, Calif., with Crescent City, Calif., to follow

**Morris Hannum Shows**  
*One of the Great Eastern Shows*

OPENING EASTERN PENNSYLVANIA, APRIL 25

**WANT CONCESSIONS,** Ball Games, Long and Short Range Gallery, Photo, Coca-Cola, String, Dart Balloon, Novelties, Glass Pitches.

**WANT RIDE HELP—**First-class Octopus Foreman, also experienced man on Wheel, Merry-Go-Round, Chairplane, Tilt. Prefer men who drive semis.

**WANT SHOWS—**Can place first-class Side Show, Monkey Show, Wild Life and Fun House. Austin wants Girls for Girl Show. Want Billposter with transportation.

Will be at Reading, Penn., Fairgrounds Monday, April 21. Until April 21, all replies to

**MORRIS HANNUM, 934 Murdock Road, Philadelphia 19, Pa.**

Telephone WIS 7-8176

**Sunset AMUSEMENT CO.**

OPENING THURSDAY, MAY 15, AT EXCELSIOR SPRINGS, MO.

Fairs and Celebrations start Hutchinson, Minn., Water Carnival, June 23. **CONCESSIONS:** Exclusive open—Photos, Long Range, Custard or Ice Cream, Set Spindles (2 concessions), Open, None Booked—Short Range, Country Store, Fish Bowl, Cigarette and Penny Pitch, Cane Rack, Milk Bottles, Punks, Basket Ball, String Game.

**SHOWS:** Girl Shows—On account of last minute change in personnel have 2 90 ft. panel fronts on semi trailers for reliable operator, must have P.A. Sets, Costumes, etc. Will Book—With own equipment, Side Show, Motor Drome, Fun House or Glass House, Monkey or Animal, Lung and Mechanical.

**HELP:** Second Men who drive semis, salary, raises and bonus for those who get to our Excelsior Springs, Mo., Winter Quarters around April 21. Joe Wykpiez, contact.

Box 468, Danville, Ill., until April 15; Box 350, Excelsior Springs, Mo., after April 16.

**UNIVERSAL AMUSEMENT CO.**

Wants to book Ferris Wheel, 20% to office. Long, sure season. Hanky Panks of all kinds, P.C. and Stock Concessions open; one Mitt Camp (no kids). Want Chairplane Man, sure pay. Agents for Concessions; those who worked for me before, come on.

**L. J. SANDLIN**

Owner-Mgr.  
 Watkinsville, Ga., April 17-22.

**Dyer's Greater Shows**

Open April 11, Tuckerman, Ark. Want Caterpillar Foreman, Second Men who drive, Cookhouse or Sit Down Grab, Hanky Panks, Ball Games, legitimate only. For Sale: Concession Van, steel frames at a steal, Orchard wants Bingo Counter Hop who drives, Fish Pond Agent. Shows: what have you? Route looks good and it's booked. Mounds, Ill., follows Tuckerman. Contact quick.

**DANNY DORSO WANTS**

Bingo Help, Counter Man, Relief Callers. Must be neat in appearance and habit. Good pay; very long season. Write or wire Danny Dorso, c/o C. D. Ferris Shows, Savannah, Georgia.

**C. A. STEPHENS SHOWS**

WANT

**SHOWS FOR MANCHESTER, GA., APR. 14-19; COCHRAN, GA., THIS WEEK.**  
**CONCESSIONS—**Popcorn, Peanuts, Apples, Floss, Sno, Long Range, Ball Games, Water, Hoop-La, Hi-Striker, Photos, Penny Pitch, Novelties and Custard.  
**RIDES—**Second Men on Tilt, Octopus and Swing. Man to take care of front gate. Also Bingo Counter Men.  
**SHOWS—**Mechanical City and Big Snake

**C. A. STEPHENS SHOWS, COCHRAN, GA.**

**TURNER BROS.' SHOWS**

OPENING APRIL 28, MT. VERNON, ILL. (Fair Grounds)

WANT CONCESSIONS OF ALL KINDS THAT WORK FOR STOCK. CAN PLACE SHOWS WITH OWN EQUIPMENT AND TRANSPORTATION. (Especially want Fun House or Glass House.) Bill Snyder and Roger Fingar, contact us. Address: **TURNER BROS.' SHOWS, PETERSBURG, ILL. (Phone 230.)**

**COOKHOUSE HELP**

WANTED FOR ROYAL AMERICAN SHOWS

Sandwich and Salad Man, Night Cook who can do pastry. First class Chef who can cook. Several good Waiters and clean Dishwashers. Long season, with 8 weeks in Western Canada. Cookhouse will open in St. Louis, Mo., about May 19. If you are interested and sober, write (don't wire).

**GEORGE REINHARDT, 5820 34th St., Tampa 4, Fla.**



**THE NEW ROMAN TARGET**



**One of the greatest Stock Concessions ever built!**

- The liveliest and flashiest outfit on any Midway.
- One of the fastest concessions ever built, pull trigger . . . prize is won.
- Prize every time. Should work anywhere. Purely a game of skill.
- Now with electric and cork guns. (Use both or either on same target.)

Send for Free Literature and Prices

**C. A. WOODIN**

RT. 1

JOPLIN, MISSOURI

**HELP! HELP!**

**NO UPS OR DOWNS**

For agents who can throw stock and follow orders on 6 Cats (32 ft. outfit) or Buckets. Also openings on Balloon, Darts, Coke, Scales and Pan Game. Very good proposition for capable sober people. Route this year is the cream of the crop. Opening date May 3, St. Paul, Minn.

WRITE—WIRE—or PHONE (No Collect)

**C. J. GRAVES, C/O RANEY UNITED SHOWS**

4232 4th St., N.E.

Minneapolis 21, Minn.

Tel.: GR 0120

En Route After Opening

**CUMBERLAND VALLEY SHOWS**

**NOW BOOKING RIDES, SHOWS AND CONCESSIONS FOR 1957**

This Show has 12 Fairs and big 4th of July booked.

Opening date given later.

**RIDES:** Will book Rock-a-Plane, Rolloplane, Spitfire, Caterpillar and a small Train Ride.

**SHOWS:** Will book any capable Show with own outfits. Small percentage. No Girl Shows, please.

**CONCESSIONS:** All legitimate Concessions open except Popcorn, Custard, Mitt Camp and Lead Galleries.

**RIDE FOREMEN:** Can use Ride Foremen on all rides. Must be sober and reliable. Address all mail and wires to

**ELLIS WINTON**

108 E. McLEAN ST., MANCHESTER, TENN.

PHONE NO. 3284

P.S.: Will accept no collect wires or calls.

**BADGER STATE SHOWS**

**Opening April 9, Albert Lea, Minn.**

Shows playing Minnesota and North Dakota May, June, July, then 9 Wisconsin Fairs starting August at Antigo. Can use Motor Drome, Mechanical, 10-1 or any Show not conflicting with what we have. Can use a few more Stock Concessions, also Ride Help that drive semi. Have for sale or trade, Sea Cruise, Dual Loop-o-Plane.

All replies

**J. VOMBERG**

1815 So. 108 St.

Milwaukee 14, Wis.

**GARDEN STATE RIDES**

Now booking for Eastern Pennsylvania's First Big Spring Fair, Collesville, Pa., May 21-31—10 Big Days. 25,000 attendance 1951—nightly entertainment. Free gate, free parking, exhibits and one of the best advertised dates in the East.

Want Rides: Merry-Go-Round, Octopus, Rolloplane and Tilt. This is a winning ride spot. Mort Bros. and Jack Martin, contact. Want legitimate Concessions of all kinds. Can place a few exclusive items. What have you? Jack Hornfeib, contact. Want Arcade, Wild Life, Train, Snake, Monkey Speedway and Motor Drome and War Show. Dave Logan, contact. This is a virgin spot for good shows. Also booking Concessions, etc., for the following dates: 60th Anniversary Celebration, Clinton, N. J., June 2-7; crowning of queen, baby parade, civic and community backed, climaxed by gigantic firemen's parade—65 companies participating. Street Fair and Old Home Week, McAdoo, Pa., June 30-July 5, including Sunday. Positively on the streets. Sussex County Farm and Horse Show, Branchville, N. J., Aug. 5-9, and Greene Dreher Fair, Newfoundland, Pa., Aug. 21-22. All address:

R. H. MINER, JR., 161 Chamber St., Phillipsburg, N. J.

**OHIO STATE FAIR**

**First Call**

**First Call**

Concession space available for the sale of Popcorn and Carmel Corn only. We want clean and attractive Concessions, as a limited number of spots are to be sold. Can always use a few more good hustlers or jump-out men. Boozers and drifters, stay away. All replies:

**THE ALLIANCE CONFECTION CO.**

1750 Parkway Blvd., Alliance, O.

c/o D. N. Hole

Phone 1-7194

**WOLF GREATER SHOWS**

**10 CELEBRATIONS**

**10 FAIRS**

OPENING MAY 3-10 AT FARIBAULT, MINN. Want Ice Cream, Hi Striker, Novelties, Coke, Glass Pitch, Duck Pond, Roman Target, Basket Ball, Dart, Balloon, Bumper, Short Range, Hoop-La, Ball Games, Gold Fish, Cane Rack, Add-Up Dart, Jewelry, etc. No gypsies or grift. Want Shows with their own equipment—Mechanical, Illusion, Pit Show, Penny Arcade.

BOX 2725, POWDERHORN STATION, MINNEAPOLIS, MINN.

**ROLL TICKETS**

PRINTED TO YOUR ORDER

**Keystone Ticket Co.**

SHAMOKIN, PA. DEPT. B

Send Cash With Order. Stock Tickets, \$22.50 per 100,000.

100,000

\$29.50

10,000 . . . \$ 9.50

20,000 . . . 12.00

50,000 . . . 18.50

**BIG MERCHANDISE PAY-OUTS**

**Vet Concessionaire Max Goodman Recalls His Innovations as Op**

MIAMI BEACH, Fla., April 5.—Max Goodman, veteran outdoor showman now retired, was in a reminiscent mood the other night at the Greystone Hotel here which he operates.

"There was a time when fairs gave prominence in their advertising to midway gaming concessions as one of their big attractions," Max recalled.

"There was a time when fairs didn't ask fees for gaming concessions, and actually the practice paid off for the fairs," the former concessionaire-show owner observed.

Without drawing a comparison with present-day practice, Goodman recalled two incidents that pointed up the policy of fairs some 30 years ago of not making a charge for games concessions.

At Atlanta, back in the days when Oscar Mills was secretary-manager of the fair, Goodman recounted, Mills asked Goodman to bring in his concessions. Goodman did, and he didn't have to pay a cent for the privilege. The liberal distribution of merchandise at games built the fair, according to Goodman. The fair acknowledged it. Moreover, the fair went all-out advertising the coming appearance of the games concessions, using the legend "Max Goodman's Concessions" on its 24-sheets.

At still another Southern fair, Goodman recalls, he was asked to bring his concessions in for free. Goodman complied and at the fair's end he handed the surprised fair secretary \$1,500.

"What's this for?" asked the secretary.

"I've made money at your fair, and I think it only right that I should pay the fair money for the privilege," Goodman explained.

The secretary was effusive in his thanks, saying that he had been grateful even without the payment because of the excellent manner in which the games concessions had been operated—and that had been all he had expected.

The reason for such agreements was Goodman's style of operation, one which was based on the lavish, high volume distribution of merchandise to patrons.

**First Concessions Hit**

Goodman tells of how he first hit upon the idea of wholesale doling out of merchandise, and since it ties in with his introduction into the carnival business, Goodman recounts how he happened to break into the concession business.

When I was about 26 I had a pool hall on New York's lower East Side that I had acquired from savings accumulated as a newspaper circulation man in New York. The pool hall each winter was frequented by a large number of carnival concessionaires," Max recalls.

"The reason they came was because the hall had a hot stove and the rooms they lived in didn't—and they had less of anything than their rooms had heat. But they intrigued me. They talked of big winnings as concessionaires.

"Somehow I became a partner in a concession operation. Our first fair was Trenton, N. J., our second Danbury, Conn. By the time we were playing the second fair, I discovered that my partner had what, for the lack of a better word, might be called "larceny" in him and that I was the one who was being robbed. By that time, too, I discovered that most of the concessionaires were reluctant to say the least about putting out any merchandise to their patrons.

**Gets Rid of Partner**

"I got rid of my partner quick, but as we had bought some space and had placed deposits at Macon, Shreveport and Houston I had to carry on—if, for no other reason than to get my money back. It was then that the idea occurred to me that the patrons were interested in obtaining merchandise. I decided to sell them the merchandise thru the method of selling tickets, for after a set of tickets was sold one person was certain to win something.

"I tried it and the idea clicked. Business at my stands boomed, and I knew I had something. From that point on I made a careful study of merchandise. I

purposefully studied the items that appealed most to women and children, for they, after all, were the ones who were responsible for the men playing the games."

Goodman prospered and his name became well known thru-out outdoor show business. Fairs which needed "a hypo called upon him to play without charge. And, Goodman kept adding new items to his merchandise.

**Looks Back**

Looking back, Goodman points out that he was the first to work poodle dogs, teddy bears, dolls, blankets, robes, umbrellas, beaded bags, silverware and electrical appliances—to name just a few introductions to the merchandising line.

Goodman observed that he was content with a narrow margin of profit, that he banked the success of his operation upon huge volume.

If a blanket cost him \$3.50 he would put it out on a \$5 play.

"I was in a better competitive position than stores," Goodman recalls. "They didn't have nearly the volume I had and they couldn't afford to sell at such a small mark-up."

At the peak of his operations, Goodman's annual purchases of merchandise ran in the neighborhood of \$250,000. That was big money in those days.

**Volume Large**

His volume was so large that he moved carload lots into fairs, and his string of operations at the high point of his career embraced such biggies in the fair field as the Western Canadian A Circuit, Louisville, Ottawa, Nashville, Memphis, Birmingham, Shreveport, Beaumont, Houston and Waco.

It was Goodman, because of the nature of his operations, who was picked to introduce games concessions at the State Fair of Texas, Dallas. During most of his career Goodman headed up his own operations but at times he was associated with the late Edward A. Hock, whose methods were similar.

Goodman chuckles when he recalls the many times in his long career that patrons would return to the lot and tell him of the enjoyment their children had received from prizes the parents had won at his game.

**Long Year Delights**

He delights in pointing out that he was in the business so long that these same children grew up, became parents, had children of their own, and would repeat the procedure—come to him and tell him of the enjoyment their

children had received from prizes won at his concessions.

Goodman terminated his career as an independent concession operator in 1937 to become a show owner, the Goodman Wonder Shows. That show, which at its height moved on 30 cars, he sold in 1946. For a few years thereafter he occasionally was active as a concessionaire, but meanwhile moved into the hotel field in this resort. Now his principal relaxation is renewing acquaintances and friendships with vacationing showmen or fair executives. However, only if prodded will he lapse into reminiscing about the days when merchandise concessions were at their height.

**NEW BASE-BALL STRIKER**

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



**FOR SALE #5 BIG ELI WHEEL**

A-1 CONDITION, \$4,500

CASH TAKES IT.

Box 71, Murray Hill Station

New York 16, N. Y.

**WANTED TO BUY**

A used Cook House Tent and Frame,

also a Bingo Concession. Write

BEAVER FALLS VOL. FIRE CO. #1

GEO. HALL, Sec.

Beaver Falls, Pa.

**WANT CONCESSION AGENTS**

Opening at Sumpter & Jensen Dr., Houston, Tex.; Battle of Flowers, San Antonio, to follow.

Want Agents for Bowling Alley, Clothes Pins, Blower, Coke Bottles, String Game and Bingo Help. Wives to work Ball Games.

BOB HAMMOND SHOWS

6115 Gold St. Houston, Tex.

(Phone: Mulberry 8447)

**NELSON'S MIDWAY SHOWS**

OPENING IN MAY IN MINNESOTA, NORTH DAKOTA

Concessions open, Ball Games, Arcade, Photos, Custard, Hoop-La, Coke or any new joints that work for stock. No grift. Shows with own transportation. Ride Foreman on new #5 Eli, Jenny, Swings, Ponies, and Octopus, only reliable, sober apply. Top wages and good treatment. Woody Woodman, contact me. Committee Men: Contact us for dates in Minnesota and the Dakotas. The Show will go South this fall.

**NELSON'S MIDWAY SHOWS**

BOX 253

BEMIDJI, MINNESOTA

**FOR SALE**

Parker 30' 2-Abreast Merry-Go-Round, like new. Allan Herschell 16-car fluid drive Baby Auto, like new. #5 Eli Wheel. Spillman Lopper, used in park 2 years. Would consider trade this ride for short-arm Octopus or late model 8-tub Whip. No junk. Combination Glass-Fun House, built by Norman Smith. Mounted factory semi. 16x32 Corn Game, some stock and semi with built-in stock bins. 1500 ft. rubber covered Cable with Junction Boxes. 14 ft. Portable Shooting Gallery built on tandem trailer with front, steel side wings. 4 rows moving targets. Can be pulled behind car. Trucks and Semis for shove rides if desired. Wisconsin Air-Cooled Motor, like new. Le Roi Power Unit. May be seen Fair Park, Little Rock, Ark.

**T. A. FUZZELL**

5300 EDGEWOOD RD., LITTLE ROCK, ARK.

PH: 3-7288

**ANDERSON AMUSEMENT**

Opening May 15, at Holland, O.

Will book any Hunky Punks of all kind, French Fries, Jewelry, Pop Corn, etc. Chairmen of Fair Boards. Have one open week for Ohio or Michigan. Will book Tilt, Roll-o-Plane or Major Ride not conflicting. Can use good Ride Help. No flats or gypsies.

**GERALD R. ANDERSON**

1488 SOUTH AVENUE

TOLEDO 9, OHIO

**ROYAL MIDWEST SHOW**

Open May 5, Defiance, O.

Want Stock Concessions—High Striker, Ball Game, Basketball, String Game, Lead Gallery, Mouse Game, Six Cats, Dart Store, Penny Pitch, Grab Bag, Fish Bowl, Bumper and Cake Bottles. Will sell ex on Bingo, Photos and Jewelry. Shows: Mechanical City, Unborn, Wild Life and Snakes with or without tents. Penny Arcade. Wrestlers and Fighters, contact Joe Boyd.

**ROXIE HARRIS**

BOX 142, FINDLAY, OHIO



# HANKY PANKS

**TEN OF OUR BEST HANKY PANKS**  
 Punks or Cats for Cat Racks  
 —15 various styles, 12" finest  
 wool. Doz. \$36.00  
 Six Cats, two various styles.  
 Ea. \$12 and 15.00  
 Slot Roll Downs, 36" style—  
 \$25.00; 84" style, charts free  
 Hucky Buck Keys in bound  
 cases—set of 6 30.00  
 Set of 15 75.00  
 Pitch Till You Win Blocks,  
 also complete inside Frames.  
 Ea. 3.00  
 Dart Boards—Spongy Rubber,  
 \$20.00; Beaverboard, Ea. 5.00  
 Slum Bumper Spindles—new  
 types makes it science and  
 skill 60.00  
 Coin Pitch Boards, uses both  
 pennies and nickels 60.00  
 Bumper Car Racer—without  
 overhead wires 85.00  
 A-1-Ball Games, the counter  
 game beautiful, Pr. 60.00  
 Buckets, 3 ball type, Ea. 50.00  
 We also have six different types of  
 percentage games, six arrow spin-  
 dles, wheels of all types, high strik-  
 ers—and other items too numerous  
 to mention. Write for Prices.  
 Point Cards—Red Plastic  
 Balls, 1", 2", 3", 4", 5", 6",  
 Pan Games Complete \$140.00  
 Spot the Spot Games, 3 for 25.00  
 Hoops for all Pitch Games,  
 sizes 4, 5, 5 1/4, 6, 6 1/4, 7, Doz. 1.20  
 Darts for Dart Games, Doz. 2.00  
 Dam Family Ball Game, Ea. 40.00  
 Wooden Bottles, \$2.00 ea.  
 Aluminum Bottles, Ea. 2.00  
 Hoopla Boxes, 30 to a set, Set 50.00  
 Most of Our Items are Ready for  
 Immediate Shipment.  
 Write for Catalog

**RAY OAKES & SONS**  
 7721 OGDEN AVE., LYONS, ILL.  
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**SLUM JEWELRY**  
 Giveaways for  
 ★ GAMES  
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 Over 30 Years of Values and Service  
 Send for price list.  
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**WHEELS DOUBLE WHEELS SKILL WHEELS**  
 Mds. Wheels  
 Paddle Wheels  
 Big Sizes  
 Horse Wheels  
 Baseball and  
 Cigarette  
 Wheels  
 Laydowns and  
 Penny Pitches  
**CARDINAL MFG. CORP.**  
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**SLUM SPINDLES**  
 Will Get You Top Money on Any Midway  
 You can safely flash your best prizes,  
 work for 10c, 15c or 25c with our  
 new, attractive, precision built  
 spindle. 30 inches square, beautifully  
 covered with red felt, fancy metal  
 corner plates, has 45 two-inch spaces,  
 fine finished 21-inch arrow. Com-  
 plete and ready to work on any  
 counter top, only \$49.50.  
 \$20.00 deposit, balance C.O.D.  
**K. Max Smith Enterprises**  
 Box 297, Russells Point, Ohio

**CARY 3081**  
 LARGE ASSORTMENT  
 30 CENTS AT SHOP  
 32 CENTS DELIVERED  
**PLASTER**  
 DUCK SETS—HEN SETS—FAT  
 HOG BANKS—SAMBOS—FOR  
 ROADSIDE STANDS.  
**COSIMINI CO. CARY, N. C.**

**STEEL CITY SHOWS**  
 8 RIDES—5 SHOWS  
 Want Hanky Panks of all kinds, espe-  
 cially Balloon Darts, Slum Spindle, Photo,  
 Popcorn, Ball Games, American Palmis-  
 try, No Flats, Ride Help for Octopus,  
 Merry-Go-Round, Chairplane; semi drivers  
 preferred. Good salary and good  
 treatment. Jack Murphy wants Agents.  
 Red McAdam, contact Ray Ronalds.  
 American Legion Spring Festival,  
 Sikeston, Mo., this week.  
 All replies to  
**STEEL CITY SHOWS**

**STRANGE and WEIRD**  
 ATTRACTIONS  
 Shrunkn Head,  
 Boides, Devil Child,  
 Fish Girl, Ape Boy,  
 Wild Boy, many  
 others. Your ideas  
 made up. Free  
 folder. Write  
**TATE'S CURIOSITY**  
 SHOP  
 3822 E. Van Buren St  
 Phoenix, Arizona

## Art Lewis Named Bus. Mgr. by Strates

WASHINGTON, April 5.—Art Lewis, former show owner who retired about eight years ago, has joined the James E. Strates Shows as business manager, it was learned here this week.

Lewis, a well-known Eastern show personality, operated his own truck show successfully for a number of years before expanding it into a railroad unit, one of three operating in Atlantic Seaboard territory at the time.

In 1944 he retired and sold his equipment to James E. Strates. Since then he has resided in Florida where he has hotel interests. In the interim Lewis has also operated amusement park units so that he has not been completely divorced from the outdoor field.

### Happy in New Role

Lewis said that he was extremely happy to be back on the road after a number of years of relative immobility. He takes over the job formerly held by Roy Jones, who is now outdoor promotion representative for the Pepsi-Cola Company, and more recently, Leo Bis-  
 tany.

Strates, who last winter formed the Strates Model Shows, has been allotting some of his time to that unit which is under the management of David B. Endy.

Opening here Thursday night (3) was reportedly better than a year ago. Date is never bad and almost always good, depending on the weather, since the stable income

of the city's government workers is assurance of revenue.

Strates has the additional advantage of being first in by virtue of his prior rights to this government-owned showgrounds. Lot, the ample for most units, is taxed to capacity by the numerous show units, as well as the influx of many concessionaires who join here for this showing.

Show trained in here from Augusta, Ga., which fell far short of expectations.

## Oscar Buck Preps Park, Road Units

TROY, N. Y., April 5.—O. C. Buck, owner of the show bearing his name, has completed work on his park ride unit that will operate for the season near Wilmington, N. C., and is now concentrating on supervising the rebuilding and painting of equipment for the road show's bow here April 17 at the armory grounds.

Seven rides left here recently for the South Carolina park where they will be operated under the supervision of Louis Toma. En route back the trucks will pick up the org's new Skooter.

The opening here will run for 10 days and the line-up will include 16 rides and 10 shows, according to Buck. Route will be confined mostly to New York and New England with a few Pennsylvania stands and the South Jersey State Fair, Camden.

Staff, in addition to Buck, includes James Quinn, general agent; Richard Tolman, secretary; Roy F. Peugh, advance and publicity; Luke Seifker, general superintendent and electrical supervisor; William Beldock, ride superintendent and Raymond Gibson, front gate.

A new 70-foot panel front has been built for the Girl Show and will be up for the opener. Gal show and posing unit will be managed by Mr. and Mrs. Edward Ferreri. Whitey Sutton will again have the Side Show and snakes; Shorty Cornelius, animal circus, and Walter Smith, the new Minstrel Show. Peter Sevich will have his new mechanical Swiss village and Lucky Jonas the Motordrome. Other back-end units will include monkeys, Fun-house, mirror maze and a magic show. William Beeldock will operate the pony track.

Sidney Goodwalt is prepping his new cookhouse, new popcorn trailer and French fry stand. William (Kirby) Thomas will again supervise the Goodwalt enterprises. Others along concession row will include Mr. and Mrs. Harry Swartz, custard; Charlie Zucker, novelties; Mr. and Mrs. Larry Marcassio, scales, plus others; Mr. and Mrs. Al Stewart, photos and gallery; Larry Newman, big cat; Mr. and Mrs. Gene O'Donnell, Jones concessions; Mr. and Mrs. Joe Rice, glass pitch; Mr. and Mrs. Les Prime, Bob Parker's derby; Mickey McBride and Mr. and Mrs. Eddie Davis.

## Route Pattern Outlined by Va. Greater

SUFFOLK, Va., April 5.—W. C. (Bill) Murray, Virginia Greater Shows' general agent, last week left for a swing thru the North, charting the season's route. Spring and summer route will include Maryland, Delaware, New Jersey and New York, with nine weeks of Southern fair dates skedded in Virginia and the Carolinas.

Shows continue to add to their new truck fleet. Last week they bought another from George Berman Motors, for use by Bill Penny's concessions.

Roy Jones, of the Pepsi-Cola Company's New York office, arrived last week for a business visit with Manager Rocco Masucci, after which Masucci left for a quick trip back to his New Jersey home.

## Bum Weather Smacks Early Manning Dates

LYNCHBURG, Va., April 5.—A long-shot chance on making an early trek pay off has been a bum gamble for the Ross Manning Shows. With a month of showing behind it, the org has yet to put together a winning week. Personnel is currently looking to a stand at Richmond, Va., next week to recoup some of its losses.

Rain, cold and mud have hampered operations to date. Show preemed at Augusta, Ga., where it hoped to win some of the defense money flooding that area by virtue of its early date. Strategy, however, failed to pan out. Dates in the Carolinas also failed to pay off.

This is the second season that the show has preemed in the South.

## Brodbeck-Schrader Springs April 14, At Guthrie, Okla.

KINSLEY, Kan., April 5.—Brodbeck & Schrader Shows this year will remain out a month longer than in '51 and will tee off its season April 14 at the Guthrie, Okla., '89er Celebration, co-owners Fred Brodbeck and L. M. Schrader, announced here in winter quarters.


Recent addition to the route includes the Rocky Ford, Colo., Watermelon Festival, one of the oldest events of its type in that State.

Personnel is arriving here daily. Ride help already on hand includes Olin Burgess, foreman of the Octopus; Loren Henson, Tilt-a-Whirl foreman, and Donald Skeers, who will operate the C Cruise, and Mr. and Mrs. Dwayne Steek the Flying Scooter and Skyfighter. Other major rides in the line-up are twin Ferris Wheels and a Merry-Go-Round, while the kid devices will include Autos, Railroad, Ferris Wheel and Airplanes.

Concession row will include Mr. and Mrs. Andrew Crandall, Mr. and Mrs. Carl Oshel, Mr. and Mrs. Earl Melton, Mr. and Mrs. John Ernest, Mr. and Mrs. Wilbur Potts, Mr. and Mrs. Earl Proberts, Mr. and Mrs. C. R. Knox, Mr. and Mrs. T. D. Simpson and Ed Johnson. Knox will also operate his Funhouse and C. L. Younger his life exhibit.

The Crandalls have purchased a new truck to haul their bingo. The Potts truck was damaged recently when sideswiped by another car.

**1/2 PRICE**  
**BRAND NEW**  
**22 H.P.**  
**POWER UNITS**  
 complete with  
 TWIN DISC CLUTCH, IMPULSE STARTING MAGNETO, ENCLOSURE CASING, GOVERNOR, ETC.  
 Our Price  
**\$299.50**  
 F.O.B. Pa.  
 While They Last!



Model D91-RP7 Industrial Power Unit

FOR WHEELS, SWINGS, CAROUSELS, or other Rides requiring 22 H.P.

BRAND NEW... not war surplus but current factory production. We sold 1,019 of these power plants. ONLY 41 UNITS LEFT. These will go to first buyers.

Order Yours Today. Don't Be Left Out.  
**CAMPBELL AND COOPER**  
 76 CROWN ST. Phone 937 KINGSTON, N. Y.

32ND ANNUAL TOUR 32ND ANNUAL TOUR

**H.C. SWISHER'S**  
**PARADA SHOWS**  
 AMERICA'S FINEST MIDWAY

OPENING TULSA, OKLA., APRIL 19 TO 26

WE OFFER YOU six weeks of strong Spring Promotions on downtown streets and lots: then our regular proven route of Fairs and Celebrations, commencing with BROOKSIDE FESTIVAL—35th and Peoria—TULSA, OKLA. 7 Big Days—7.

WANT WANT WANT  
 CONCESSIONS—Open midway, all Concessions open except Bingo, Popcorn, Balloon Dart, Duck Pond and Short Range Gallery—others, come on.  
 BINOO—Caller and Counter Men, straight salary from office. Ray Thomason, call collect or come on.  
 SHOWS with their own clean outfits that can set on paved city streets without using stakes, come on. Our spring dates are on city streets until fair time.  
 RIDE FOREMEN for Twin #5 Eli Wheels, Jones Mix-Up, and Second Men on all Rides: Top salaries from office every week, draw every night.  
 CONCESSION AGENTS—Short Range Gallery, Cat Rack; Bill Willis, come on. Want Ticket Sellers, Truck Drivers, Night Watchmen, useful Show People, Comic book readers, chasers, boozers, rum dumbs, come on, we like you. Show people with us before, come on home. Winter quarters open.

**H. C. SWISHER**  
 BOX 125 PHONE: 465-W CANEY, KANSAS

**TIVOLI EXPOSITION SHOWS**  
 OPENING APRIL 26 AT JOPLIN, MO., TWO SATURDAYS, FOLLOWED BY FORT LEAVENWORTH, KANSAS, 125TH ANNIVERSARY CELEBRATION

Estimated crowd of 40,000 people each day.  
 Then North Kansas City, Mo.; Lawrence, Manhattan, Hutchinson, Coffeyville and Parsons, all Kansas. 18 Fairs starting June 28 thru month of October, showing in Illinois, Indiana, Missouri and Arkansas.

WANT CONCESSIONS: Ice Cream, Custard, Bumper, Heart Pitch, Glass, Hoop-La, Watch-La, Jewelry Spindle, Ball Games, String Games, Bowling Alley.  
 Boots Cutler wants to hear from Bob Murray at once. Agents working for Boots Cutler, please report by April 20 at Joplin, Mo.  
 WANT SHOWS not conflicting with Fun House, Monkey, Speedway, War Show and Girl Show. Can place Mechanical, Snake, Ten-in-One, Side Show and Motordrome. Will book for season: Two Major Rides, Flyoplane, Octopus, Spiffire or Dark Ride. For Sale: Aerial Joy Ride, good condition. Will sell cheap. Wire or write

**H. V. PETERSEN, Gen. Mgr.—H. M. BOOTH, Conc. Mgr.**  
 P. O. BOX 742, JOPLIN, MO.

**CAVALCADE OF AMUSEMENTS**  
 HIGH BALL RIDE FOR SALE, GOOD CONDITION. FIRST \$3000.00 TAKES IT.  
 STORED AT MOBILE, ALABAMA.

Can place high class Circus Side Show with own equipment. Good proposition for responsible operator. Want Foreman for Caterpillar and Fly-o-Plane. Top salary. Have complete Snake Show, want responsible party to operate same. Will place Unborn Show and Wild Life. Will furnish wagons if necessary. Penny Arcade open. Flat rental. Want Operator for Glass House. Good proposition. Johnny Fone, contact. Want Cat Skinners for D-7 and D-6 Tractors. Want Waiters and Griddlemen for Cookhouse. Pullman sleeping quarters. Have big Girl Show open, new scenery. Want Operator with complete show, including own costumes. Billie Hunter wants Six Cat Agents. (Harold Weaver, contact.) Address:  
**AL WAGNER, Mgr.**  
 Selma, Ala., April 7-12; Montgomery, Ala., April 14-19.

**TATHAM BROS.' SHOWS**  
 7 NEW RIDES—3 BIG SHOWS  
 Opening April 19, Athens, Illinois

Want legitimate Merchandise Concessions. Foreman for Ferris Wheel, Second Men on all Rides. Good pay and treatment, none better. All must be licensed Truck Drivers. Committees in Illinois and Indiana, have week of July 20 open. Our Celebrations start June 2, Big Peoria, Ill., Homecoming; Sullivan, Ill., the best July 4 in the U.S.A.; big Bloomington, Ill., Fair. Yes! We have 20 of them!

**BILL TATHAM**  
 State Fair Grounds, Springfield, Illinois, till April 14; then Athens, Illinois.

**PAGE BROS.' SHOWS**  
 Opening Springfield, Tenn., April 19th

Followed by Hopkinsville, Ky., Soldiers' Payday. Want Cookhouse, 6 Cats, Set Outfit, Nail Game, Swinger, Bucket, Hit and Miss, Mug Outfit, Arcade, Slum Concessions of all kinds, Girl Show, Side Show, Snake Show or what have you? We have all equipment. Want useful Show People in all departments. Ride Help on all Rides. All People contracted, contact immediately.  
 BOX 244—PHONE 349—SPRINGFIELD, TENN.  
 P.S.: Want Pony Ride and one Kiddie Ride. Hanky Pank Agents.



### FIREMEN'S FAIR

Friendship Fire Co.  
PHOENIXVILLE, PA.

10 Big Nights, June 25 to July 5.  
Fireworks, Free Act, Car Giveaway.  
Will book Legitimate Concessions  
and Stock Stores only.

One Girl Show  
Absolutely no Grift, no Flatties, no  
Mitt Camps.

All replies to  
**Ben Stevens**  
FRIENDSHIP FIRE CO.  
Phoenixville, Pa. Phone 3721

### WANT - - WANT

For our opening May 2, two Saturdays,  
and a long season of proven Fairs,  
Concessions—Photos, Bowling Alley, Ice  
Cream, Ball Games, Novelties, Glass  
Pitch, or any 10¢ Hanky Panks. Want  
Agents for Ball Game and Slum Stores.  
Want Girl Show. We play good Girl  
Show territory. Want Side Show. Want  
Athletic Show Manager with talent.  
Want Mechanical Show or any small  
Show. What have you? Want Foreman  
for the following Rides: Wheel, Merry-  
Go-Round and Kid Rides. Foreman for  
all Rides, come on. Winter quarters  
now open. Have for sale at a steal, late  
model Super RolloPlane, A-1 shape; both  
motors working.  
**Paul's Amusement Co.**  
Geo. & Skeeter McAllay  
Conway, Ark.

### FOR SALE

New Daval Post Master Stamp Machine,  
\$49.50; New Master Penny-Nickel Nut  
Vendors, \$12.50; New 1¢ Columbia Ball-  
Gum Vendors, \$5.95; New 1¢ Silver King  
Peanut Vendors, \$10.95; New ABT Elec-  
tric Target Skill Gun, \$45.00; Used Solo-  
tone Master Entertainer, \$149.50; Solo-  
tone Selective Wall Boxes, \$17.50; large  
selection used Pin Games and Photo-  
graphs.

**B. D. Lazar Company**  
1635 Fifth Avenue Pittsburgh 17, Pa.  
GRant 1-7818

### WANTED—RIDES ONLY

Carnival Week, August 11,  
WANT TO BUY  
MERRY-GO-ROUND

WRITE . . .  
NEW BERLIN FIRE CO. No. 1  
Box 85 New Berlin, Pa.

### FOR SALE

Bingo Blower (Macfran make), electric  
operated, 3 sets of balls, equipped with  
number rack pull in style, very good  
condition, paid \$300.00—\$125.00 complete;  
2,000 triple heavy bingo cards, 6,000  
series, no duplicates, paid \$325.00—\$125.00,  
brand new never used; 1 set same as  
above used, but in very good condition,  
\$75.00, new electric Flasher used only 3  
months, paid \$425.00, bargain at \$225.00.  
Will sell entire lot for \$500.00.  
1783 East 9th St., Cleveland, O.

### 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 in-  
quiries 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 responsi-  
ble underwriting. Write Arena-Auditorium  
Department, The Billboard, 188 W. Randolph  
St., Chicago 1, Ill.

### BIG CARNIVAL WANTED

Good clean Carnival to play May 20, 21  
and 22 at Marine Base of 50,000 popula-  
tion. Contact  
**Camp Special Services**  
Camp Lejeune, North Carolina

### FOR SALE

Short Range Shooting Gallery, 9x9 with  
portable frame, extra steel for top,  
counter, bullet stopper, pull-in targets,  
can be used for indoor or outdoor, with  
3 #82 model Winchester rifles, price  
\$600.00 Also for sale, 6 #62 model Win-  
chester and 2 #550-1 Remington auto-  
matic rifles reasonable. Ammunition and  
targets for shooting for short range gallery.  
**SHOOTING GALLERY**  
1783 East 9th St., Cleveland, Ohio

### CARNIVAL PLASTER

Large Ass't—Plenty of Flash  
**D' LUCA'S ARTCRAFT**  
R.D. 1, SHARPSVILLE, PA.  
Byerly's Corner Phone 2825

### HELP WANTED

For Foot Longs and Ice Cream, starting  
at Battle of Flowers, San Antonio, April  
21. Contact  
**R. A. MacEACHERN**  
c/o Alamo Exposition Shows  
2240 E. Houston St., San Antonio, Texas

### SHORT RANGE

All steel trailer, guns, ammunition,  
targets; also 36 International bread  
truck, sleeping quarters, all ready to  
go. Will sell, worth the money, \$500.00.  
**CARL N. YOUNG**  
404 N. Market Wichita, Kansas

## CONCESSION OUTLOOK

# Suppliers Offer New Items; See Rosy Results for 1952

**U**NCHANGED prices or only minor rises are quoted this spring by makers and distributors of concession supplies and equipment. These companies tell of optimistic outlooks for the season, rapid delivery of goods, introduction of new items and absence of serious materials shortages. Generally, their replies in a survey of the industry made by The Billboard, add up to rosy prospects for concession operators.

Firms dealing in machines and other equipment for food concessions report their prices have gone up approximately 3 per cent in some cases and have remained steady in others. While they have experienced some shortages in certain critical metals such as aluminum, stainless steel and copper, they have, for the most part, acquired sufficient stocks, and succeeded in putting new products on the market for immediate delivery.

Concession Supply Company of Toledo is one reporting slight increases on some items. But it points out that prices of many products have not been increased and that most of those which have gone up are on goods for which they are jobbers rather than makers.

B. H. Brockway, manager of Concession Supply, tells of an improved candy floss machine with large pan and remote control unit. Greater and faster production is claimed for the machine. He reports that immediate delivery is being made on standard units offered by the firm. The materials situation, he states, is excellent at present and purchases made six and eight months ago now assure Concession Supply of adequate materials.

The company is selling floss machines, popcorn machines and kettles, gasoline and bottled gas heating units, candy and caramel kettles, waffle molds, candy pulling machines, peanut roasters and warmers, hot dog steamers and roll warmers, cookhouse equipment, custard and ice cream freezers, tents and umbrellas, popcorn supplies, paper supplies and floss and candy supplies.

Gold Medal Products Company, Cincinnati, makers of ice shavers, popcorn machines, cotton candy machines, cotton candy cones, flavorings and other supplies, re-

ports its prices are generally unchanged.

### New Vending Trays

Added to its catalog is a new model voltage booster for floss machines and a 38-hole, non-drip vending tray for snow cones. The latter is designed for use at circuses and similar events. Immediate delivery is the rule, and alto aluminum is in short supply, Gold Medal President Dave Evans believes that the situation is no worse than a year ago. He expects no difficulty in filling all orders.

Farmer Boy Corn & Equipment Company, New York, lists a number of products at prices below government ceilings, but points out that new models of some products are running 5 per cent higher. The company handles popcorn machines; popcorn seasonings, bags, boxes and salt, peanut warmers, grills and fryers.

Two new model corn poppers have been added to the company's line. One is an economy floor model and the other is a table model. Both are designed by the maker for minimum investment. Warren A. Kish, manager, states that concessionaires are looking for lower priced units than heretofore. Where previously they shopped for the biggest flash without regard for price, he says, now they want smaller machines and used equipment. But the Farmer Boy company's sales also are running ahead on quality machines, he states.

Blevins Popcorn Company, Inc., Nashville, marketer of popcorn machines, snow cone equipment, candy floss machines and supplies for each, reports equipment prices are up somewhat, and that the aluminum shortage is affecting some equipment. Everything points to a good season for outdoor concession people, in the opinion of this firm.

### Flavor Prices Down

Star Manufacturing Company, St. Louis, is offering a new model electric French fryer, which is said to be the fastest and easiest to clean. William Moran, sales manager of the company, believes the 1952 season will be better than '51 but still short of the peak. His firm turns out popcorn machines, hot dog steamers, gas and electric griddles and French fryers for immediate delivery.

Krispy Kist Korn Machine Company, Chicago, has placed on the market a new outdoor concession model corn popper made expressly for amusement parks. It has extra large capacity and storage for 400 prepackaged boxes in a heated section. The machine is gas heated and motor driven.

S. T. Jacobson, of Krispy Kist, expects an unusually good year, barring a change in international conditions, and points to a considerable increase in his export business. But he reports a tightening of the domestic market. Prices may go up, he reports, but are unchanged for the present. His company makes popping equipment, nut roasters, carmelcorn equipment, snow cone machines, cotton candy machines, French fryers, chip machines, candy equipment and bingo flashers and blowers. The Walky Service Company,

Inc., Wichita, Kan., is faced with difficulties in obtaining steel, aluminum, rubber tires and plastics, and wages have increased 50 per cent in a year. Despite this, says Henry S. Inger, president, prices remain unchanged on its line of portable and moving concession equipment. Volume of orders makes this possible, he states.

Walky Service operates, he points out, on the idea of taking the refreshment stands to the people. Drive-in theaters, parks, beaches, stadiums, arenas and similar places have used the wheeled equipment successfully, Inger relates. The company's Buffetaria, which includes facilities for moving and vending assorted concession items, may also be equipped with a fountain unit. Light, portable units for carrying hot or cold drinks and hot dogs also are offered. These are equipped with electric heating units or coolers for dry or chipped ice. Another Walky item is a stationary or portable warmer for popcorn and peanuts.

### Bottled Gas Stoves

New from the Comstock-Castle Stove Company, Quincy, Ill., is a full line of counter griddle ranges for bottled gas operation, and these are adapted for small food concessionaires. The company makes cook tent ranges, griddle ranges and barbeque ovens. Prices are up about 4 per cent, according to R. W. Spake, president. Outlook for the season is good, he states, despite shortages of some materials, and deliveries are made on a one-week basis.

S. T. Echols, St. Louis manufacturer of ice shaving machines, tells that his allotment of aluminum is not enough to meet the demand for the machines. Prospects for the season's business is good. Prices have not been changed, but some deliveries are being delayed because of the metal shortages, he states.

C. R. Frank, also of St. Louis, national distributor for concession equipment, reports a good outlook for the season, unchanged prices, immediate deliveries and shortages only in aluminum. He handles popcorn machines, snow cone ice shavers, floss machines, candy apple equipment, supplies for those devices, beach umbrellas and such merchandise as plush bears, rabbits and dogs.

Robert E. Wiedman, of the General Equipment Manufacturing Company, Indianapolis, reports greater demand this season for the company's frozen custard machines and continuous direct-draw freezers. Deliveries require about four weeks, he states. Allotments of materials are about 55 per cent of the company's 1950 consumption. Prices have not been changed.

### French Fryer Model

Lower prices have been posted by the Dayton Food Products Company, Dayton, O., on custard mixes and flavors. New this year are its Vanilla Whip, Dixie Whip, sherbet powder and malted milk solids.

Tropical Fruit Drinks Company, New York, reports that its prices on concession equipment are down by 25 per cent while those of sirups are unchanged. The company offers refrigerated beverage equipment and fresh fruit tropical sirups. The outlook is good, also there is a shortage of stainless steel, according to Sam Kohen, owner.

Derr Bros., Boonville, Ind., deals in sirups, compounds, extracts, flavors, colors, snowball supplies, paper cups, crushed fruits and complete soda fountain supplies. Its prices are unchanged and, also the market is strong on some items, there are no shortages at present. Executives of the company foresee only a fair season for concession business, but they reason that war production should take up surplus labor, in which case the season should be as good as last.

U. S. Baking Company, Brooklyn, manufacturers of ice cream cones, see an optimistic future. Their prices are not changed. They expect business to be good in general for concession operators.

### Games Cost More

The general trend of unchanged prices continues in the field of game concession supplies, also prices of game equipment has gone up in some instances approximately 10 per cent. There is no apprehension about deliveries in this field and numerous new items are being offered this season. The Casey Company, Inc., and

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SHOWMEN  
CONCESSIONAIRES**  
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FOR YOUR REQUIREMENTS  
**6 or 12 MONTHS**  
FAIR RATES—NATION-  
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**MARVEL SHOWS**  
Now booking for season 1952.  
Want legitimate Concessions, Shows,  
Ride Help—must drive. Opening last  
week in May. Have July 4th open.  
Playing Roanoke, Ill., Labor Day. A few  
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Large workable model, ready to be ex-  
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Last Supper and 3 other Religious Paint-  
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**WANTED**  
Carnival for Celebration on July 4, 5, 6  
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**MORE MONEY—LESS WORK**  
With the New and Modern  
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Just the thing for handling large crowds  
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**PAYS FOR ITSELF IN A WEEK**  
No profit loss. Powerfully constructed  
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**3-TUBE  
MODEL  
\$2.25**  
Also made in 4 & 5-tube models.  
Free folder on request.  
Send check or money order (no C.O.D.)  
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WANTED—PARTNER with complete  
tent outfit with stage, lighting plant, 500  
chairs, blues for 500 or more and trans-  
portation for same. A reputable show-  
man of forty years in European and  
Latin-American countries, also U.S.A.,  
has more than a two-hour show complete,  
economically operated, that has made  
the world talk. Can run the year round.  
Have the greatest exploitation attrac-  
tions and devices which tie up with the  
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**FRANK LEFFELL**  
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Now Contracting  
**RIDES • SHOWS  
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We have 85 Five Ball Pin Games,  
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Free Play Games to sell at the very  
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**WANTED B-I-N-G-O**  
Gadgets, Demonstrators and Hanky  
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Gigantic Pay Roll.  
Greatest Indoor Show this year. 200-  
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**GENERATOR 25 KVA**  
Le Roi engine—single phase—in closed  
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Mounted on Chevrolet Truck. 250 feet  
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**COMPLETE UNIT \$1500**  
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Bisch-Rocco 8-Car Flying Scooter with  
20 HP. electric motor, ticket booth and  
fence, in excellent condition, used only  
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obtain a thrilling aerial ride at a bargain  
price.  
Tel.: NA 1-0157, or write  
**JOHN COMFORT**  
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Complete Platform Snake Show on a  
1939 1 1/2-ton Dodge Truck. 1938 1 1/2-ton  
Van Dodge Truck. Duck Pond, 10x8,  
plenty of stock. 20x20 Top and Side Wall.  
18x15 Top. Electric Quaker Four  
Speakers. All are in excellent condition.  
Sell any part—cash sale.  
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GIRLS GIRLS**  
Wanted for Girl Show. Good salary,  
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and excellent opportunity for television  
career which show closes. Can also place  
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**PLASTER**  
Louisiana Carnivals, delivered anywhere  
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Have good assortment of 15¢—7¢, and  
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Electro-Freeze Custard Machine, mounted  
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operate, in good condition, price  
\$1,500.00. Contact  
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Missouri's Cleanest Midway  
Want Foremen for 49 Eli Wheel or  
Wheel Foreman who would also take  
Foreman job over Mix-Up and 2 Kiddie  
Rides. Top pay, better than good treat-  
ment in sober, dependable man. Opening  
April 26.  
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Fun House, Animal or Wild Life. Me-  
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clude Girl Shows week of July 23-27, near  
Syracuse, N. Y.; July 30-31, Aug. 1-2,  
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## TWIN CITY SHOWS

OPEN MAY 10, 15 Fairs and Celebrations.

Ride Men Wanted—First and Second Men on all Rides: Merry-Go-Round, Ferris Wheel, Octopus, Loop-o-Plane, Kid Ride. Good pay, good treatment.

Concessions—Flashy Bingo, Lead Gallery, Set Outfit, Ball Games, or what have you? Stock Concessions, \$15.50 still; \$20.50 fair and celebration. No Mitt Camps. Have sold X on Popcorn and Candy Floss.

For Sale—2 Light Plants, perfect shape, factory built, each 7 1/2 KVA, A.C. current, one single phase, one 3 phase. Will take \$500.00 for both. One 32-ft. Little Beauty Merry-Go-Round Top, fair shape, \$50.00. One Show Top with poles and side wall, heavy green canvas, first class shape, \$100.00. One Short Range Lead Gallery, portable. Ride Men, come on. Winter quarters now open.

**SAM WELLS — GEO. CRABLE**  
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Rides for July 3, 4, 5 & 6 Carnival

Contact  
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Must know Middle West territory and be able and willing to produce. Salary or percentage. State all in first letter.

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Chairplane, Duck Pond, Long Range Galleries, Photo Gallery, Grind Stores, 2 small Shows, Amish Working World (at York, Pa.) Contact

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For 3rd week in June 16th to 21st. Fawn Top Volunteer Fire Dept. #1's BIG FAIR!! 50,000 last year's estimated attendance. Write to

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Enclosed 15' Box Trailer, tandem wheels, electric brakes and 10"x12" frame top and sidewalls, 24 number Dasher, 32" mahogany wheel, stringers, lay downs, some stock, cigarette pitch. All this equipment in very best shape, only a few times. Contact

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For end of July or first 2 weeks in Aug. Sponsored by LINCOLN ATHLETIC CLUB

Chicago Heights, Illinois  
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## WANT DROME RIDERS

Men or Women at once.

Opening April 12—Palisades Park, N. J. \$75-\$85 weekly, plus tips.

**EARL PURTLE**  
4 Combermead Road, Palisades, N. J.

## BANNERS

SNAP WYATT STUDIOS  
RT. 3, BOX 1180 TAMPA, FLA.  
Phone, Write or Wire

Casey-Hoefler Company, Chicago, report much larger stocks and greater variety in all novelty lines, including inflated rubber toys, new designs in feather dolls, monkeys and new model lamps and clocks. William Carskey, president, states that his research of the past few months indicates 1952 will be a banner year. Prices are right, he says, and merchandise of the desired caliber is available.

Price changes are few and small, he relates. His companies manufacture prize candy packages for sale at outdoor shows and they are jobbers for full lines of novelties and general merchandise for the carnival and circus trade.

Ray Oakes, owner and partner in Ray Oakes & Sons, Lyons, Ill., reports that wage increases have forced prices of game equipment up 10 per cent. His company handles wheels, 8 kinds of ball games, 5 kinds of hoop games and 10 kinds of percentage games.

Oakes reports that his firm shipped 150 per cent more in February than in any previous month.

### Ball Pitching Device

Enjoying a continued good market are the makers of automatic baseball pitching machines. The Automatic Baseball Equipment Corporation, Baltimore, makes the machines for both professional and commercial uses. Its prices for this season have been cut 13 per cent and it anticipates an unusually good season. Carl Kesty, Sunbury, Pa., maker of similar equipment, is expecting another good season, and is continuing his previous prices. Both makers tell of metal shortages but state that the effect is not serious.

International Microscope Corporation, Long Island City, N. Y., will start deliveries soon on a new automatic coin-operated photographic machine which produces two portrait-like photos in approximately 50 seconds. Another new product offered by this company is a rifle range which the makers say differs from all others. It uses precision rifles, electric scoreboards and lead pellets.

Also in its stock are post card vendors, voice recording machines, additional photographic machines, and assorted amusement machines. The sales department reports prices are unchanged from a year ago. Immediate delivery is assured on all but the two new items listed, and up to four weeks is required for delivery of the new shooting range. Production is hampered by metal shortages.

### Shortage of Lead

Paul V. MacGlashan, owner of the MacGlashan Air Machine Gun Company, Stanton, Calif., reports that lead for shooting galleries and similar uses is extremely difficult to obtain. His firm supplies guns and ammunition for the amusement industry. Despite shortages of tool steel as well as lead, prices have not gone up.

H. W. Terpening, Ocean Park, Calif., maker of shooting galleries and supplies, is well stocked at present but believes his business will be slow until the end of hostilities in Korea. Some price increases were reported.

Joseph Ledoux & Son, Brooklyn, suppliers of charts for astrology and graphology, Buddha papers and supplies, and future husband or wife pictures, expects the coming season to equal the past one. The firm has put new graphology charts on the market. Paper stock supplies are fair. Prices are not changed.

### New Sound Equipment

Electro-Voice, Inc., of Buchanan, Mich., has reduced its prices by 5 per cent on microphones, loud-speakers, loud-speaker enclosures, phono-cartridges, TV boosters and TV distribution systems. Added this year are two model loud-speaker enclosures.

The company reports a great increase in demand and another increase in sales. Availability of raw materials determines what portion of the demand can be met. John D. Harper, firm's rep, points out that a recent postponement of government production deadlines has eased the materials situation, but that present shortages of metals may become more pressing.

University Loudspeakers, Inc., White Plains, N. Y., makers of cone and reflect loud-speakers and trumpets for all types of public address uses, has held its price line. Lawrence J. Epstein, sales manager, believes this year will show an improvement over 1951. The company is placing a new wide-range wide-angle cone speaker on the market.

Quality Neon, Jacksonville, Fla., dealers in neon lighting for interior and exterior uses, is inaugurating an obligation-free technical advice service. This company believes its job is to stress the ease with which neon signs and lights may be installed by the buyer and how own-

ers may make their own neon light repairs. It has expressed special interest in pointing out these factors to outdoor showmen, and has designed its expanded technical service to handle the job.

Coffing Hoist Company, Danville, Ill., manufactures ratchet lever hoists, electric hoists, spur gear hoists, differential hoists, light weigh pullers, all-purpose stand hoists, load binders and I-beam trolleys. Prices are under OPS control and the company both needs and asks for DO ratings on its products. With a DO rating, buyers may get delivery from stock or up to four weeks after placing the order.

Gene Henry of the Coffing company, reports a new light weight steel spur gear hoist and a new light weight load binder have been placed on the market.

Prunty Seed Grain Company, St. Louis, is introducing new items in hot-dog bags, sandwich bags and disposable cardboard serving trays, designed for drive-in spots. Firm reports popcorn prices are up 15 per cent because of the shortage, but that paper prices are down from a year ago. Equipment is scarce and slightly higher, according to the Prunty Company. The organization handles popcorn supplies and machines, peanut warmers, roasters, sandwich grills and bun warmers.

Greyhound Amusement Device Company, New York, makers of Greyhound Race game, reports prices are up by 10 per cent this season. Despite shortages, immediate deliveries are being made. The company believes that the outlook for this season is spotty.

Chunk-E-Nut Products Company, Philadelphia, announces a new floss machine with a built-in voltage regulator. It also features a stainless steel snow cone unit with high-speed ice shaver. Vic Zinda, of Chunk-E-Nut, reports no shortages and offers immediate delivery.

## Doris Monette

Continued from page 98

axle which she stuck in the ground and the turning wheel, without benefit of music, became a Merry-Go-Round. The money earned afforded the youthful promoters to see a professional performance.

### Moves to Oregon

The family moved from Idaho to Roseburg, Ore., where Doris completed her high school education. Then she went to Portland, Ore., where she opened a beauty parlor near a building in which there were a number of theatrical bookers. Her friends became performers and soon the beauty shop was the gathering place of many who had been booked into the city. When the permanent waving was slack, she modeled to bolster her personal treasury. The modeling, the association with performers and the love of things theatrical combined to make her a part of several USO tours during the war.

When she and Monette were married in 1946, she sold the beauty shop and came to California to work in the Show Folks. Since her marriage she has been active in another phase of show business—novelties. When her husband had the contract for California State Fair, Sacramento, she managed that end of the operation. She had started in the novelty field soon after the birth of the Monette's only child, a son, Philip. He is now almost 4 and has already had a fling at hustling balloons at the Western Washington Fair, Puyallup.

### Boosts Treasury

With this background of show business and fund raising, Mrs. Monette started her administration with a will to increase the SFA treasury. The first event was a box supper that brought the coffers \$300. A recent Hi Jinks hit the record sum of over \$3,000 in a night. While this sounds like large sums, they quickly dwindled in the light of the many things the club wants to do—and they take money. The SFA owns its cemetery lot of 300 graves and has an option to buy that many more. Mrs. Monette hopes to complete this transaction this year. There are other projects that will be consummated before she goes out of office.

But during 1952, Doris will be coming up with various means of making money. She hopes that they will be as painless as possible to the membership. But uppermost in her mind is to get the Show Folks on a sound financial basis—even if it takes a Merry-Go-Round in the middle of Market and Third streets.

## WANTED WANTED WANTED

for the

# NAVY RELIEF CARNIVAL 1952

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The Navy's biggest annual show in Southern California. All Naval and Marine Corps activities in San Diego Area participating, featuring continuous talent and exhibits.

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FREE ADMISSION  
AMPLE PARKING FACILITIES  
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Carnival Site at Navy Field, Fifth at Harbor Drive in Downtown San Diego

**WANT—NOW**

SHOWS—All types that can get money.  
CONCESSIONS—All types including wheels, hanky panks, percentage, slum stores, grind stores—everything will work.

**TIME IS SHORT — ACT TODAY!  
LET'S GET GOING**

Wire—Write

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5 DAYS' SHIPMENT ON MOST SIZES.

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For the finest in Kiddie Rides

- ★ KIDDIE FIRE ENGINE RIDE ★
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- ★ KIDDIE MERRY-GO-ROUND ★

2940 WEST 8TH STR., CONEY ISLAND 24, N. Y.

Telephone 5-5418 **C. S. & N. CO.** Night Service 6-2524

MOVED TO NEW LOCATION—NEW STOCK—LARGE SELECTION

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ONE STOP SERVICE — DAY OR NIGHT

— WE SHIP SAME DAY ORDER IS RECEIVED—WITH 25% DEPOSIT—

114-116 West Jackson Avenue — Knoxville, Tennessee

## PLASTER — PLASTER

— PLENTY OF NEW ITEMS —

"Largest Assortment in the Country"

Large Round	..... \$3.60 Per Doz.	Medium Round	..... \$14.00 Per 100
Large Flat	..... 2.40 Per Doz.	Medium Flat	..... 10.00 Per 100
		Small Flat	..... \$5.00 Per 100

Order From This Ad or Send for Free Illustrated Catalogue.

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## WANT—NESSLER'S GREATER SHOWS—WANT

Opening April 24th, carrying nine Rides, playing a route of Fairs, Celebrations and proven Still Dates.

Concessions: BINGO, Bumper, Glass Pitch, Balloon Darts, Cork Gallery, Ball Games, Novelties, High Striker, Age and Scale, Fish Pond, any Concession that works for stock. Sell X on Cuxlard, Penny Arcade. Shows: Snake, Wild Life, Fun House, Monkey Show, Mechanical, Motor Drome, any Show with own equipment. RIDES: Roll-o-Plane, Comet, Spitfire, Octopus, Dark Ride, Help: Can use useful Show People in all departments. Lot Man. Notice: Fair Secretaries and Committees, we have a few open dates for Central Illinois and Indiana. Contact us at once.

**NESSLER'S GREATER SHOWS, SANDOVAL, ILL.**

## CARPENTER BROS.' SHOWS

OPENING ST. MARYS, OHIO, MAY 13 THRU 18.

Want Concessions: Hi Striker, Bumper, Milk Bottle, String, Add Up Darts, Glass Pitch, Hoop-La, Pitch Till U Win, Age and Scales, Photos, Popcorn, French Fries, Basket Ball, Hit and Miss. Twenty-four weeks, all sponsored. J. D. Faulkner, note, Committees, have second week in September open. Want Second Men on all Rides, must drive.

Contact **NORMAN CARPENTER**  
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## GRANT'S RIDES AND AMUSEMENTS

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Can use Photo Gallery, High Striker, French Fries, Glass Pitch, Novelties, Bumper, Jewelry, Fish Bowl, String Game, Water Game, Cork Gallery, Balloon Dart, Add 'Em Up Dart, Country Store or any other legitimate Concessions, not conflicting. Can use any clean Show. Complete season sponsored by firemen. Write to

**GEORGE GRANT**  
PLEASANTVILLE, VENANGO COUNTY, PA.

Your ticket to

# SALES RESULTS—

the advertising columns of

# THE BILLBOARD!





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**The MEMBERSHIP DRIVE IS ON!**

**\$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.  
JERRY MACKEY, Pres. SAM DOLMAN, Chm. Mbrshp. Com.

**HARRY (BUSTER) WESTBROOK**  
Wants Concession Help of all kinds for  
**NEW PENN PREMIER SHOWS**  
Opening Essex, Md., April 12 to 19 Inclusive

Why Look Further? Be with the most beautiful mortorized show in America playing the leading industrial cities in the East, carrying only six concessions, both at still dates and fairs; opening date just a sample, all spots equally good.  
**ALL STILL DATES FIRST IN, AND WE WILL OPERATE; DON'T MISS THE BOAT, THIS IS IT.**

Following people call me at once: Mike the Greek; Sammy, Bernie, the twins; Shelly; Frankie Costello; Pin Store, Blower or Razzle Agents, also any others I know.

**HARRY (BUSTER) WESTBROOK** (Bus. Mgr.)  
Mt. Royal Apts., Baltimore, Md.

**PAT McGEE** Concession Mgr.  
c/o Show, Essex, Md.

P.S.: Joe Gruber wants Hanky Pank Agents, also General Helper to drive semi. Reply at once, writing 4003 South Westshore Blvd., Tampa, Fla.

**FESTIVAL OF FUN SHOWS**  
OPENING APRIL 19  
Fayetteville, Tenn. VFW Spring Celebration, downtown lot.

Can place good Wheel and Merry-Go-Round Foremen, Second Man on Octopus—King—and all Ride Help who worked for Tom Mehl, contact him at address below. Can place any Kiddie Rides except Auto. CONCESSIONS: Can place a few Concessions. Good opening for Pitch-Till-You-Win, Ball Games, Balloon Darts, Pop Fisher, contact if coming. Can place Caller for most attractive office-owned Derby on road—built in a trailer. CAN PLACE BINGO. SHOWS: Any Show not conflicting with Animal and Snake Show.

Contact **WILBUR FARRELL** or **TOM MEHL**  
City Trailer Park, Huntsville, Ala., until April 14; then Fayetteville, Tenn.

**F. C. BOGLE SHOWS, INC.**  
11 RIDES—NO GATE, NO GRIFT—5 SHOWS—5.  
Opening Fort Scott, Kansas, Saturday, April 12;  
downtown Pittsburg, Kansas, to follow.

Want Advance Man capable of booking and handling promotions, must have car. Want legitimate Concessions of all kinds, burr \$21.50. Want Shows with own equipment. (Fair route to interested parties.) Want Man to take complete charge of Funhouse built on semi, must drive; 40%, to you. Will book Dipper, Train, Boat Ride. For Sale—Arcade, complete with or without truck, cheap; terms if booked on show. Motor Drome, no cycles; terms if booked.

**F. C. BOGLE, Mgr., Fort Scott, Kansas, until Saturday, April 19.**  
P.S.: Can always use Useful People, Ride Men, Billposters, Painters, etc.

**START EARLY FOR GREATER PROFITS**

**CAMPAIGN NECKTIES**—Your favorite Presidential Candidate on fine quality necktie—\$8.00 dozen. Sample \$1.00.

**BALLPOINT PEN**—Regular type, "4 1/4" filler, \$8.00 in 5 gr. lots, less \$8.50; Refills & Gold Stamping available. (Send \$1.00 for doz. samples.)

**PENCILLETTE**—Visible Ink Supply, \$8.00 Gr., \$1.00 doz. samples.

**6-COLOR PENCIL**—Sells on sight, as thin as ordinary pencil. "Dial" any of 6 colors and writes at once. \$7.20 doz. Sample \$1.00.

**HEADQUARTERS FOR PRIZES AND GRAB BAGS.**  
Try us before you buy for season. Sample Ass't., \$5.00, \$10.00.  
**FULL REFUND ON SAMPLE ORDERS IF NOT SATISFIED.**  
Full amount w/order, we prepay. C.O.D. 25%. List of 1001 items with order.

**UNITED ENTERPRISES, 175 5th Ave., New York 10, N. Y.**

**BAKER UNITED SHOWS**  
Opening Saturday, April 26—Jaycee Spring Festival, FRANKLIN, INDIANA, for Pay Day at Camp Aterbury; then three spots in the heart of Indianapolis Defense Areas.

Just a few Concessions open—can place good Shows. Ride Help wanted for all Rides—Bill Handler, superintendent. Terry Seewers—Bill Ramsey—Eddie Snapp—Johnny Neiding, get in touch with **ERNIE ALLEN, Mgr.**, at 2156 Union St., Concessions, contact **TOM L. BAKER**, Claypool Hotel, Indianapolis, Ind.

**HELP HELP HELP**  
**UNITED EXPOSITION SHOWS WANT**

Bingo Man to take charge of well-flashed Bingo. (Salary and percentage.) Ride Help who drive. Especially want Help for Merry-Go-Round. Can place a few more Hanky Panks, also Snow, Ice Cream and Custard. John S. Reed or anyone knowing his whereabouts, please contact.

**Wire or Call: C. A. VERNON, Mgr.**  
HELENA, ARK., this week; PARAGOULD, ARK., next week.

**GOLD MEDAL shows**

Want A-1 Mechanic with own tools. Want Foreman for Ferris Wheel. All legitimate Concessions open. Richard Roach, wire.

**JOHNNY DENTON**  
Anniston, Ala., this week

**Club Activities**

**National Showmen's Association**  
1564 Broadway, New York  
NEW YORK, April 5.—The last meeting of the season will be held Wednesday (9). All members are urged to attend. Members are also reminded to send in their summer addresses so this office can keep them posted during the season. New members from now on will receive 1953 cards. Jeff Harris and Sam S. Levy have already started working on their gold life membership cards.

Sick members discharged from hospitals and now recuperating at home include: Richard E. Gilsdorf, Floyd E. Gooding, Harry Levine, Edward Goldman and Sam Weisser. Still on the sick list are Joseph Amico, Brooklyn Veterans' Hospital, recovering from surgery; George Davis Hensley, Bellevue Hospital, New York; Jack Lichter, Kingsbridge Veterans' Hospital, Bronx, New York, and Jules Lasures, Fort Lauderdale, Fla. Shut-ins are Trude O. Perkins, James Cox and Irving Udowitz. They have received Easter holiday gifts. Sympathy is extended to Jack Weinberg, whose mother passed away April 1.

Sam Levy left for three weeks in Florida. Recent visitors included Max Cohen, Rochester, N. Y.; John Glynn, Isidor Biscov, Alfred Harris, Ward Graves, Louis Elias, Harry Krasnow, George Hoar, Sam Rothstein, Louis Candee, Jack Agree, Edward Rockefeller, Arthur J. Merrill, Howard Levy, William Steinger, Murray Zand, Louis Victor, Louis Light, Joseph Greengrass,

**Caravans, Inc**  
P. O. Box 1902, Chicago  
CHICAGO, April 5.—Attendance was good at April 1 meeting, with President Claire Soponar presiding. Also on the rostrum were Pearl McGlynn, first vice-president; Helen Wettour, third vice-president; Wanda Derpa, financial secretary, and Opal Rossi, treasurer. Isabel Brantman, chaplain, gave the invocation. Correspondence was received from Showmen's League of America, Eva LeRoy, Trixie Clark, Billie Billiken and Jeanette Hart, president of the Missouri Show Women's Club. Sympathy is extended Estelle Swaider on the death of her mother, Mrs. Stanley Nowak, of Olney, Ill. Edna O'Shea Stenson, ill for many months, would appreciate hearing from friends. She is with her sister, Elsie Aldrich, at 533 Riggsby, San Antonio, Tex. Frances Berger and Marge Fries are still on sick list. Lena Schlossberg was elected to membership.

Rose Jarboe was welcomed, having attended her first meeting. Myrtle Hutt announces the marriage of her daughter, Doris Devine, to J. L. Kaufman. Gifts received by mail for the spring party came from Trixie Clark, Emily Bailey, Jeanette Hart and Sophia Carlos. Mail to Minnie Simmonds has been returned. Josephine Glickman thanked members for birthday cards. Rebecca Lotsey will receive duplicate membership card to replace card stolen during robbery in her home. Evening award went to Mae Taylor. Pearl McGlynn will be in charge of doll bazaar during open house. Books for summer activities will award luggage and an electric toaster. One third of net profits will go to the cancer fund. Wanda Derpa will be chairman in charge of books. Helen Hoffmeyer will conduct sale of Christmas cards.

Jeanette Wall has given up apartment in city and has shipped all furnishings to her home in Delavan Lake, Wis. She is occupying the apartment of Ann Sleyster, who is motoring to Florida for a month's vacation. Helen Wettour will leave by plane for a vacation in New York. Annual round-up will be held in Byfield Bar & Grill November 28 thru December 3 with installation ceremonies in the Crystal Room. Socials are booked solid thru November 11 with the following hostesses participating: Jeanette Wall, April 22, which will be last social of the spring season; October 14, Pearl McGlynn, Betty Broderick and Edna Stenson; October 28, Catherine Rose, Opal Rossi and Eva Shine; November 11, Agnes Barnes and Rose Jarboe.

**Michigan Showmen's Association**  
3153 Cass Ave., Detroit  
DETROIT, April 5. — Final meeting of the season saw the club, Ladies' Auxiliary and the Joey Moss American Legion Post in combined session. Representing the club were Ben Morrison, president; Fred Silber, second vice-president; Bill Zakoor, third vice-president; Louis Rosenthal, treasurer; Jack Dickstein, secretary, and C. Lovejoy, chaplain.

Auxiliary representatives included Grace Zeigler, president; Marion Dickstein, treasurer; Mamie Wade, chaplain; Leona Bennett, vice-president; Peggy Cohen, vice-president, and Dorothy Miller, secretary. Comdr. Paul Greeley and Service Officer Jacob Kotzen represented the Moss post.

The auxiliary and Moss post presented checks to the club's death and burial funds. Recent arrivals in town who attended the meeting included Louis Wish, Ralph D. Lewis, John J. Smitty, Louis Brown, Jack Zeman, Bob Morrison, Ed McMillan, Bill Silber and Bob Mulviel.

A bingo was staged following the meeting, with proceeds going to the club's death and burial funds. Game was supervised by Ben Morrison, Sam Ginsburg, Irving Rubin, Jack and Marion Dickstein, Frances Moran, Tina Weiner, Peggy Cohen and Marion Fodel.

A buffet luncheon was prepared and served by Max Kahn, Sam Burd, Charles Duma, Alex Kaplan and Society Red McKernan.

**Missouri Show Women's Club**  
415A Chestnut St., St. Louis  
ST. LOUIS, April 5.—Regular meeting was held Thursday night. On rostrum were Jeanette Hart, president; Teresa Sidenberg, first vice-president; Clara Campbell, second vice-president; Verna Schantz, third vice-president; Fay Davis, secretary; Marguerite Lohmar, treasurer; Lenora Gydina, sergeant-at-arms, and Babe Weinstein, social secretary. Invocation by Josephine Scordinas in absence of Rose Brown, who is ill. Impie Slaten, June Scordinas, Mrs. Lithy and Flo Martin are new members. Club is planning a Queen for a Day party, with Daisy Davis the queen.

Helen Germain won first prize in the raffle and second prize went to Gertrude Donnelly. Buffet luncheon was served by Clara Campbell, assisted by Lenora Gydina, Edna Stenson, Ann Sleyster, Billie Wasserman, Leva Vello and Rose Brown are on sick list. Babe Weinstein is our newest grandmother.

**Pacific Coast Showmen's Association**  
1235 S. Hope St., Los Angeles 16  
Ladies' Auxiliary  
With Maree Rhodes, third vice-president; Grace Merker, secretary, and Peggy Forstall, treasurer, on the rostrum, President Lucille Dolman called the March 24 meeting to order. Called to the rostrum were Betty G. Coe, Nina Rogers, Dotty Jensen, Mae Mortensen and Bertha Cohen. Miss Perry, a guest, was introduced by Cecile Branch. Mabel Arbogast and Olga Webber were elected to membership.

Trudi DeSanti reported Ruby Brown on the sick list. Emily Freudenheim and Maudson Hopse, house chairman, also were reported ill. Of the many members leaving for the road, those called upon included Lillian Schue, Dora Carlson, Cecile Branch, Ruth Ostrov, Daisy Marion, Blanche Henderson, Elsie Brenzendine, Zoe Wicks, Wilma Goudy, Minnie Pounds, Babe Gardner and Ruth Corte.

**International Showmen's Association**  
415A Chestnut St., St. Louis  
ST. LOUIS, April 5.—March 27 meeting drew good attendance. On the rostrum were President Al Prospero, Treasurer George Regan and Secretary Euby Cobb.

Board of Governors voted to increase initiation fees to \$10. Dues will be \$10 annually. Both become effective September 1, 1952.

**WANT — WANT**  
Ride Foreman and Second Man for Merry-Go-Round, Ferris Wheel, Tilt-A-Whirl and Caterpillar. Top wages. No drunks wanted. Pay your own wire.

**PRUDENT'S AMUSEMENT SHOWS**  
124 Cedar Ave., Patchogue, N. Y.  
P. S.—Want to buy Kiddy Rides for cash; Allan Herschell make preferred.

**RIDES WANTED**  
No Concessions  
AUGUST 20, 21, 22, 23  
Write, stating percentage wanted, to  
**BLUE VALLEY FARM SHOW**  
Bangor, Penna.  
Interested in used F/F outfit.

**WALK-THRU**  
OPEN MID-MAY  
(location is everything)  
Good equipment, good people, P.C., Wild Life, Mechanical, etc. (O'Brien, Niles, O., your opportunity this season.)

**SINGLE-O**  
For FIT set-up, A-1 location. Dick Best, wire received; letter Richmond; waiting.

**W. J. O'BRIEN**  
345-147 Ocean Blvd., Revere Beach, Boston, Mass.  
Tel. (bet. 6 & 7 p.m.) RE 8-1927

**Sammy Lane Shows**  
WANT WANT  
Cookhouse or Crab, Huckly-Buck, Ball Game, Cake Bottle, Age and Weight, Photos, Fish Pond or what have you? Legitimate Concessions, one of a kind. Privilege \$15.75 thru season for joiners now. Can place two Grind Shows with own equipment. No Gypsies and no flaties. Opening date May 8, Camden; Mo. Dog-Wood Festival.  
P.S.: Dumb Dago, contact.

**AGENTS WANTED**  
Pin Store, Count Store and Skillo, Tommy Delpho, Jimmie and Eddie Long, contact. Age and Scale Agent. Opening April 19th, Springfield, Tenn.; then Soldiers' payday, Hopkinsville, Ky.

**HOWARD PIERCY**  
Box 244 Springfield, Tenn.  
Phone 349

**WANT**  
Agents for Count Store. Agents for Slum Skillo and Line-Up Store.

**Dan Donnini**  
**Harrison Greater Show**  
Laurinburg, North Carolina

**MOTORDROME RIDERS**  
Can use Boy and Girl Riders. Also Talker and Ticket Grinder. 17-week season in Riverview Park, Chicago.

**THRILLS, Inc.**  
Riverview Park Chicago, Ill.

**SIDE SHOW ACTS WANTED**  
Fire Eater, Front Man, who's capable, Pincushion, two Ticket Sellers. Join here at once. People who worked for me before, wire.

**EARL MEYER**  
c/o PENN PREMIER SHOWS, Essex, Md.

**CARNIVAL WANTED**  
6 or more Rides, 2 or more Shows, etc. May 25th or later. Legion Sponsors. Clean Shows only apply.

**JOE McDERMOTT**  
106 W. Hunter St. Abingdon, Ill.

**SAXONBURG VOL. FIREMEN'S CARNIVAL**  
JULY 21 to 26  
Parade Thursday, July 24.  
Want Wild Life Show and other Shows.  
Wire or write  
**CARL WETZEL**  
R.D. #1, Cabot, Pa.

**CARNIVALS**  
**\$50.00 REWARD**  
for information as to whereabouts of **EDDIE SCHOOLEY (Concessionaire)**  
Phone collect:  
DUunkirk 2-0500 Ext. 285.  
Security Bank, Lincoln Park, Michigan



### Miami Showmen's Association

236 W. Flagler St., Miami

MIAMI, April 5.—Executive secretary chores are keeping Phil Cook busy. Cook took over the post recently when Col. Howard E. Stahler resigned because of ill health. Stahler plans to take a med show on the road after a short rest.

Cliff Wilson, building committee chairman, is enthused over a building located at 1160 Normandy Drive. William Cowan, Harry Modele, Colonel Stahler and Phil Cook visited the site. All agreed on its suitability.

Harry (Buster) Westbrook, ways and means committee chairman, and Lew Lange, Epp Glosser and Shep Blumberg, co-chairmen, have mapped an extensive program to raise funds. Plans call for bingos, jamborees, card parties and other social events. All show managers will be asked to co-operate.

Claude Sechrist, membership committee chairman, has secured 12 new members. Maxie Sharp is yearbook chairman. William Bryant and Lyman Tuesdale, of the sick committee, report that Sam Taylor and Eddie Horowitz are out of the hospital.

Leaving for the road are William and Lillian Tucker, Royal Crown Shows; Harry Modele, James W. E. Strates Shows; William Cowan, Ben (Strings) Cohn and Harry Neufeld, Howes Famous Hippodrome Shows; Fred Conti, Lee's United Shows; Dukey Geffen and George Langley, Deitz Shows; Russell Erdell and Epp Glosser, Blue Grass Shows; George Lewis, U. S. Shows; Abe Zukerman, Blue Grass Shows, and Lew Lange, Cetlin & Wilson. Al Rossman left to visit friends and relatives in Chicago after which he joins Royal American Shows.

Mail is being held for a number of members and the secretary urges that his office be informed of forwarding addresses. Among recent visitors were James Stabile, Ben (Strings) Cohen, James Finn, Joe Rowan, William Tara, Eddie Seramba, Al Lytton, Isidore Beck, Doc Fisher, Frank Blatsky, Joe Goodman, Johnny Keeler, Jimmy Ferenzi, Sid Daniels, Joe Green, Charles (Frenchy) Schwacha, Doc Dyer, Sol Cook, William Langlen, Al Cherner, John Boyd Dengerl and Pete Wagner.

### Heart of America Showmen's Club

913A Broadway, Kansas City, Mo.

KANSAS CITY, Mo., April 5.—President E. H. Hugo presided at the last meeting of the winter season Friday (28) with the next regular get-together scheduled for October 24.

Hugo asked each member to bring in one new membership application during the summer. Joseph Clayton, chairman of the banquet and ball committee, reported most preparations have been made, including the printing of tickets. Entertainment for the New Year's Eve event is yet to be lined up, he said.

Sam Benjamin will leave April 15 for his 10th season at Walled Lake Park, Detroit. George Howk is readying his concessions for the May 1 opening of Fairyland Park. Harry Duncan, manager of the latter spot, is busy lining up picnics.

Members joining Hale's Shows of Tomorrow, which are in operation at Independence and White avenues here, include L. K. Carter, George Carpenter and George Kimbrall.

## B-W in Good Debut Stand

STATESBORO, Ga., April 5.—Brown & Wallace Shows moved in here March 31 for a week's stand following a successful season's opener on the Bay Road Extension, Savannah, Ga. Sponsored by the American Legion Post No. 500, the shows' run in Savannah was hampered by rain the first three days. Skies cleared for the final three days, however, to permit org to come out of the engagement in the black.

Executive staff and personnel includes Fitzie Brown and Al Wallace, co-owners; Robert Kline, general agent; Jack Raines, secretary; F. W. Pauli, lot superintendent and electrician; Art Courtney, builder and Frank Randall, mail man. Free act is the Three Fearless Stars.

Mr. and Mrs. John Garrett have the cookhouse; Harry Bernstein is bingo manager; Joe Decker, popcorn and French fries; H. Holmgren, candy floss, and Emmett Barfield, photo gallery. Other concessionaires include Morris Gling, Rudy Rivers and Esther Hovermate.

Frank and Susan Tezzano have framed new show fronts for their Springtime Revue and Strip City Shows had 12 major and 5 kiddie rides, 8 shows and 40 concessions here.

## Motor States Adds 3 Rides, New Arcade

DETROIT, April 5. — Motor State Shows will hit the road this year with much new equipment, Joe Frederick, owner, announced here at the org's winter quarters. Recent additions are a new Ferris Wheel, Kiddie Boats and Rockets, a new Arcade and three semi-trailers and tractors.

Shows trucks have kept busy all winter, moving rides out of closed Eastwood Park here. The devices were shipped to Havana, Cuba; Staten Island, N. Y.; Carlin's Park, Baltimore, and Le Sourdsdale, Middletown, O.

Route this year will take the show into Michigan, Ohio and Indiana with part of the unit making a jump thru Mississippi, Arkansas and Louisiana. Org will open here the latter part of April.

## Navy Relief Show Names Joe Archer Civil Consultant

SAN DIEGO, April 5.—Joe Archer, veteran concessionaire, has been named civilian consultant to the 1952 Navy Relief Carnival at Navy Field here July 31-August 3. He will serve without pay in memory of his son, Herman, who died with 29 other West Point cadets when their plane crashed into the mountains near Phoenix, Ariz., December 30.

Young Archer, who was a second year man at the Military Academy, was returning to school following Christmas holidays with his parents, Pearl and Joe Archer, in Burbank, Calif.

In announcing Archer's appointment, Lt. Com. H. I. Pemberton, of the San Diego Naval Air Station carnival committee, said: "The committee is pleased to name Archer its civilian consultant. We feel fortunate that his long and successful experience in the carnival and promotional field will assure that the 1952 Navy Relief Carnival will far surpass any previous carnival in receipts and scope."

Annual Navy Relief Carnival is the biggest free show opened to the public in Southern California. The coming event will more than triple past carnivals in physical layout.

The function is responsible for over 80 per cent of the operating funds of the Navy Relief Society. The other 20 per cent is raised thru volunteer contributions of Navy and Marine Corps personnel. Society was founded in 1904 to render assistance to widows and orphans of Navy-Marine corps personnel.

## Winter Quarters

### Virginia Greater

SUFFOLK, Va., April 5.—Refurbishing of shows' equipment is in its final stages and Manager Rocco Masucci has begun moving onto the opening lot here. Bill Penny is finishing the new cookhouse frame, which will be equipped with flooring and tables, plus fluorescent lighting. Cookhouse will be show-owned-and-managed. Office wagon will be the last unit up for retouching. Danny Dorso, whose No. 2 bingo unit is here visited his partner, Red Talbot, who'll manage the unit. L. L. Jeffrey, who'll operate the 10-in-1 and Monkey and Snake shows, came in for talks with Masucci, and then left for Florida to fetch his animals.

Mr. and Mrs. Walter Walberg came in with their concessions. Jesse and Mary (Caledonia) Brown are in route from their Andres, S. C., home to operate the Cotton Club Minstrel Revue. Tony Buzzella wired from Miami that he'll be here in time to pitch popcorn and candy apples at the opener. Larry Saunders, Girl Show operator, at present working Florida niteries, also will be back to operate two Girl shows. Recent visitors included Harry P. Taylor and Dr. L. C. Holland.

### Carpenter Bros.

OMAHA, April 5.—Shows will play Ohio and Indiana spots this year. Carl Ford, Merry-Go-Round foreman, has reported to quarters. Harry Grimm, electrician, came in from a winter's vacation in Florida sporting a new trailer.

Earl and Nancy Carpenter, of Defiance, O., report that they will be here soon. Mr. and Mrs. C. L. Pierce stopped by en route from Florida. George Bowers, Ferris Wheel foreman, has the ride repainted and reupholstered. A new Kiddie Auto has been added to the ride line-up. Pop Carpenter has his Monkey Show ready. Mr. and Mrs. Ross Spitalne have completed work on their foot-long hot dog stand.

### Nelson's Midway

BEMIDJI, Minn., April 5.—Mr. and Mrs. Archie Nelson and sons, Lanny and Duayne, who have been in Mississippi, Louisiana, Texas, New Mexico, Arizona, Tennessee and California this winter, will arrive here soon to ready the org for celebrations and fairs in Minnesota and the Dakotas. Org opens in May. John Ulrich will have several concessions. Oscar Eine will take over the Merry-Go-Round.

### Blue Grass

OWENSBORO, Ky., April 5.—Work has been humming here the past two weeks under supervision of Owner C. C. (Specks) Groscurth and Cash Wiltse, assistant manager.

Both Groscurth and Wiltse were skedded to leave this week-end for a confab with Ray Marsh Brydon in Memphis, to map plans for the midway there.

## Pres. Hamid Fetes NSA Ladies' Aux.

NEW YORK, April 5.—President Bess Hamid, who recently returned from a South American tour, gave a party for members of the Ladies' Auxiliary of the National Showmen's Association in the club-rooms Wednesday night (2). Large crowd made it necessary to use the men's main meeting room for the festivities.

Members participating in the entertainment program included Mildred Ford, Rose Rosenberg, Helen Young Ann Brown, Mable Shoonmaker, all of whom sang; Lydia Nall, impersonating a suffragette; Margaret McKee, Jane Tubis, Grace Steiner, Veronica Zucchi, Kitty Rausch and May Dobson as the Floradora Sextette, with Flo Thompson at the piano. Refreshments were served.

A square dance will be held in the club rooms April 19. It will be sponsored by the past president and members of the kiddie fund committee.

"The bonds William and I bought for our country's defense helped build a house for us!"



HOW U.S. SAVINGS BONDS PAID OFF FOR MRS. ROSE NYSSSE OF BRISTOL, PA.

"There's nothing more wonderful than a house and garden of your own," says Mrs. Nysse. "And there's no surer way to own one than to save for it through U.S. Savings Bonds! I joined the Payroll Savings Plan at the Sweetheart Soap Co. in 1942, buying a \$100 bond each month. William and I have saved \$8,000 just in bonds now and it was Savings Bonds alone that made a \$5,000 down payment on our house!"

You can do what the Nysses are doing - the time to start is now!

Whether you can save more or less than the Nysses, the important thing is to start now! All you have to do is take these three simple steps.

1. Decide to put saving first before you spend a single penny of your pay.
2. Save a regular amount systematically, week after week, month after month. Even small sums, saved this way, become a large sum in an amazingly short time!
3. Start saving automatically by signing up today in the Payroll Savings Plan where you work or the Bond-A-Month Plan where you bank.

You'll be providing security not only for yourself and your family but for the free way of life that's so important to us all. You'll soon turn your dreams into reality, just as the Nysses are doing!

FOR YOUR SECURITY, AND YOUR COUNTRY'S TOO, SAVE NOW—THROUGH REGULAR PURCHASE OF U.S. SAVINGS BONDS!



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One Roll ..... \$ 1.50	Double Coupons ..... 2.00	Double Coupons ..... 2.00	2,000 ..... \$ 6.90
Five Rolls ..... 7.50	Double Coupons ..... 10.00	Double Coupons ..... 10.00	4,000 ..... 7.80
Ten Rolls ..... 15.00	Double Coupons ..... 20.00	Double Coupons ..... 20.00	6,000 ..... 8.70
Fifty Rolls ..... 75.00	Double Coupons ..... 100.00	Double Coupons ..... 100.00	8,000 ..... 9.60
100 Rolls ..... 150.00	Double Coupons ..... 200.00	Double Coupons ..... 200.00	10,000 ..... 10.50
	Double Coupons ..... 400.00	Double Coupons ..... 400.00	30,000 ..... 15.50
	Double Coupons ..... 800.00	Double Coupons ..... 800.00	50,000 ..... 20.50
	Double Coupons ..... 1,600.00	Double Coupons ..... 1,600.00	100,000 ..... 33.00
	Double Coupons ..... 3,200.00	Double Coupons ..... 3,200.00	500,000 ..... 132.00
	Double Coupons ..... 6,400.00	Double Coupons ..... 6,400.00	1,000,000 ..... 258.00

## We Manufacture TICKETS of every description

THE TOLEDO TICKET CO. 3965 Catawba St. Toledo 12, Ohio

ROCCO GREATER SHOWS  
10 Rides  
5 Shows  
28 Concessions  
Opening May 15 in St. Paul for one spot only. Booked solid, playing two spots per week. Entire new route this season. Gaylord, Legion Convention, Hector Watermelon Day, Painesville Ice Cream Day, Kokato Corn Day, Marshall, Hanley Falls, Waconia and others, and a nice lineup of fairs.  
Can use Concessions and Shows, Photo, Striker, Cook House, Grab, Shooting Galleries. Plass and any not conflicting. Can use Men on all Rides, must stay sober. 1950 Fly-o-Plane for sale; must book on show for season. Contact 2436 No. Fairview Ave., St. Paul 8, Minn., or Nestor 9870.

## GIRLS—GIRLS—GIRLS

Girls wanted for Dancing Girl Show. No experience necessary, top salaries and best working conditions. Also want Canvas Man who drives semi truck. Would prefer man and wife. Those who have worked for me before, wire. All replies to:

ANDY ZANE  
c/o Penn Premier Shows  
Essex, Md., April 10-19

DANCERS  
Can place 2 more attractive Girls with wardrobe. To open with  
BLUE GRASS SHOWS  
Owensboro, Ky., April 17  
Long season. Sure pay.  
State salary in first letter or wire  
RAY E. THOMAS  
Care Blue Grass Shows  
Box 621 Owensboro, Ky

WANTED  
For Springtown Colored Festival, Springtown, S. C., April 14-19  
Concessions: Hanky Panks of all kinds not conflicting with what we have. No Flats. Can use Wheel or Flat Ride, Animal Show, Jig Show, Ride Help who can drive. Agents for office-owned Concessions. Write, as Western Union is on strike. This week, Ruffin, S. C.  
JOLLY JAILLET SHOWS

WANTED  
MALE AGENTS  
FOR SLUM CONCESSIONS  
ON WORLD OF MIRTH  
SHOWS.  
Write or come on.  
CLYDE  
c/o World of Mirth Shows, Richmond, Va.

1 Flying Scooter, 1 Loop-the-Loop; 1 Tent, 20'x12'; 10' walls, with or without frame.  
Best Offer Will Take  
A. V. LA ROCQUE  
418 Prospect St. Fairview, Mass.

SAVE MORE MONEY—  
MAKE MORE MONEY.  
Subscribe to The Billboard  
TODAY!  
see page 3 for rates



# UNITED STATES SHOWS

1952 SEASON OPENING APRIL 14 AT MORGANTON, N. C.

Honea Path, S. C., canceled due to unforeseen circumstances.  
**CONCESSIONS**—Want Ball Games, Photos, Jewelry, Arcade, Coke Bottles, Balloon Darts, Fish Pond, Duck Pond, Floss, Snow Cone, Glass Pitch, Basketball, Scales and Cork Gallery.  
**WANT** Monkey Show and Snake Show.  
**WANT** Ride Help and Foremen for all rides: semi drivers preferred. Want Sound Truck and Free Act.  
 All replies to Morganton, N. C.

# LAWRENCE GREATER SHOWS

**WANT WANT WANT WANT**  
 New Bern, North Carolina, April 3 to 12

**CONCESSIONS**  
**SHOWS**  
**HELP**

Hanky Panks of all kinds—reasonable privilege. Age, Scales, French Fries, Derby Racer; also capable Hanky Pank Agent for office-owned Concessions.  
**MOTORDROME WITH OWN EQUIPMENT.** Useful Show People of all kinds Jimmie Ferenzie wants Girls for Girl Show  
 On account disappointment **WANT BILLPOSTER** with or without truck Canvas Man, **FERRIS WHEEL FOREMAN** Second Men on all Rides **MORRIS LIPSKY & TOMMY ALLEN** want to hear from all their old Ride Help.  
**MORRIS LIPSKY, Manager, New Bern, N. C.**

# SPECIAL NOTICE!!!

All people contracted with the Gem City Shows come on or  
**Contact Tom Hickey or Don Greco**  
 At Winter Quarters, Theodore, Ala. 10 Miles Out of Mobile, Ala., on Route 90.  
**OPENING EASTER SUNDAY, APRIL 13, FOLEY, ALA.**  
 (No show here in 5 years. 50,000 Naval Personnel Pay Day April 15.)  
**HANKY PANKS AND ALL DIRECT SALES CONCESSIONS OPEN WANT RIDE HELP WHO DRIVE SEMIS. ALSO GENERAL CARNIVAL HELP (Tom Allen, please get in touch with us.)** Address Theodore, Ala., this week; then Foley, Ala., next week.

# A.M.P. SHOWS

Booking now for Stuart, Va., April 10-19; Bassett, Va., April 21-26; Rocky Mount, Va., April 28-May 3; Christiansburg, Va., May 5-10; Bedford, Va., May 12-17 and our big Fourth of July at Oakland Md  
**CONCESSIONS**—Want Photo, Hi Striker, Fish Pond, Penny Pitch, Lead Gallery, Short and Long and any others not conflicting. **SHOWS**—Want Side Shows, Animal, Monkey, Snake Fun House and any other worthwhile Shows. **HELP**—Want Foreman for Chair plane other Help for Ferris Wheel, Tilt, Merry-Go-Round and General Help.  
 Address A. M. Podsobinski, Stuart, Va.

# BEST AND WANOUS WANT

**FOR WORLD OF MIRTH SHOWS**  
 Opening April 24, Washington, D. C. Ray Stevens, get in touch with me at once. Can place Ticket Sellers, Talkers, Inside Lecturer, Performers, Acts of all kinds.  
**WALTER A. WANOUS** **DICK BEST**  
 c/o World of Mirth Shows, Richmond, Va. Riverview Park, Chicago, Ill., after April 12

# HELLER'S ACME SHOWS

WASHINGTON, N. C., THIS WEEK  
 Want Shows of all kinds except Girl Shows. Want Girls for Girl Show. Want Hanky Panks of all kinds. Want Bingo. Will book Six Cats and Buckets. Want Concession Agents and Second Men or Rides. Good Ride Help always welcome. Must be truck drivers.  
**Address Harry Heller, Washington, N. C., this week**

# THOMAS JOYLAND SHOWS

WANT FOR OPENING SATURDAY, APRIL 12, WILLIAMSON, W. VA.  
 SHOWS OF ALL KINDS NOT CONFLICTING. A FEW MORE CONCESSIONS OPEN FOREMEN AND SECOND MEN FOR RIDES (must drive semis).  
 All Address:  
**LLOYD THOMAS, Mgr., Williamson, W. Va., until April 19.**

# CARL D. FERRIS SHOWS

Heading north for Celebrations and Fairs—Savannah Ga. April 1-12; Florence S. C. April 14-19—in the heart of the city; sponsored by the police department.  
 Want Shows of all kinds with the exception of Girl Show **CONCESSIONS**—French Fries, Hanky Panks and all legitimate Stock Concessions. Ride Help for Rocket Fly-o-Plane Tilt and Dipper. Must be semi drivers.  
**CARL D. FERRIS, General Delivery, Savannah Ga.**

# WANT—CONCESSION AGENTS—WANT

Agents for Razzie, Roll-down Blower, Pin Store and Six Cats, also Help for all Concessions truck drivers given preference.  
**HARRY (IRISH) GAUGHN**  
 Harrison Greater Shows, Laurinburg, N. C., this week.

# WANTED WANTED

Hanky Panks or Concessions that work for stock. Opening Du Quoin, Ill., City Park, April 22 to May 3; then per route. Ride Help on all Rides—must drive semi; no drunks. Winter quarters now open.  
**BIG FOUR AMUSEMENTS**  
 135-2151 AVE. (PHONE 3751) MELROSE PARK, ILL.

# CARNIVAL ORDERS UP

# Tent Makers Busy, See Good Season

**BRISK PRODUCTION** activity at the major tent companies supplying outdoor shows is under way with deliveries being made regularly. The rush follows on the heels of selling trips, during which the order writers scored some of their best business in several seasons.

Leading plants are working some or all departments overtime in order to meet delivery schedules. They are turning out special products, including the largest big top in the country and special-design Merry-Go-Round tops.

There is almost no mention this spring of canvas shortages. In contrast to a year ago, when government orders indicated an uncertain future for show tents, there seems to be an ample supply of materials. Manufacturers explain that this is in part due to their advance orders in anticipation of show business' needs.

### Prices Unchanged

Prices remain generally unchanged from a year ago. Labor expenses, however, have increased. In certain cases this increase is absorbed by the maker while in others it is reflected to some degree in the sales price.

Circuses continue as big buyers, with several taking delivery on complete new spreads, while makers report increased activity in the carnival field this spring. Music-in-the-round producers have come thru with an impressive batch of orders again this year. Also repeating are the revivalists, who are moving outdoors in an ever-increasing number. Moreover, they are buying bigger tents than in the past. One maker also reports that rep shows and tented movie shows have shown unusual activity in the tent market this spring.

In general, the volume of orders from carnivals is interpreted as an indication that these shows are building up their back-end attractions.

### Top Larger Than Ringling's

United States Tent & Awning Company, Chicago, has completed a top larger than the Ringling-Barnum circus uses. It is a 210-foot round top with three 50s, made for the Rev. Oral Roberts, of Tulsa, Okla. It is designed to accommodate 15,000 persons for revival meetings, with seating throughout the interior. The new top replaces a 180-foot top made last year by U. S. The 1951 model proved to be too small for Roberts' crowds.

In the same field, U. S. is making a 150 by 230 for the Rev. Rex Humbard and a 80 by 160 for the Reverend McKay.

A replacement tent for the special model built in 1949 for the Aspen Institute, Aspen, Colo., is being turned out by U. S. It will be 150 by 150 and is designed to seat 1,800 around the stage for the institute's annual Music Festival from June to October. Tops at Aspen are subjected to heavy rain and high winds because of the altitude there. U. S. is building several tents to accommodate from 1,200 to 1,800 persons each for music-in-the-round theaters.

### Circuses Buy

New big tops, menageries, Side Show tops, marquees and other canvas products are being manufactured by U. S. for the A. G. Kelly & Miller Bros. Circus, Kelly-Morris Circus, Beers-Barnes Circus and Mills Bros. Circus.

This year's new spread of canvas on the Clyde Beatty Circus was built by U. S., starting last year. The same firm has completed construction of all new canvas, including a larger big top, for the King Bros. & Cristiani Combined Circus.

Other buyers listed by U. S. include Royal American Shows, Royal Crown Shows, James E. Strates Shows, Cetlin & Wilson Shows, Prell's Broadway Shows and other carnivals. These include theater-type tops and tents for Side, Illusion Monkey and Midget shows.

### Sales Up 25 Per Cent

At O Henry Tent & Awning Company, Chicago, Bernie Mendelson reported a 25 per cent increase in volume of business was scored on a recent sales trip thru the South. He described the jaunt as one of his most successful and

said he anticipates a big season.

Merry-Go-Round tops of unique designs are being turned out by O. Henry for both the Royal American and World of Mirth carnivals. Mendelson said that each is of a different design and both are the product of several years' study and designing.

For Thomas Joyland Shows, O. Henry is making a full layout which lists several large show tents and lines of specially designed banners for the Glass House and Monkey Show. The firm's banner department was working around the clock to produce this and other orders, among them a new banner line for the King-Cristiani circus and banners of the buyer's design for Col. Lew Alter's show.

Much concession top-business is reported by O. Henry. These orders include all new canvas for Johnny Miller's cat racks on the World of Mirth. All concession tops on the World of Mirth are being replaced with new ones from O. Henry. The new ones are blue with blue and green side walls and striped bally cloths. John H. Marks Shows are getting three new tops from O. Henry for their Girl, Jig and Side shows.

Music-in-the-round looms large in the O. Henry production schedule, according to Mendelson. Several of these are being built and one is a 120 by 160-foot top.

### Anchor Stock Piles

Paul E. Black at Anchor Supply Company, Evansville, Ind., reported much increase in the demand this year for larger tops. He said most of the orders have come from carnivals, with others coming from evangelists and rep shows.

Anchor, he said, is building not only those tops already ordered, but also a stock of standard size show tents to be available for immediate delivery during the season. He said his order books indicate the number of evangelists operating under canvas this season will be substantially larger than the 1951 total.

Powers & Company Philadelphia tent makers, reports it is turning out regular lines of concession tents for numerous carnival and fair concessionaires.

# Meningitis Kayos Scott's Bow Date

TOCCOA, Ga., April 5.—A spinal meningitis epidemic which hit Stephens County this week, knocked out Georgia Amusement Company's scheduled opening stand of the season here. Shows were all set up and ready to bow when the epidemic hit and a subsequent crowd-gathering ban order was issued by health authorities.

Tearing down, Homer H. Scott, shows' owner-manager, moved org to Gainesville, Ga., where it opened yesterday (4) and will remain thru Saturday (12).

# H. Wilson Rejoins Hannum Shows

GIBSONTON, Fla., April 5.—Harry E. Wilson this week announced that he would rejoin the Morris Hannum Shows as public relations-promotion director Monday (7). Wilson out in his first season with the Pennsylvania-based show last year.

Hannum has purchased two 100-kw. light plants and plans to play virtually the same territory as last year.

Wilson recently concluded a successful winter booking tour with the Great Le Roy, magician. Schools and theaters made up most of the route.

### FOR SALE

Lucas Kiddie Boat Ride, Used 2 seasons, in excellent condition, priced very reasonably. Selling due to ill health. Write, wire or phone  
**PHILLIP AFTOORA**  
 1642 West 117th Cleveland 11, Ohio  
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### WANT

High-Diving Act for 60 to 70 foot height. Must furnish tank. We have platform. For free attraction full week of June 15, Cincinnati area. Give open dates if not available then. State salary. All replies to  
**BOX D-182**  
 c/o The Billboard, Cincinnati 22, Ohio

# From the Lots

## Hill's Greater

CLOVIS, N. M., April 5.—Monohans, Tex., March 17-22, auspices VFW and fire department, lot one block from main business district. Business good. Show made 220-mile jump from Del Rio, Tex., without incident. Whitey Dixon spots Susie Q, the elephant, in a prominent place on the front end. During the past two weeks the following have taken delivery on new trailers: Mr. and Mrs. Ken Davis, Mr. and Mrs. Robert Cofer, Mr. and Mrs. McKinnon, Linda Lopez and Mr. and Mrs. Benny Haydad. Frank Miner took delivery on a new car. C. B. Rawlings joined with Motordrome with Jim, Clyde and Bob Rawlings and their wives as riders. Babe and Joe Palooka left to open with Alamo Exposition Shows. Show presents an excellent appearance with all rides and fronts illuminated with colored fluorescents.

Week of March 24-29 Kermit, Tex., auspices VFW Post No. 6284, ball park location. Business good when weather permitted. Saturday matinee was very good but wind came up about 6 p.m., virtually ruining the evening play. Tilt-a-Whirl topped the rides and Motordrome led the shows. Mr. and Mrs. Floyd Stokes and son and several others were visitors from Tidwell Shows, showing in nearby Odessa. H. P. Hill was absent for three days on a business trip. Mrs. Ruby Johnson motored from Pueblo, Colo., with a new trailer and pick-up truck. Jimmy Davis has been having good business with his Penny Arcade but was forced to suspend operations Friday and Saturday when high winds shredded his top. A new one has been ordered. Mr. Flickinger, photos, is adding two new kiddie rides to the shows' line-up.—BONNIE HOLIFIELD.

## Just for Fun

TYLER, Tex., April 5.—Show opened to okay business here although cool nights are cutting into business. Owner W. A. Schaffer took delivery on five new tractors in preparation for the expected 40-week season.

Staff personnel includes Schaffer as owner-manager; Mrs. W. A. Schaffer, secretary-treasurer; Archie Hensley, general agent; W. H. (Bill) Bonta, legal adjuster and Pat Bonta, front gate.

Ethan Allen has the Jig Show and Archie Hensley two gal shows. Other units on the back end include monkeys, 10-in-1 Funhouse and a Snake Show.

Concession row is made up of Bill Butler, six; Mrs. L. C. McHenry, cookhouse, mug gallery and three hanky panks; Mrs. Vernon Archer, hoop-la; Whittie Archer hams and bacon; Jimmie Archer and Good Kid Al, pin store and ruck hall; Billy Miller, razzle dazle; Floy Vincent, Jack Thorp and Mr. and Mrs. Panther, popcorn, peanuts and mug gallery. Mrs. Helen James, cigarette pitch with Bobbie Carroll as agent; Mr. and Mrs. Jimmie Williams, bal games and short range gallery, and Mrs. Bumpus, bingo and cotton candy.

Recent visitors from Dallas included Mrs. Lucille Delapac and Mr. and Mrs. Jimmie Carter.

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## RIDES FOR SALE

**BARGAIN**  
 Jetopu, with transportation, Stacy Johnson Airplane, Junior size, Schiff Boat Ride with transportation. Can be seen in operation at Police Benevolent Park, Hollywood, Fla. For appointment contact Capt. Johnnie Rider 1400 N. W. 119th St., Miami 47 Fla.

## WANT TO BUY FOR CASH

No junk—One 16' 6 Cat Joint, one 16' Bucket Joint, one 16' Top and Frame for Slum Skillo, one 14' Top and Frame for Wheel Wire or Jall  
**BARNETT ABEL**  
 7102 Washington Highway  
 Richmond, Virginia 5-9575.  
 Chet Moran, contact me

## CASEY ALLEN AND BINGO HELP

Get in touch with  
**FREDDIE BLYTHE**  
 c/o Happy Attractions, opening April 14.  
 Newark, Ohio

## GIVE TO THE RYNYON CANCER FUND

→ TV IS ALL OF SHOWBUSINESS  
 → ONLY THE BILLBOARD COVERS ALL OF SHOWBUSINESS!



# Trailer Experts Stress Upkeep to Save \$\$

Continued from page 88

brake system, which utilizes the same type hydraulic brakes now in use on cars and trucks the book points out. In this type brake, the hydraulic fluid of the towing vehicle enters thru the hose at the coupler, and moves the piston in the cylinder. This piston in turn moves the push rod which operates the master cylinder on the rear of the coupler. The hydraulic fluid is then carried to the brake assemblies of the trailer from master cylinder on coupler—making one complete hydraulic system of car and trailer coach. There is no passage of fluid from one unit to the other at any time.

The same upkeep, care and maintenance is required that is required on any automobile according to the authors. This may be handled by any qualified automotive service station. On parked trailers, it is recommended that brakes be applied for no more than 48 hours consecutively. The manufacturer's service manual will instruct you on how to release brakes.

### Hitch Assembly

The book points out that grease fittings are provided on most

hitches for lubricating the jack mechanism to prevent rusting and to make for easier operation. Regular greasing and cleaning should be done even though the trailer is not in highway use. Keep the coupler ball socket and jack housing parts well greased, as dry units cut into the metal and cause excessive wear. Regularly check the ball for size, and check the socket for wear. It is very easy and economical to replace these parts if needed. Remember, the coupler unit has to absorb much friction and punishment in towing a modern trailer. They caution that while some hitches have sufficient grip to hold to the ball without being locked, towing should never be done without first engaging the locking device which is a part of every coupler. The small metal hitch wheel, or caster, is for use only in maneuvering into position and parking, and should always be removed when coach is towed on the highway. After the caster wheel is removed, the shaft should be raised to prevent damage from road irregularities.

The metal ball should be lightly covered with fibre grease and covered when not in use, to keep it free from rust. An old tennis ball, from which a slice has been removed, makes an excellent cover, as does an empty baby food can.

### Exterior Care

The book advises to use cold water with a large sponge or soft cotton cloth to clean the coach exterior. Dry with a chamois or clean cloth. Never wash it in the rays of sun. If coach has been out in the sun and exterior is hot, allow it to cool before washing. Use a tooth brush to remove grit and grime from crevices. When a trailer coach is cleaned and waxed regularly, the finish is protected from minor scratches, abrasion caused by grit and road grime. Protective measures are particularly important in seaboard localities exposed to salt air and in industrial areas where smoke fumes prove highly destructive.

Generally speaking, waxing should be done every three to six months, but several factors have a bearing on this, such as amount of travel, season of year, and maintenance between waxing. Wax jobs last longest in temperate climate and season—spring and fall—or in temperature ranges from 50 to 70 degrees. Winters are hard on wax durability because of sleet, mud and dirt. Hot summer sun is most harmful of all. It softens wax, causes some migration of wax particles and makes it more easily removed by the elements. Sunshine also deteriorates the paint film, making waxing necessary more frequently.

A good standard brand of tar remover will remove tar or oil without damaging the finish. If tar has hardened, use butter or non-colored gasoline (naphtha) to soften. DuPont's Preposol is also satisfactory. Do not use lacquer thinner, according to the experts.

### Caulking

The authors stress the importance of sealing at once any cracks or openings, however small, that might develop around the mouldings, joints, rub rails, splash panels, windows, top seams, doors, roof vents and around wheel housings. Loose nails or screws that are exposed should be tightened or replaced at once so moisture cannot enter.

It is wise to paint canvas roofs every six months or at least every year. For best heat-deflective results in all climatic conditions, use aluminum, chrome or silver tone colors on a canvas roof. To prepare the top for painting, take a stiff brush and give the top a dry once-over to remove all dust, scale and other undesirable matter. Do not wash the top with water. If the canvas is torn or otherwise damaged, it may be repaired by using strips or sections of ordinary lightweight canvas, muslin, duck or drill cloth. Cement these strips to the old top over torn or damaged areas with a waterproof cement. Smooth off edges of patched areas by applying caulking compound to a feather edge.

### Interior Care

Open windows frequently and clean them around the metal casings. Wipe the metal with a vaseline rag to prevent rust. Use any good window cleaning fluid to clean glass. If you are bothered with excess moisture on the glass, it will help to wipe the glass

lightly with a vaseline rag. In using hot water, the book advises to be sure that it is mixed well with cold water so that there will not be any steam rising from the sink, as this steam vapor also add greatly to the humidity in the air. When taking a shower, the door to the shower room should be closed during bathing and should remain closed for 30 to 40 minutes afterwards so as to allow the moisture created to escape out the vent to the outside air. The vent in the shower room should likewise remain opened and if equipped with a fan, the fan should be turned on. Laundering and hanging of wet clothes in trailers also adds to the moisture in the air.

Condensation can be prevented to a great extent by heat and ventilation the book says. In the summer time, because doors and windows are usually open, water or vapor generated in the trailer readily escapes. It is quite obvious that closing the trailer tight, permitting no moisture to escape continually adds moisture to the air. It is absolutely necessary to have one roof ventilator partially opened together with one window.

## TRAILER TRENDS

# Mobile Coach Homes In Apartment Style

By EDWARD L. WILSON  
Managing-Director, Trailer Coach Manufacturers' Association

COMPLETE housing, offering all the refinements and convenience of a small apartment dwelling is the theme of the new 1952 models of trailer coach mobile homes. First unveiled to the public in February at the national show held by the Trailer Coach Manufacturers' Association in Cleveland, they are now to be seen in dealer displays thruout the country.

Last year was a big year for trailers as thousands turned to mobile living as an answer to the continued housing shortage. More

than 67,000 units were manufactured, representing a retail sales volume of \$250,000,000.

Continued availability of trailer coaches, will depend upon allocations of critical materials by the government. Recent reports from Washington indicate a general freeing of metals which would improve prospects for production of trailers in greater numbers. Meanwhile, there are no priorities on the purchase of trailers and for the present they are generally available thru dealers.

### Mobile Homes Bigger

The new mobile homes are bigger, the trend being toward length and more interior living space, in response to public demand. About 70 per cent of all trailer coaches currently produced are 30-footers, or longer, compared with 17 per cent in this category in 1948. Some models are 40 to 50 feet long, capable of sleeping six persons.

Manufacturers, however, continue to produce in quantity models in the 26-foot category, which in the past has proved a popular bracket with outdoor show people. These models provide all housing needs in a smaller unit.

Regardless of size, practically all models incorporate the basic, fairly well standardized design of living room, kitchenette, bedroom and bath facilities. And the price of mobile homes includes furnishings, refrigerator, range, water heater, basic heating equipment, bath and toilet and other essentials which, if purchased separately, would amount to a substantial sum.

More than 90 per cent of the trailer coaches now being constructed contain lavatories and showers. Many also have bath tubs. Some have automatic washing machines, some are air-conditioned. In TV areas, a majority have television sets and some new models display collapsible television aerials which can be contracted while the unit is being moved.

More and more show people are turning to mobile living as the best available alternatives fitting the mobile nature of their lives and profession. It softens the difficulties of long periods of travel and short engagements. For many it is the only way they are able to enjoy domesticity and the satisfying sense of a home of their own. In recent years, even Hollywood film stars, whose work does not normally require the move-about life of most entertainers, are becoming avid trailer coach advocates.

## TRAILER REGULATIONS

# Length Limitations Aim At Coaches Over 35 Ft.

WHILE the trend towards longer house trailers is meeting with restrictive legislation in a growing list of States, action thus far does not affect the majority of outdoor show folks, who normally use coaches of the 35-foot-or-less length, according to a survey by the Trailer Coach Manufacturers Association.

A tabulation of legal trailer coach lengths, compiled by the association, follows:

State	Legal Length in Feet		Are Special Use Permits Granted?	Are Special Forms Necessary?	For Information, Write to the following:
	Car and Trailer Comb.	Single			
Alabama	45	—	Yes	No—let. tel. okay	Secy., State Highway Dept., Montgomery 4.
Arizona	65	35	Yes	No	Forms are completed by the State Inspection at the Port of Entry.
Arkansas	45	—	Yes	No—give all details in letter or wire	Director, State Highway Commission, Little Rock.
California	80	35	No	—	—
Colorado	60	35	Yes	Yes	Main. Eng., State Highway Dept., State Office Bldg., Denver 2.
Connecticut	45	—	Yes	No—letter okay	State Highway Commission, State Office Bldg., Hartford 15.
Delaware	60	35	Yes (\$2 permit fee)	Yes	Dela. State Highway Dept., Traffic & Planning Div., 152 S. State, Dover (\$500 bond must be posted with State)
Florida	50	40	Yes	Yes	Permit Clerk, State Road Dept. of Fla., Tallahassee.
Georgia	45	35	Yes	No—wire or write	Georgia Pub. Service Commission, State Capitol of Georgia, Atlanta.
Idaho	65	35	—	—	—
Illinois	45	42	Yes	Yes—tel. or letter	Eng. of Main., Division of Highways, Springfield.
Indiana	50	36	Yes	Yes	Eng. of Permits, State Highway Commission, State House Annex, Indianapolis 9.
Iowa	45	—	Yes—for 25 miles only	—	Chief Eng., State Highway Commission, Ames.
Kansas	50	35	Yes	Yes	Highway Eng., State Highway Dept., Topeka.
Kentucky	45	35	Yes—Bond required, \$4 fee	Yes	Division of Main., Permit Section, Dept. of Highways, Frankfort.
Louisiana	60	—	Yes	Yes	Permit Eng., La. Dept. of Highways, Baton Rouge.
Maine	45	—	Yes (\$2 permit fee)	Yes	Chief Eng., State Highway Commission, Augusta.
Maryland	55	—	Yes (\$10 permit fee)	No—give all details of route, time, reason, etc.	Commissioner of Motor Vehicles, Guilford Avenue & 21st Street, Baltimore 18.
Massachusetts	None	35	—	—	—
Michigan	50	35	Yes	Yes	State Highway Department, Lansing 3.
Minnesota	45	—	Yes	Yes	Department of Highways, Maintenance Engineer, 1246 University Avenue, St. Paul 54.
Mississippi	45	—	Yes	Yes	State Highway Department, Engineer of Maintenance, Jackson.
Missouri	45	—	Yes	No	Apply by letter to Division Offices in territory where entry is made.
Montana	60	35	Yes	Yes letter okay	State Highway Commission, Maintenance Engineer, Helena.
Nebraska	50	35	Yes	Yes	Chief Highway Engineer (or District Engineers) Department of Roads & Irrigation, Lincoln.
Nevada	None	None	—	—	—
New Hampshire	45	35	Yes	No (written application OK)	Director of Safety, Motor Vehicle Department, State House Annex, Concord.
New Jersey	50	35	—	—	—
New Mexico	65	40	—	—	—
North Carolina	48	35	—	—	—
North Dakota	45	35	—	—	—
Ohio	60	35	—	—	—
Oklahoma	50	35	—	—	—
Oregon	60	35	—	—	—
Pennsylvania	45	35	Yes (\$50 permit fee)	Yes	Permits granted by District Offices of Department of Highways where entry is made.
Rhode Island	45	35	Yes	No	Principal Highway Engineer, Division of Roads & Bridges, State Office Building, Providence 2.
So. Carolina	50	35	Yes	No	Director, Motor Vehicle Division, State Highway Department, Columbia.
South Dakota	50	—	Yes	Yes	Highway Engineer, State Highway Commission, Pierre.
Tennessee	None	None	—	—	—
Texas	45	35	—	No way to move over-length coaches.	—
Utah	60	45	—	—	—
Vermont	50	—	Yes	Yes	Commissioner of Highways, Vermont Dept. of Highways, Montpelier.
Virginia	45	33	Yes	No—use letter	Traffic & Planning Engineer, Department of Highways, Richmond 19.
Washington	60	40	Yes (\$4 per trip or \$10 for 30 days)	Yes	Permits obtained from any State Highway office.
West Virginia	45	35	Yes (\$1 permit fee)	Yes	Apply to District Engineer at point of entry.
Wisconsin	45	—	Yes	Yes	Traffic Engineer, State Highway Commission, Madison 2.
Wyoming	60	40	Yes (\$1 permit fee)	No	Director, Motor Vehicle Division, Wyoming Highway Dept., Cheyenne.



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Side Show Acts, Magician and M.C., Fire Eater, Ticket Seller and Girl for Rally, Talker who can and will keep the Rally hot. Write or wire Side Show Manager, Schaffer's Just for Fun Shows.

**GIRLS**  
Girls who can dance and pose, who have own costumes. Salary out of office: \$75 to \$100 a week for talent who can produce. Wire or write Archie Hensley, Schaffer's Shows, All new streamlined fronts, neon lighted. Girls, this is it. "contact." Mrs. McHenry wants Drome Riders

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Hanky Panks wanted that can stand prosperity. Reasonable for a season that will be profitable. Sixteen bona fide fairs and celebrations.

W. A. Schaffer, "Owner"; W. H. (Bill) Bonfa, "Legal Adjuster"; Archie Hensley, "Agent."

### CARNIVAL WANTED

About 10 Rides and 25 Concessions

For Fourth Annual Sportsman's Exposition  
August 7-9-10, Contact  
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9 E. Broadway, Alton, Ill. (Phone 3-7252)

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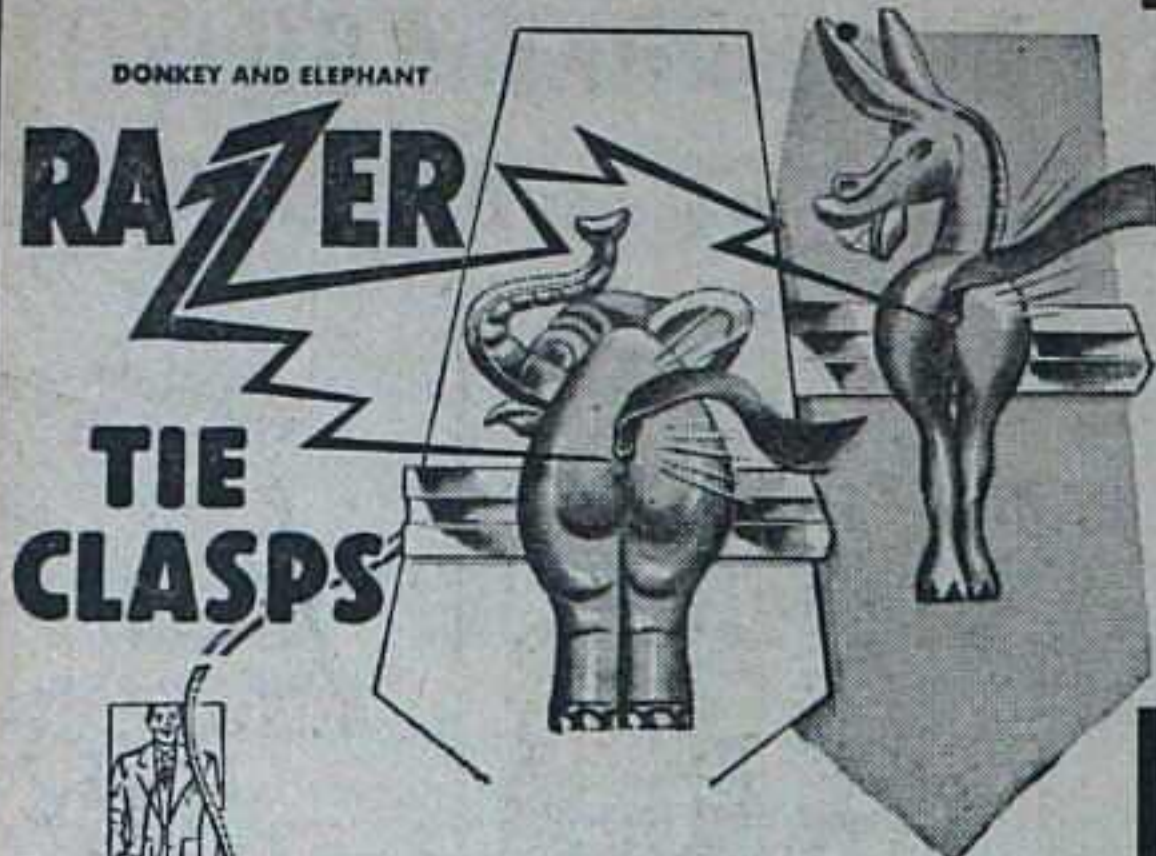
Top salary. Must drive semi. Bonham, Tex., until April 12, then Paris.

**CURLEY CLARK**  
MODEL SHOWS

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Just press the concealed bulb—up goes the tail—and oh! what a sound!

Tops for '52 political shenanigans! Newest novelty sensation! Belly-shakin' way to razz political opponents. Donkey or elephant mounted on gold-colored tie clasp. Rubber tube and bulb hidden in pockets. Press, the tail goes up, emitting an astonishing noise. The novelty natural for election year. Immediate delivery at present—order plenty!

No. 505 Donkey  
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**\$7.20**  
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No. 512 Elephants  
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**\$1.65**  
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## BATTLING PALS

Brown Donkey and White Elephant made of plastic, mounted on magnets. Moved close together, they twirl, twist, do many other tricks. Packaged in colorful box.

No. 772 **\$1.65** Dozen

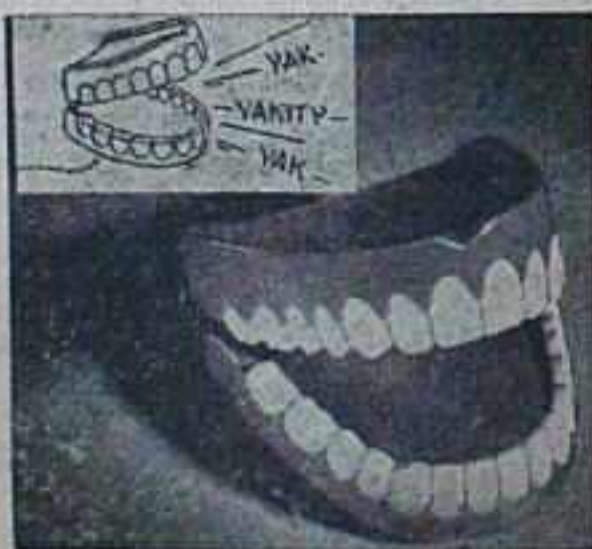
## PIN-UP PENCIL

What a gaff! Looks so real that every man will stare and dream (and buy)! A precision made mechanical pencil, complete with eraser and refill leads. Packed individually in attractive colored box. One dozen to a colorful counter display.



No. 504 **\$5.75** Dozen

## SEEN ON TELEVISION AND IN THE MOVIES!



## TALKING TEETH

You've seen them on the big network TELEVISION shows and in the 20th Century Fox movie "Phone Call From a Stranger." Now, yak it up with "Talking Teeth," the sure-fire, sales-attracting sensation. Regulation size imitation false teeth that chatter, dance, move around as they open and close automatically. Made of plastic, with strong spring motor. Packed individually in colorful No. 618 box, display card with each dozen. A million guffaws.

**\$7.20** Dozen

GET YOUR ORDER IN THE MAIL... OR ON THE WIRES... AT ONCE!

25% Deposit on C.O.D. Orders. On Trial Orders add 25c per doz. to each of the above for postage.

# H. FISHLOVE & CO.

714 N. FRANKLIN ST. CHICAGO 10, ILLINOIS

SINCE 1915—MAKERS OF NOVELTIES THAT AMUSE

# CLASSIFIED ADVERTISEMENTS

A Market Place for Buyers and Sellers

RATE: 15¢ A WORD—MINIMUM \$3

All Classified Advertisements must be accompanied by remittance in full.

FORMS CLOSE

THURSDAY NOON IN CINCINNATI

FOR THE FOLLOWING WEEK'S ISSUE

To insure publication of your advertising in the earliest possible issue, arrange to have your copy reach the publication office, 2160 Patterson St., Cincinnati 22, early in the week.

## ACTS, SONGS & PARODIES

"EMCEE" MAGAZINE — CONTAINING band novelties, parodies, monologues, comedies, jokes; subscription, \$2; add \$1 for four rag-packed back issues. Emcee-B, P. O. Box 983, Chicago 90.

GREATEST SONG SKIT EVER WRITTEN! "Farmer's Daughter" It's sensational! Rush \$1. Our material builds stars! Monologues, Sketches, Blackouts, Parodies, etc. Always "Hot" material. Catalog 10¢. "Writers," Box 575, Hollywood 28, Calif. ap12

OVER 25 PARODIES—LATEST HITS, Popular Favorites; includes "Cry," "White Cloud," "Sun." Immediate delivery of this big book; send \$2 today. Hit Parodies Magazine, 5838 Beechwood Dr., Youngstown 12, O.

SINGERS AND MUSICIANS — PIANO, VO- cal, orchestrations; band scores; school songs arranged; manuscripts corrected and prepared for publication; send manuscripts for estimate. Val's Arranging Studio, 310 W. 10th St., Sarasota, Fla. ap18

## AGENTS & DISTRIBUTORS

ABALONE PEARL SEA SHELL JEWELRY; Italian Inlaid, Mosaic and Sea Coral Jewelry; Mexican, Chinese, Iran and India Jewelry; Butterfly Wing Jewelry; Tropical Souvenirs, Novelties and Curios. Joseph Fleischman, 906 Tampa St., Tampa, Fla. my17

ACTION SELLERS! COMIC PRINTED NOVELTIES; forty samples, \$1; thirty pitchmen's easily made resale articles, \$1. Manuals, Box 111, Universal City, Calif. my17

ADVERTISING SIGN SALESMEN—AMAZING "Quick-Change" sign letters. Sell like wild fire to merchants everywhere. New self-sticking plastic. Write for free samples. Gerry Enterprises, 6912 Hollywood, Los Angeles 28.

AGENTS' MONEY MAKER — FLEXIBLE Buckle Leather Belts and Hand Tooled Billfolds. Everybody a prospect. Write today for free eye-opening information. G. Cedarleaf, 503 Palm Ave., Rockford, Ill.

AGENTS-PITCHMEN — THE KNOW HOW to make auto polish puts you in the chips; \$1 buys 3 formulas; big profits. Wm. G. Shultz, 211 E. 26th St., N. Y. 10, N. Y.

AGENTS-DISTRIBUTORS — MAKE BIG money selling handmade Jewelry; samples, \$3; catalog free. N. Mitchell, Box 521, Raleigh, N. C.

AMAZING SALES RESULTS ON OVER 2000 different items regularly advertised in The Billboard, Records, Music, Show Business Supplies, Equipment, Premium and Prize Merchandise snapped up by live-wire buyer readership of 160,000! No other publication has more receptive audience! Low rates on request. The Billboard, 2412 Patterson St., Cincinnati 22, Ohio. ap12

ATTENTION, HOSIERY—LOW PRICES FOR Jobbers, pitchmen and salesmen. Complete line Ladies', Men's, Children's Hosiery. Nylons, \$1 dozen up. Sample order, one dozen slightly imperfect Nylons, packed beautiful cello bag, \$3. Prompt shipments and satisfaction guaranteed or money refunded. S. F. Pollard Mfg. Co. (5-1741), 1258 Market, Chattanooga, Tenn. np

## MORE OPPORTUNITIES FOR YOU!

See The Billboard's New MARKET-PLACE

A Sectionalized Classified Feature in the Music, General Outdoor and Coin Machine sections.

ATTENTION, WHOLESALER — CEDAR Wood Novelties and Chests; sample assortment, \$10 cash, prepaid; 25% deposit on c.o.d. orders. L. B. R. W. Bassler, 507 E. Walnut St., Washington, Ind.

BIG PROFITS! SELL NEW FACTORY guaranteed watches; Benrus, Bulova, Elgin, Gruen, Hamilton, Longines. Write Standard, 1541B North Fuller, Hollywood, Calif. ap12

(Continued on page 116)

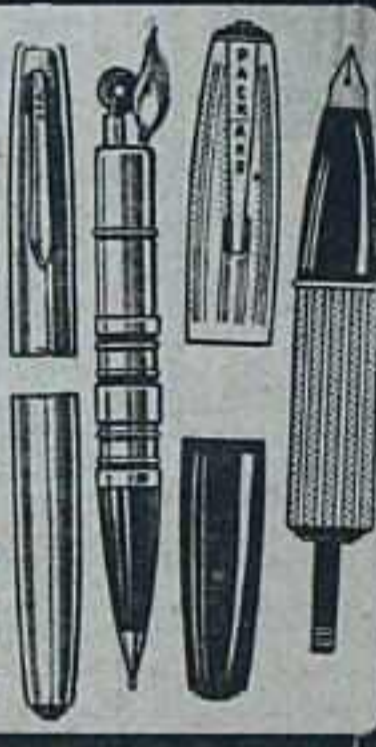
## DIRECT From Manufacturer SENSATIONAL VALUE



Beautiful 3-piece set. Hooded point fountain pen, automatic pencil and precision ball pen. Plastic cap. Assorted colors. Attractive box. PER GROSS \$36.00 plus tax. Sample set \$1.00

These Pens Sell Like Wildfire! gross  
Combination ball pen and lighter. \$36.00 plus tax  
New 1952 Vacuum Filler Fountain Pen. \$30.00 gross plus tax

Three-Piece Sets \$48.00 gross plus tax  
Send \$5.00 for the Complete Sample Set.  
Orders filled the same day as received. Send 25% deposit with the order.



## PACKARD BALL PEN

27 East 32nd Street New York 17, N. Y. SPring 7-7180

## The Wishing Well

### A GAME OF SKILL

Thrill to the jingle of pennies, nickels and dimes. Tremendous profits from Federal Tax-exempt game.



Here is opportunity knocking on your door. Place in Taverns, Restaurants, Clubs, etc., and most anywhere that people gather, and have them play for drinks, amusement, etc. Your original investment practically returned every month. You will thrill to the music of the jingle of coins collected.

Made of heavy plastic, 6" square and 12" high, resistant to pilferage, individual keys, easy to keep clean. Only product necessary to keep you operating is WATER. Inexpensive—will last almost forever. Anyone can operate. A route of 100 should return at least \$600 a month, with very little work.

SAMPLE: \$14.50; 4 or more, \$12.50 each. 1/3 deposit with order, balance C.O.D. or send full amount with order and we pay express in U.S.A. Send in your order today.

## KISSNER Sales & Brokerage

606 East Pike Seattle 22, Washington

## WE WISH TO GREET FRIENDS AND CUSTOMERS

### from our NEW AND LARGER QUARTERS

centrally located in HARRISBURG, PA.

When in the vicinity, always remember to make our store your headquarters for:

Bingo Merchandise  
Clocks  
Lamps  
Blankets  
Toys

Glass  
Slum  
Plaster  
Balloons  
Ball Game Specials

## JOE END & CO., INC.

417 Verbeke Street Harrisburg, Pennsylvania

## NEW LOW PRICES—WESTERN SADDLE HORSES

Better Than Ever! Highly Polished Two Tone Bronze Lustre.

Height	Per Doz.	Height	Per Doz.
10 1/4"	\$21.00	5"	\$5.40
7 1/4"	13.80	3 1/2"	2.40
6 3/4"	9.00	2 1/2"	1.75

Unconditional 30 DAY Guarantee on All Items.

Rated Firms: 2/10 E.O.M. Non-Rated 25% Deposit, Balance C.O.D., F.O.B. N.Y. Wholesale Only.

BILL TURBIN, 40-41 195th St., Flushing, L. I., N. Y.



No.	Description	Pkd.	Price Gross
4918	4" Feather Doll	3 dr.	\$ 8.00
4920	7" Feather Doll	1 dr.	17.00
4922	9" Feather Doll	1 dr.	28.00
4924	12" Feather Doll	4	42.00
4949	5" Fur Monks	8	4.78
4942	6" Fur Monks	3 dr.	7.00
4990	7" Fur Monks	2 dr.	8.30
4933	8" Fur Monks	1 dr.	9.00
4980	9" Fur Monks	1 dr.	12.00
4912	Swagger Sticks	1 gr.	13.30
4906	RWB Baton	1 gr.	13.30
4927	Lash Whip	2 1/2 gr.	13.75
4924	Jap Flying Bird	3 dr.	7.35
4928	Amer. Flying Bird	1 gr.	9.15
6134	American Leis	1 gr.	3.45
9240	Jap Leis	1 gr.	1.70
		Dozen	
5026	Worth Ball	12	\$2.15
5022	String Ball	12	2.60
5016	League Ball	12	4.80



## COLORFUL DOLLS

No.	Name	Dozen	Price East
4514	Frenchy	.....	\$34.00 \$30.00
4570	Daymar	.....	42.00 37.80
4540	Glamour	.....	45.35 40.80
4519	Frenchy Bride	.....	34.00 30.40
4548	Stardust	.....	46.00 42.00

Above Dolls All Pkd. 16 to Carton



No. 5548 SMOKY JOE, \$12.00 Doz.



No. 30 HULA GIRL, 16" high, 12 to ctn. 35¢ each.



# Look! IT'S DE LUXE AGAIN! WE TRIED TO ENTERTAIN YOU WITH OUR CONTEST...NOW LET US SUPPLY YOU WITH OUR MERCHANDISE AT LOW PRICES..."NO GAG PRICES"



No.	Description	Pkd.	Each
46	14" Elephant	6	.75
45	10" Elephant	12	.45
52	Circus Horse	12	.30
63	Majorette	12	.30
64	Old Mare	12	.30
42	Panda	12	.30
67	Sitting Pig	12	.30
24	Bull	12	.30
65	Elephant	12	.30
12	Sport Girl	12	.30
18	Clown	12	.30
16	Cowboy	12	.30
14	Crucifix	12	.30
31	Sheba with Plume	12	.50
No Less Sold			



### Major and Majorettes

No.	Hgt.	Pkd.	Milw.	East
4726	30"	6	\$38.70	\$34.80
4734	29"	12	32.60	29.40
4735	29"	12	36.00	32.40
4718	17"	36	13.10	11.80



### Pandas and Honey

No.	Hgt.	Pkd.	Milw.	East
4658	29"	6	\$34.70	\$31.20
4623	32"	12	40.00	36.00
4731	47"	6	76.00	68.40
4608	15"	36	12.80	11.50



No. 4679 Plush Sitting Elephant  
6 to carton ..... Ea. \$2.70 Dz. \$29.30  
16" high

No. 4687 Sitting Elephant  
6 to carton ..... Ea. \$3.15 Dz. \$34.70  
17" high

No. 4737 Jumbo Sitting Elephant  
6 to carton ..... Ea. \$3.50 Dz. \$39.30  
18" high



No. 1023 Marbelized Porcelain Base Lamp—22 karat gold trim, plastic shade, ruffling top and bottom. 29" high. Pkd. 6 to carton. No less sold. Doz. .... \$40.00

No. 1075 Same as above—Plastic shade with pig ear top and bottom. Pkd. 6 to carton. No less sold. Doz. .... \$45.00

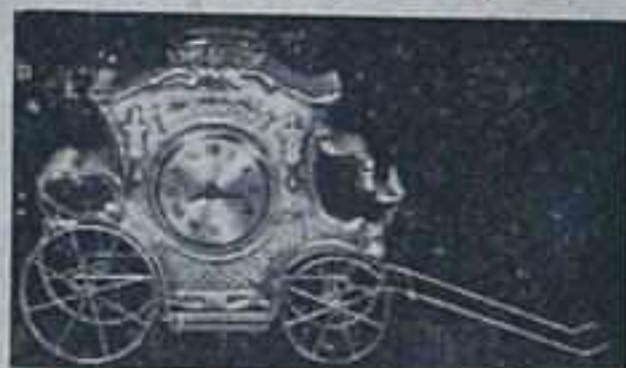
No. 1076 Same as above—Plastic shade with pig ear top and bottom. Pkd. 6 to carton. No less sold. Doz. .... \$48.00

No. 1072 Chinese Figure Base—28" high, Parchment Cone Shade. Pkd. 12 to carton. No less sold. Doz. .... \$40.00



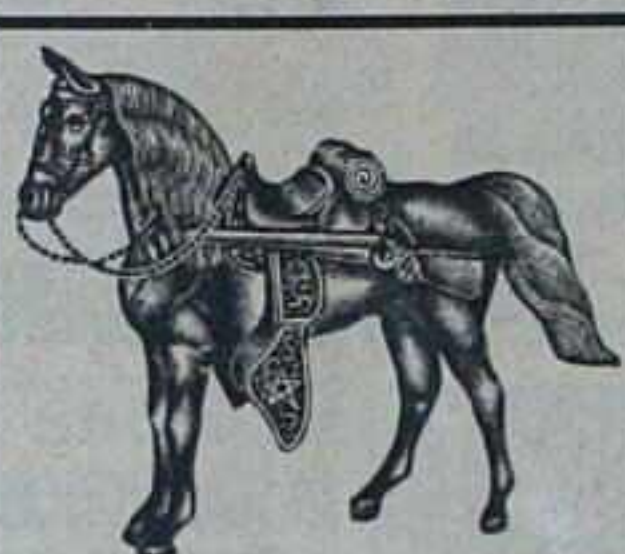
### No. 2220 "Lanshire" Ceramic Mantel Clock

Beautifully designed in red and green marbelized effect with floral decoration heavily embossed in gold trim. Equipped with a Synchronous Precision Self-Starting Electric Clock Movement which carries a one-year factory guarantee. 10 1/2" wide, 9 1/2" overall height. Individually Packed. EA. \$9.00 DOZ. \$96.00



### No. 2225 ELECTRIC COACH CLOCK

Genuine Devereaux China, hand decorated in two-tone finish. Trimmed in 24 karat gold. Guaranteed nationally known self-starting electric movement. Complete with frame in beautiful brass finish. Size of clock: 8 1/2 x 11 x 3 in. U.L. approved cord. Individually boxed. Ea. \$9.25 (Milw.); \$8.35 (East).



### BRONZE HORSES

No.	Size	Doz.
5525	10"	\$19.20
5524	8 1/2"	16.20
5531	7 1/2"	14.00
5523	6 1/2"	8.80
5522	5 1/2"	7.20
5529	4 1/2"	4.25
5528	3 1/2"	2.70
5527	2 1/2"	2.00



### No. 1044 HURRICANE LAMP

Pkd. 12 to carton  
\$14.40 per dozen



### No. 1060 CLOSEOUT \$12.00 doz.

16 in. high—Parchment Shade. Pkd. 12 to carton

**GLASSWARE**  
For all purposes  
Crystal, Ruby,  
Green, Ivory,  
Iridescent.

**IMPOSSIBLE to List All Items in Billboard Ads... Write for Free Catalog.**

### WISCONSIN DELUXE CAN SOLVE ALL OF YOUR MERCHANDISE PROBLEMS

These are only a few items. We also carry a complete line of Watches, Jewelry Sets, Clocks, Electrical Appliances, Lamps, Blankets, Luggage, Liquor Sets, Chairs, Tables, Smoking Stands, Hampers, Stools, Hassocks, Juicers, Scales, Coffee Makers, Cutlery Sets, Aluminum Gift Ware, also Mirror Aluminum, Glassware from the smallest Ashtray to large Bowls and Sets for all purposes. Binoculars, Lanterns, Flashlights, Hunting and Pocket Knives, Golf Clubs, Balls and Bags, Baseballs and Gloves, Rubber Balls, Cameras, Novelties for all occasions, Party Favors.

If you will advise your present requirements we will be happy to quote you or make suggestions for your particular needs.

**JOKER ITEMS, HOOP-LA and WATCH-LA Prizes. Bingo--For Any Type of Operation.**

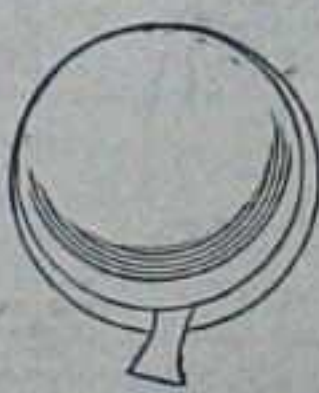
**Complete Line of STRAW, FELT and NOVELTY HATS for all users.**



No.	Description	Pkd.	Each
1734	6 qt. Covered Pot	4	\$ .90
1733	4 qt. Covered Pot	4	.75
1735	5 in 1 Pan	12	1.00
1843	Rd. Roaster	6	1.00
1746	Drip Coffee Maker	6	1.05
1727	6 Cup Perk	6	.80
1728	8 Cup Perk	6	.85
1865	2 qt. Covered Pot	12	.50
No Less Sold			



No. 5386 Protecto Light With Flasher  
It Flashes 1 to a carton.  
Ea. \$3.80 - Doz. \$42.00



**DART BALLOONS**  
No. 4324, 4" .... \$ .80 gr.  
No. 4325, 5" ... 1.00 gr.  
All Fresh Latex



No. 3889  
**Assorted Key Chains**  
Per Gr. \$2.70

1,000 other items priced from 50¢ to \$9.00 per gross. The latest Import and Domestic Novelties.



No.	Description	Pkd.	Each
39	Circus Horse	48	.12
74	Lamb	48	.12
61	Sailor	48	.12
36	Dogs	48	.12
20	Ship	48	.12
75	Sailorette	48	.15
70	Bear	48	.15
71	Baby	48	.15
72	Pig	48	.15
76	Goldilocks	48	.15
No Less Sold			



No. 922 Gallon Jug  
1 to a carton  
\$24.70 Doz.

## WINNERS—"DE LUXE GAG CONTEST—THINK YOU'RE FUNNY"—WINNERS

March 8—No. 1  
First Prize: "They say—You said if it wasn't red you'd make it red."  
WINNER: E. E. FARROW  
Second Prize: "I think you better kick it all back."  
WINNER: ROBI ROBERSON  
Third Prize: "I told you to go for \$1.00 Top."  
WINNER: HARRY J. FROST

March 15—No. 2  
First Prize: "Well, we didn't misrepresent. We advertised that we were operating a 'clean' show."  
WINNER: JOE COLIHAN  
Second Prize: "The treasurer left a note saying he couldn't tell his money from ours—all the same color—and blew."  
WINNER: ROBERT MELLOR  
Third Prize: "Me? How did you get the big office?"  
WINNER: S. J. GOODMAN

March 22—No. 3  
First Prize: "How can I get more out of him? I've already got his D.P. for three September Fairs."  
WINNER: ROBERT K. TEMPLETON  
Second Prize: "What a location! The only place I've seen less people was at the 'lot-man's' funeral day before yesterday."  
WINNER: CHARLES HUSTON  
Third Prize: "Take it down! Fifty guys crying for locations. I'll get fifteen for this space."  
WINNER: OTTO A. SCHWEPPE

March 29—No. 4  
First Prize: "The way Al throws the bull, ya'd think he'd toss a bear!"  
WINNER: TRIXIE CLARK  
Second Prize: "Yes, I know it's a little slow, but wait till next week—that's the Big One!"  
WINNER: J. A. KNIGHT  
Third Prize: "How does he expect to make money? He never gives them anything but promises."  
WINNER: MRS. A. H. DRESCHER

Winners were picked by impartial judges—3 members of The Billboard staff. All decisions are final.

Write for Our NEW 1952 Catalog... Ready Soon. State Your Business in First Letter.

# WISCONSIN DE LUXE CO.

1902 No. Third Street

Milwaukee 12, Wisconsin

Phone: LOcust 2-5431



# HUNDREDS OF NEW IMPORTED AND DOMESTIC NOVELTIES

SUCH AS YOU HAVE BEEN LOOKING FOR, WILL BE LISTED AT AMAZINGLY LOW PRICES IN



## OUR 1952 GENERAL CATALOG FOR CONCESSIONERS, NOVELTY WORKERS, AUCTIONEERS, AGENTS, OPERATORS, ETC.

Are you looking for a dependable source of supply where you can buy the Right Merchandise at Right Prices at Right Time? If so, don't fail to send for a copy of our new money saving guide ready for mailing on or about May 10th. "You'll be glad you did."

The following is just a partial list of what you would call a preview of what our new General Catalog will illustrate for your section: Electrical Appliances, Aluminumware, Table and Boudoir Lamps, Beacon Blankets and Loop Rugs, Chromeware, Clocks, Bulova, Heibros and Benrus Watches, Costume Jewelry, Plush Toys, Dolls, Plaster, Novelty and Bird Nest Hats, Balloons, Whips, Canes, Parasols, Plastic Novelties, Pinwheels and hundreds of other proven money making items we are sure you will be interested in.

Never in our history have we offered such an extensive array of the newest and best selling imported and American-made novelties and premium merchandise at prices that actually defy competition, plus service that simply can't be beat. Frankly, you owe it to yourself to check every item in our new 1952 catalog before placing your initial orders.



### GELLMAN BROS. 119 NORTH FOURTH ST. MINNEAPOLIS 1, MINN.

## SENSATIONAL FACTORY PRICE

### Terrific Value in TABLE LAMPS

For Premium Users, Retailers, Pitchmen

- All FIRST QUALITY
- Genuine Vitrified China
- Marbelized
- Hand Glazed
- 22K Gold Trim
- Red, Chartruese, White
- Harmonizing Plasti-Silk Shade, pinch pleated
- Average Height 25" to 27"
- Matching Pairs
- 3 Popular Styles



# \$3.50

COMPLETE F.O.B. Factory

ORDER NOW Open account to rated concerns. Unrated, 25% deposit, balance C. O. D. Immediate delivery!

**RENARD MANUFACTURING CO.**  
429 S. KOLMAR AVE. CHICAGO 24, ILL.

- Packed 4 to the carton
- Assorted Colors

## OUR LOSS—YOUR GAIN

Look at These Prices Then—WRITE, WIRE, PHONE

SMALL WALKING BEAR, Per doz. . . \$1.60	ROLL-OVER CAT, Per doz. . . . . \$1.75
BEGGING DOG, Per doz. . . . . 1.95	HOPPING RABBIT, Per doz. . . . . 1.95
RED NOSED REINDEER, Per doz. . . 2.95	SHARPSHOOTER, Per doz. . . . . 1.90
LARGE WALKING BEAR, Per doz. . . 1.95	TWO DOGS w/Sausage, Per doz. . . 1.95
SWAN w/Baby, Per doz. . . . . 2.95	ITCHY DOGS, Per doz. . . . . 1.25
DACHSHUND w/Bone, Per doz. . . 2.90	HOPPING SQUIRREL, Per doz. . . . 2.60
CUTE DOG CHEWS BONE, Per doz. . . 2.95	TUMBLING FIDO, Per doz. . . . . 1.75

25% Deposit, Balance C.O.D.—Prices F.O.B. San Antonio  
1 doz. assorted sent postpaid \$3.00

Request complete list of other close-out items—BUT HURRY!  
**NOWOTNY-BURRELL & CO.**  
907 Roosevelt Ave. San Antonio 10, Texas

## CARNIVAL AND NOVELTY MERCHANTS!!!

Write us your permanent address for our new illustrated catalog which will be out next month featuring . . .

Watches, Clocks, Fountain Pens, Leather Goods, Dolls, Stuffed Animals, Chinaware, Aluminum Ware, Beacon Blankets, Bingo Items, Glassware, Oak Balloons and a big variety of Novelties and Slum. When you are showing around Philadelphia it will pay you to stop in.

Our prices are absolutely SENSATIONALLY LOW. REMEMBER!! NOBODY BUT NOBODY BEATS GERBER'S PRICES, PLUS SERVICE!!!!!!!!!!!!

### M. GERBER, INC.

505 MARKET STREET PHILADELPHIA 6, PENNSYLVANIA

## BIG PROFITS Selling RESURRECTION PLANTS

For Pitchmen, Streetmen, Carnivalmen, Salesmen and Agents Everywhere.



HERE'S A BIG DEAL FOR ANY FIRM interested in making volume sales and profits on premium price, promotional, novelty, gift and general merchandise. The wholesale tobacco trade—distributors, jobbers, wholesalers—sell over \$900,000,000 worth (wholesale value) of your kind of merchandise every year. And they regularly contact 1,050,321 retail outlets. You can sell this top business-getting force thru The Billboard's NATD (National Association of Tobacco Distributors) Convention . . . Issue dated April 25. Your ad in this important issue reaches them right at their big buying convention, April 21-25, at the Palmer House, Chicago. Yes, The Billboard is the only trade paper with paid exhibit space at this important convention. And, remember, you also sell thousands of regular readers who make The Billboard their buying headquarters every week! But act fast! Advertising deadline is April 17. Just about a week away. So wire, phone or air mail at once to reserve advertising space or to get quick additional information. Box C-53, The Billboard, 2160 Patterson St., Cincinnati 22, Ohio.

**ORDER NOW!**  
SAMPLE DOZEN \$1.99  
(Each plant packed in cellophane bag with instructions.)  
Send full amount and receive order prepaid along with full money making particulars.

**DESERT PLANTS**  
P. O. Box 810 Alpine, Texas

## STOP CHRONOGRAPHS



Swiss jeweled, new, imported, 2 push buttons, chrome, radium dial, sweep second hand, strapped or steel band, guaranteed.  
Doz. each \$3.25  
Also jeweled nurse's type watch, \$3.75 each; same quantities.  
with 7 jewels \$4.50. Discount on large quantities.

**FERUZ WATCH CORP.**  
1182 6th Ave. New York, N. Y.



American Stamp & Novelty Mfg. Co.  
4301 Rossmoyne, Houston 4, Tex.

## FIREWORKS

Wholesale—send for free catalog on Fireworks and Novelties.  
**BRISTOW'S FIREWORKS**  
Box 403, Dept. N, Owensboro, Ky.

## AGENTS & DISTRIBUTORS

**BIGGER PROFITS—SELL KOEHLER BUSINESS SIGNS:** over 1500 varieties; free catalog; 15 samples, \$1 postpaid. Koehler, 333 Goetz, Lemay 23, Mo. ap25

**BOOK—DIME A DANCE GIRLS:** COPY, 25¢ coin. C. Fox, Box 332, Cannon Falls, Minn.

**BUSINESSMEN HATE TRUMAN!** BUYING Anti-Truman Dollars by the bale; America's fastest dime seller; show, deliver, collect cash on spot; mail dollar for sample hundred and sales deal. Eycry, Box 583, Newton, Ia. ap12

**CAR OWNERS BUY ON SIGHT!** AMAZING new self-sticking plastic Sun Visor, filters annoying road glare. Easily applied to windshield. Send \$1 for sample and prices. Be First! Gary Enterprises, 6912 Hollywood, Los Angeles 28.

**CASH IN NOW ON THIS BIG PROFIT!** German novelty; sample, 50¢ coin. Joseph Curin, 1807 Carpenter St., Chicago 8, Ill.

**CLIP COMBS — ASSORTED COLORS,** 100 cards 12 1/2, \$20; billfolds, smoker's items, knives, handkerchiefs, novelties, sundries. Carleton House (BB), Texas City, Tex. ap12

**CONCESSIONAIRES' MONEY CHANGE** programs, three pockets, 10 oz. duck \$1 each. Ray Knox, 1308 Walnut St., Philadelphia 7, Pa.

**COSTUME JEWELRY—IF YOU ARE INTERESTED** in high-quality costume jewelry which will bring you big profits and repeat sales, write for our new catalog. Buy direct! Leweritz, Dept. 15, 825 W. Lackawanna, Scranton, Pa. ap12

**DECALCOMANIA TRANSFERS NOW OFFERED** in small quantities; quick delivery; an attractive name plate on your product is the best advertisement. Side line salesmen wanted; also make money with our line of Automobile Initials and Sign Letters. Free samples. "Balco," X-L, Boston 19, Mass. np

**DIE LAUGHING—TONY AT THE BALL** game and what he learned about women; sample, 35¢; 3 doz., \$5.40. Abbey Specialty, 212 Fifth, Ellwood City, Pa. ap19

**DISTRIBUTORS, WAGON JOBBERS—SELL** hot 35¢ Automotive Specialty. Card of 12 costs you 70¢; wholesales \$1.80; you pocket \$1.10; fast repeats; sample card, \$1 postpaid. Paco Toledo Co., 2234 Sylvania Ave., Toledo 13, Ohio.

**DISTRIBUTORS, PROMOTIONAL OPERATORS:** Rhinestone Cross Necklace, \$4.75 dozen; also Lord's Prayer Crosses, Earrings, \$3.50 dozen; Rhinestone Costume Jewelry, lowest prices. Central Lamp, 627 North 63rd, Milwaukee 3, Wis.

**EARN 400% SELLING LOW PRICED, ATTRACTIVE** Watches; free salesmen samples. Result Sales A. Room 608, 580 Fifth Ave., New York. my3

**EXTRA PROFITS — SELL ATTRACTIVE** Nylon Necktie and Earring Set in cool summer colors; gift boxed, \$12 dozen; \$1.25. Santa Sales Co., 931 Eastwood, Chicago 40, Ill.

**FOR YOUR PROMOTION SALES—HANDKERCHIEFS,** silk, all kinds; ladies', children's Pajamas, Nightgowns, flannel or seersucker; Nylon Panties, Stockings; reasonable; 100 more items! Ruhio, 1155 Broadway, N.Y.C. ap12

**FREE FOLIO, 800 MONEY-MAKING DEALS.** Plans, Formulas, Ideas, Supply sources for anything you write. WI-CO, 5535-B Clement St. Louis 12, Mo. ap12

**FREE—\$25 DOUBLE HEAD ELECTRIC RA-** absolutely free with purchase of one dozen one pound Easter eggs, nut and fruit or cocoanut; \$9 dozen postpaid anywhere in U.S.A. Holland Maide Candy & Baking Co., 401 W. Franklin St., Baltimore 1, Md.

## NOVELTIES CARNIVAL MERCHANDISE at DEEP CUT PRICES

ORDERS SHIPPED SAME DAY RECEIVED

### BALLOONS

Dart Balloons	gro. \$ .75
2x12 in. Airship Balloon	gro. .75
7 in. Big Nose Balloon	gro. 4.50
7 in. Multicolor Airship	gro. 7.85
14 in. Cathead, Pastel	gro. 7.85
11 in. Circus Print	gro. 5.40
14 in. Circus Print	gro. 4.75
Balloon Sticks, Heavy	gro. .75

### WHIPS—CANES—BATONS

Swagger Canes	gro. \$ 8.75
Pendant Canes, Crook	100 2.90
China Head Swagger Cane	gro. 11.50
Baton, R.W.B. With Bell	gro. 15.75
Lash Whip, Silk, 31 in.	gro. 14.50
Heavy Bamboo Parade	doz. 1.85
Cane	doz. 1.85

### MONKEYS—FEATHER DOLLS

4 1/2 in. Fur Monkey, Comp. Head	gro. \$4.30
7 in. Fur Monkey, Comp. Head	gro. 8.40
18 in. Fur Monkey, Cell. Head	doz. 1.85
12 in. Fur Monkey, Cell. Head	doz. 3.75
15 in. Fur Monkey, Cell. Head	doz. 3.75
4 1/2 in. Feather Doll, Complete	gro. 8.40
7 in. Feather Doll, Complete	doz. 1.50
12 in. Feather Doll, Complete	doz. 2.75
12 in. Feather Doll, Colored	doz. 3.75

### BASEBALLS—HOOPS—MILK BOTTLES

Baseball, Worth Special	doz. \$3.00
Baseball, Latex Cover	doz. 2.75
Milk Bottle, 1 1/2 Lead Load	each 1.25
Cane Rack Rings	100 4.50
Hoops-La Riba, All Sizes	each .80
Corks for Gun	1000 2.75
Darts, Jap	doz. .48

### GLASSWARE—NEW LOWER PRICES

Bear Mug, Handle	gro. \$4.50
Coaster, 4 in.	gro. 4.80
Nappy, 4 1/2 in.	gro. 5.40
Grapette Ash Tray, 4 1/2 in.	gro. 4.50
Bon Bon Dish, 4 1/2 in.	3 dz. for 2.40
Covered Butter Dish, 4 1/2 in.	3 dz. for 1.40
Red or Green Vase, 6 1/2 in.	4 dz. for 4.80

### CHINA—GIVE AWAY ITEMS

Toilet With Lid, Ash Tray	doz. \$ 8.80
Doz. Ash Tray, With Tray	doz. .84
Plug	doz. 4.00
Dutch Figures, 4 in.	gro. 4.00
Glazed Animal Ass't, 2 1/2 in.	gro. 3.85
Swan Planter, 2 in.	gro. 2.85
Satsuma Vase, 4 in.	doz. .84

### PREMIUMS—BINGO PRIZES—FLASH

Horse Clock, Bronze	each \$ 6.50
Hurricane Electric Lamps	doz. 14.40
Dice Lamps, Electric	doz. 14.40
Boudier Dolls, 2 1/2 in.	each 2.90
Plush Bear, 3 1/2 in.	each 2.85
Bronze Western Horse, 2 1/2 in.	doz. 1.95
Bronze Western Horse, 10 1/2 in.	each 1.80

### NEW NOVELTIES

10 in. Silk Parasol	doz. \$2.45
Hawaiian Lei, Imp.	doz. 1.80
Dangling Curls	gro. 3.50
Plastic Water Gun	doz. 2.45
Straw Hat, Miniature	gro. 4.50
Squirt Toys, Ass't.	gro. 4.50
Glass Beads	doz. 2.75
Key Chain With Charms	gro. 2.50
Ring Tail Monkey	doz. 3.75
Rubber	doz. 1.85
Swimming Frog	doz. 1.85
Hat Bands	100 1.40
Felt Yodeler Hat, Full Size	doz. 1.80
Rubber Water Gun	doz. 1.80

### SLUM

Airship Balloon, 2x12 in.	gro. \$ .75
Whisk Watch	gro. .75
Cigarette Whistle	gro. .75
Cricket	gro. .75
Blowout	gro. 1.80
Finger Trap	gro. 1.80
Razr Horn	gro. 1.80
Shell Flower	gro. 1.00
Cocktail Parasol	gro. 1.00
Rubber Dagger	gro. 1.00
China Dog	gro. 1.00
Butterfly Brooch	gro. 1.00
Ass't. Puzzles	gro. 1.00
Stone Set Rings, adj.	gro. 1.00
Western Brooch	gro. 1.00
Comic Motto Buttons	100 1.00
Pocket Combs	gro. 1.20

### SPRING SPECIALS

Ball Point Pens	doz. \$ .84
Amber Cigarette Holder	gro. 5.40
Pistol Lighters	doz. 4.80
Pocket Lighters	doz. 4.80
Compass Rings	doz. .72
Telescope, 3 in.	doz. .78
Love Thermometer	gro. 4.25
Cigar Fan	doz. 1.00
Key Chain With Harmonics	doz. .78
Key Chain With Harmonics	doz. .78
Stone Set Rings, adj., plastic	gro. 4.50
Fish Knife, push button	doz. 7.20
Pocket Knife, import	doz. 1.20
Compass With Burning Glass	doz. .78
Min. China Pot	gro. 1.00
Feather Ticker	gro. 1.00
Metal Whistle, ass't.	gro. 1.00
Min. Felt Western Hat	doz. 1.75
Cello, Felt Derby	doz. 1.75
Horse & Rider, plastic	doz. .78
Loving Cup, plated	doz. 1.85
Loving Cup With Stand	doz. 2.50
Opera Glass	doz. 1.85
Pap Gun	doz. 1.85
Pearl Necklace	doz. 1.35

**BEACON BLANKETS**  
We Carry a Complete Line in Stock for Immediate Delivery. Get Our Prices. We Save You Money

**SPECIAL OFFER**  
1000 Pcs. Slum for \$6.75

25% deposit with order, bal. C.O.D. Send for Free Catalog No. C52.

## OPTICAN BROTHERS

300 W. NINTH ST. KANSAS CITY, MO.

## PLASTER

Beautiful finish, well packed. Shipped same day order received. 40 ass't. numbers. Large, 30¢; med., 20¢; small, 12 1/2¢. 40% deposit on C.O.D. orders.

**PFEIFER BROS.**  
547 Main Kansas City, Mo.  
Phone: GV. 2614



# LOOK! Terrific Price Slashes!

SENSATIONAL PROFITS FOR YOU! ACT TODAY! STERLING IS RED HOT!

## A GENUINE DIAMOND



Model 5217

Made to sell for

\$19.95

per doz. sets boxed **\$22.50**

Exquisite three piece sim. cameo set with a GENUINE DIAMOND HAND-PRONGED in the necklace. Simulated onyx black and white cameo jewel has classic appeal. 24 carat gold finish. Satin-lined gift box. 4 samples sent for only \$10 postpaid.



## SUNBURST

The original glamour Necklace and Earring Set. Retail for \$7.50 per set. Available in 5 assorted colored Birthstone centers and white, black, brown and white imitation Cameo center and onyx.

Also available in opal, fire opal and black—\$12 per doz. sets boxed.

Scatter Pins to Match, \$6 per doz. pairs  
2 assorted samples sent postpaid, \$3

**\$10.80**

dz. sets boxed



## PEARLS

The rage this season

FINE QUALITY at a LOW LOW PRICE

Made to sell for \$9.95

**\$13.50**

per doz. sets boxed (Minimum order one doz.)

Beautifully fashioned in SUNBURST design. Fashionable Sim. Pearls surrounded with dazzling Rhinestones. Lustrous 24K gold finish. Neck cluster also a brooch. Sample \$2 postpaid

Now available in OPAL stones, \$15 doz. boxed.



Sterling beats down inflation

No. 5211

Lustrous Moonstones in assorted colors. 14Kt. gold plated. A sensational Sterling Jewelry Value. Terrific gifts—top profits.



No. 5206

In Doz. Lots

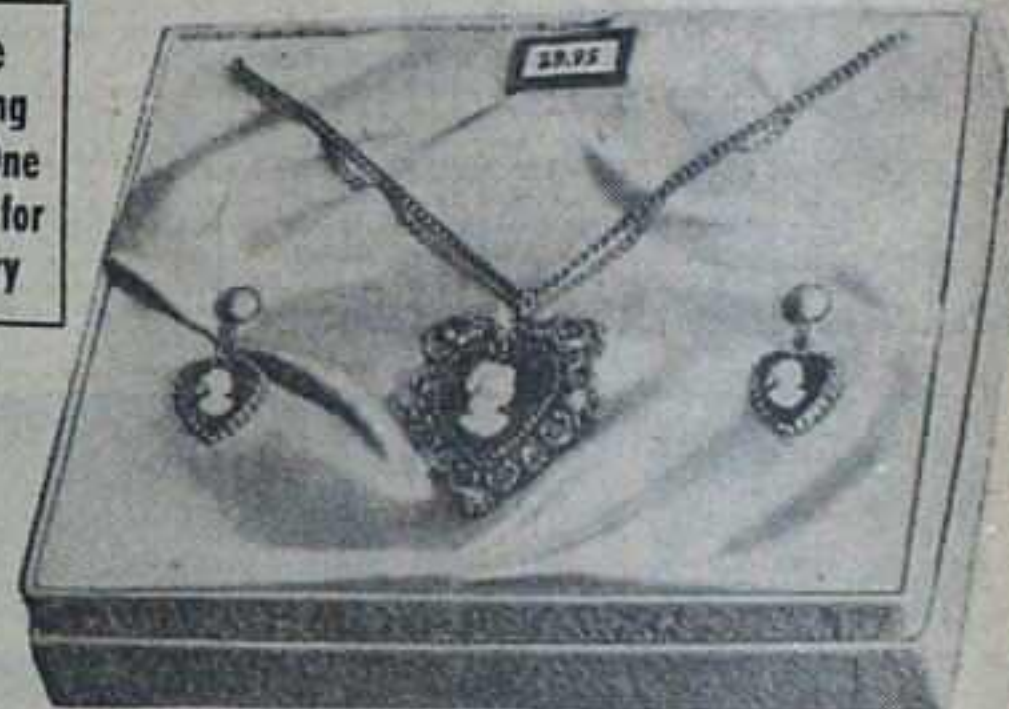
**\$18.00**

per doz. sets boxed

## GLAMOROUS MATCHED JEWELRY SETS—3 PCS.

(Above) Magnificent 3-piece cameo. Center piece can be worn as a pin. Imported hand set stones. 14 Kt. Gold Plated.

Sample \$2 postpaid



Make Sterling Your One Source for Jewelry

## CAMEO SETS

IN ANTIQUE GOLD FINISH  
Knockout in beauty. Styled like the most expensive jewelry.

4 samples \$5 postpaid

No. 103

**\$12.00** doz. sets boxed



STONE STUDDED

## CLICK BRACELET

The New Embraceable Cocktail Bracelet. A must for your line for '52.

**\$13.25** per doz.



**\$13.50** per doz. boxed

## Rhinestone Expansion Bracelet

A red-hot sure-fire money maker. Genuine flashing rhinestones with genuine expansion bracelet. In four styles. \$13.50 per dozen, beautifully GIFT BOXED. 4 samples postpaid.....\$5

\$3.00 doz.



14K Diamond Limit. Solitaire

## CLOSE-OUTS



New Chrome-Plated or Pigskin Lighter

Flat streamlined style for both men and ladies. Exact copy of higher priced famous lighters. \$7.00 per doz. \$72 per gross



Famous Automatic Press-It's-Lit Lighter

May be used as pocket or table lighter. Stands included at no extra cost. \$6.00 doz. \$66 per gross



The Sensation of the Nation LORD'S PRAYER CROSS

Read the Lord's Prayer through the center. 12 lovely rhinestones and sim. rubies. Boxed in sensational transparent lucite display. Prayer verse available in English, Spanish and French. In Lucite Boxes, \$6 doz.—\$66 gross. Min. order, 1 doz. \$4.00 per doz. Bulk \$45 gross

AMERICA'S LARGEST LINE OF LOW-PRICED RINGS—SEND \$10 FOR SAMPLE ASSORTMENT



2-Head Cameo Heavy Ring

No. 961-c Double head Cornelian limit. Cameo with brilliant sets. 14 Kt. Gold Plate. \$3.50 per doz. \$39 per gross



Hemalife Ring

Men's warrior head with dazzling side sets. 14 Kt. Gold Plate. \$3.50 per doz. \$39 per gross



NUMBER 0202

\$4 DZ. \$45 GR. Available in ARMY and NAVY. Handsome servicemen's ring has fine sim. ruby center. In 14 Kt. yellow gold 25¢ doz. extra.

25% Deposit With Order, Balance C.O.D. (Samples of any or all of the items illustrated on request. Remit price in full. No C.O.D.'s on sample orders.)

# Sterling Jewelers

WIRE, WRITE or PHONE ADAMS 4621—Send for CATALOG

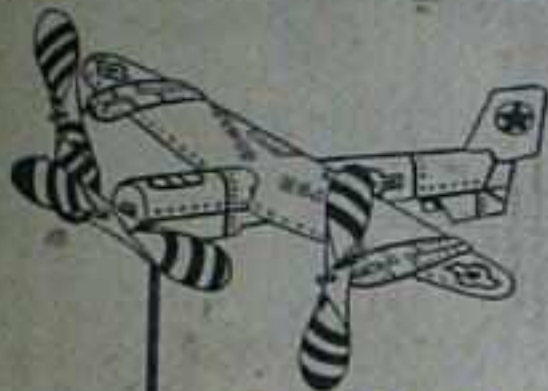
44 E. Long Street  
Columbus, Ohio







# Parks • Beaches • Fairs • Carnivals • Seashore Resorts



## PLASTIC BOMBER

New, large size Super trimotor Bomber—beautiful colors, with sticks.  
**\$18.00 GROSS**



## BASEBALL CAP

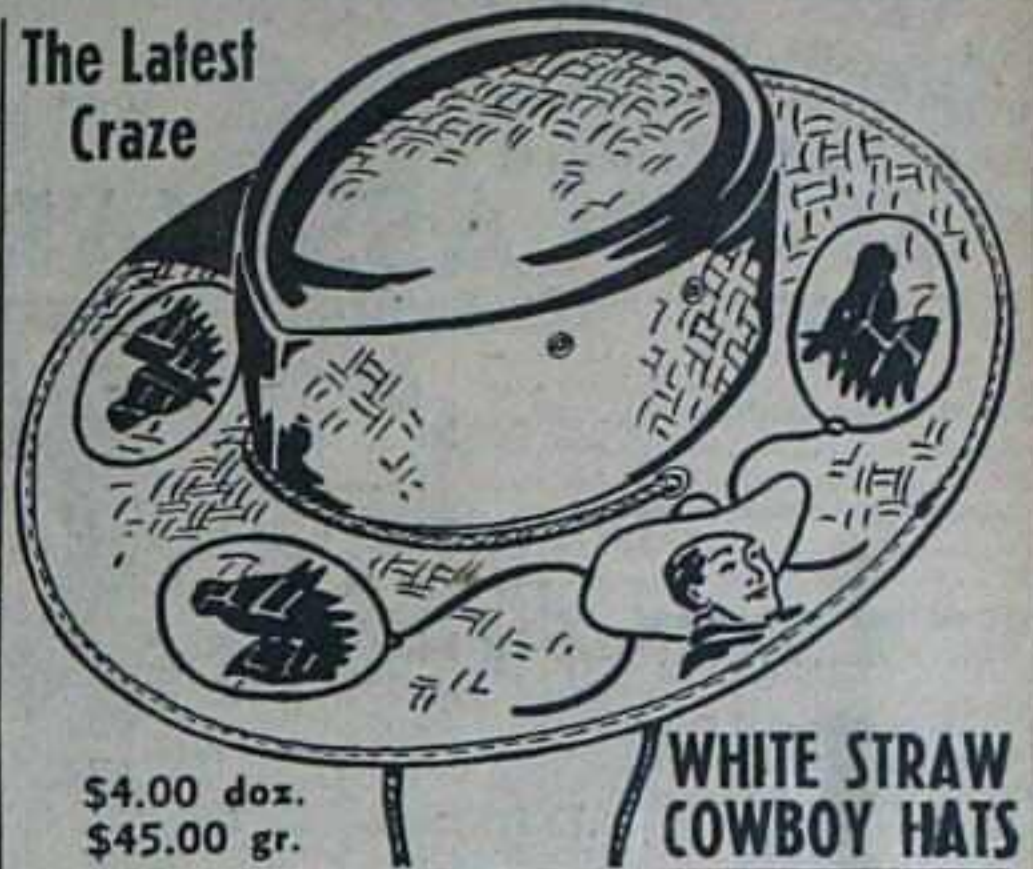
Twill Baseball Caps  
Any Major League Team  
Doz. \$4.00



## YACHT CAPS

Assorted sizes with any print.  
Special Price—\$36.00 Gr.

## The Latest Craze



\$4.00 doz.  
\$45.00 gr.

## WHITE STRAW COWBOY HATS

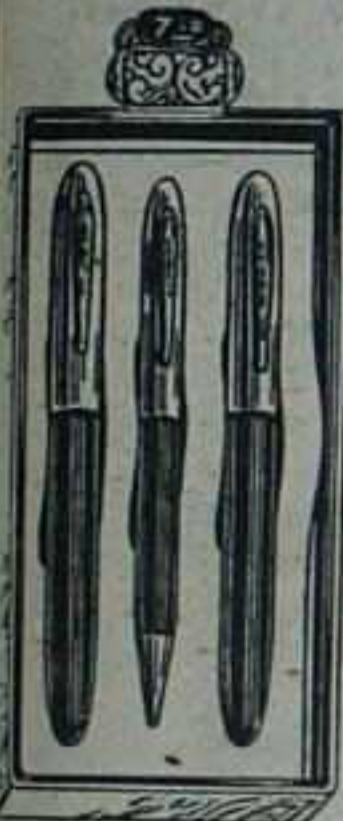
## NEW

Kiddie Felt Hats with Pompons and sun-glo fluorescent trimmings.  
Gr. \$27.00  
Without Pompons, Gr. \$24.00.

## NEW

Felt Jockey Caps with large Pompons. With new sun-glo fluorescent trimmings.  
Gr. \$39.00

## 3-PIECE PEN SET



Consisting of ball point pen, fountain pen and pencil. In beautiful box. Beautiful gold embossed \$7.50 tag comes with set.

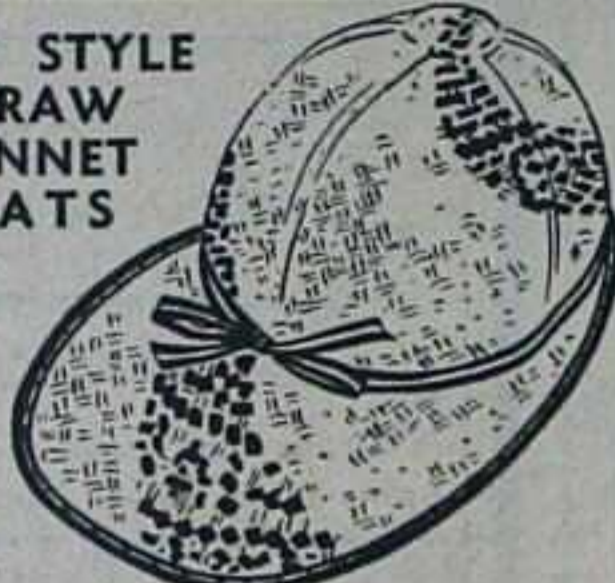
\$4.00 per doz.  
\$42.00 per gr.



## HAWAIIAN POPLIN CAP

\$4.00 Doz.

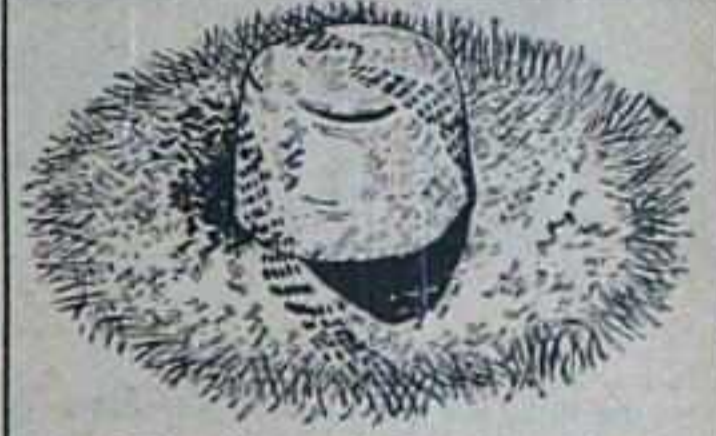
## NEW STYLE STRAW BONNET HATS



With fancy braid and large peak. We have all white for imprint.  
Doz. \$4.00 Gr. \$45.00

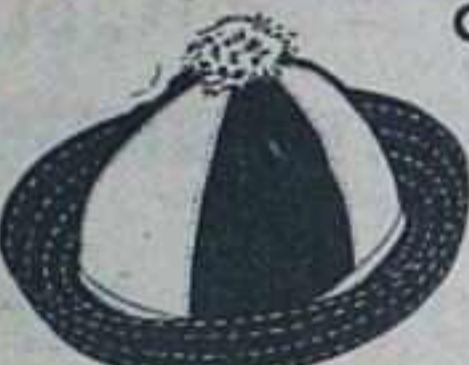


**ELECTRIC DRY SHAVERS**  
Ideal for Men and Women  
\$18.00 Dz.  
Sample \$2.00



## 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. \$36.00 Gr.



## CREW HAT OPERATORS

We have the best Crew Hats made 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.

### SPECIAL

Western Lace Cowboy Hats (Felt), \$37.50 Gr.; \$3.50 Dz.; Baseball Caps, Flocked With Any Name ..... \$66.00 Gr.

### PRICES

Two-Tone Gabardine Pompon Crew Hats	\$64.00 Gr.
Two-Tone Combination Tops	60.00 Gr.
Crew Hats, flocked special with any seashore, park, carnival or fair	69.00 Gr.
Yacht Caps with any name, minimum order 2 gross lots	39.00 Gr.
Kiddie Felt Crew Hats	24.00 Gr.
We have baby sizes if you want them.	
Felt Crew Hats, nice bright colors	28.00 Gr.
Laced Cowboy Hats, beautifully laced with cord in all bright colors,	\$8.00 dozen
	90.00 Gr.

## "I LIKE IKE" BUTTONS



Selling like wildfire  
Jumbo size—3 1/2 inches.  
Red, white and blue.  
**\$11.00 Per 100**

## PLASTIC BALL POINT PEN

Ass't Colors. Gr. \$8.50

### CRUCIFIX

White Plastic Back and Gold-Finished mounting, 6"x12" individually boxed.  
\$9.00 doz.

## Automatic Pocket Lighter

Individually boxed Doz. \$12.50

### EARRING SETS

Styled in the newest shapes and styles, with a rainbow of multi-colored stones and dazzling rhinestones on cards.  
\$3.50 Doz. Sets \$39.00 Gr.

### MIRRORS

Pocket size, with beautiful girl on reverse side. Per 100 \$5.00

## FELT CREW HATS

Assorted beautiful colors with Pompons and new sun-glo fluorescent trimmings.  
Gr. \$36.00

## CONFEDERATE & YANKEE HATS

With crossed metal suns. The best Confederate & Yankee hats on the market. Made out of Twill and Gabardine.  
\$6.00 doz. \$66.00 gr.



## COTTON BUNTING CONFEDERATE FLAGS

With stick and spear, 12"x18"  
\$2.50 doz. \$27.00 gr.  
4"x6" Confederate Flags ..... 5.75 gr.  
6"x6" Confederate Flags ..... 9.00 gr.  
6"x10" Confederate Flags ..... 9.75 gr.  
12"x18" Pirate Flags ..... 3.00 dz.



\$15.00 GR.

## SILVER & GOLD LOVING CUPS

## BALLOONS

Dart Balloons	Gr. \$ 40
12 Balloons	Gr. 2.50
15 New Look Cat Balloons	Gr. 7.00
11 Round Mottled Picture Balloons	Gr. 5.50
9 Stars & Stripes Patriotic Balloons	Gr. 6.50
American-Made Flying Birds With 24" Sticks	Gr. 9.00
Tri-Motor Bombers	Gr. 18.50
Animal Pin Wheels With Pictures	Gr. 8.50
Sliding Metal Trombones	Gr. 24.00
Bamboo Pennant Canes	Per 1000 15.00
Army-type Air Force Sunglasses & Plastic Case	Dz. 6.50
Jumbo White Fox Tails With Comic Cards	Dz. 4.50
Long Balloon #317	Gr. 1.00
16 New Look Paddle Balloon	Gr. 18.50
9 Round Balloon, asst. colors	Gr. 2.75
Hopalong Cassidy Balloons	Gr. 4.00

## SLUM SPECIALS

Slum & Key Chains	Gr. \$2.50
Paper Fans for Give-Away	Gr. 1.50
Imported Hawaiian leis	Gr. 2.25
Rabbit Foot Key Chains	Per 100 4.00

4" Feather Dolls	Gr. \$8.00
Rubber Monkey, Cat, Devil Squeeze-Me Ball that sticks out tongue	Gr. 9.00
Western Design Metal Ring	Gr. 4.50
Felt Comic Hat Bands	Per 100 1.50
Plastic Snake Flower	Gr. 9.00
Rubber Snake Cigar	Gr. 9.00
50 Ligne Comic Buttons	Per 100 1.75
2 1/2" Comic Buttons	Per 100 5.50

## MISCELLANEOUS VALUES

Fur Monkey, High Hat	Gr. \$ 8.00
Fur Monkey, High Hat (Medium)	Gr. 16.00
Large Monkey, High Hat	Gr. 19.50
6" High Hat Feather Dolls	Gr. 12.00
12" Feather Dolls, Dz. \$3.50	Gr. 39.00
Lancaster Batons	Gr. 9.00
Swagger Canes	Gr. 13.50
Flying Birds, with loud whistle and sticks	Gr. 9.00
Long Silk Lash Whips	Gr. 14.00
Animal Pin Wheels and Propeller Pin Wheels with sticks	Gr. 9.00
28 Point Pin Wheels	Gr. 12.00



## MIRACLE CROSS and CHAIN

With Magnified Lord's Prayer on Center of Cross. Boxed.

\$5.00 Dz.

## SENSATIONAL VALUE

## 6 PIECE WATCH SET

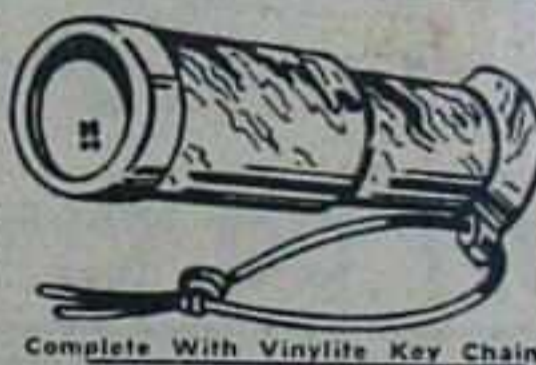
In luxurious gift box, consisting of new high-grade nationally advertised watch, gold plated case and expansion watch band to match. Lustrous gold plated cuff links, key chain and tie holder. Written guarantee. Complete box and jewelry set

\$9.50 each set \$1 additional for samples



## PHOTOGRAPHERS ATTENTION

Here It Is The Telescope in which you insert your own pictures.  
\$7.00 per gross



Complete With Vinylite Key Chain

## JUMPING DOG

Fur jumping dog with rubber ball.  
\$18.00 Gr.



## SPECIAL



## GENUINE DIAMOND RING

In solid gold mounting. Hand engraved in beautiful plush box. While they last! \$4.00 ea. complete with box. These rings are for resale only.

## #36 PADDLE BALLOON

Mottled. Blows up to about 2 feet.  
\$7.00 Gr.



## BEAUTIFUL ASSORTED

3-piece Lee Frederic Jewelry Sets. In Gift Box. 18 different styles.  
\$15.00 doz.

## ATTENTION

All Concessionaires, Streetmen and Navelty Men. A terrific number.  
Imported, inflated Rubber Mankeys. Just arrived. Buy now before they are gone. Immediate delivery.



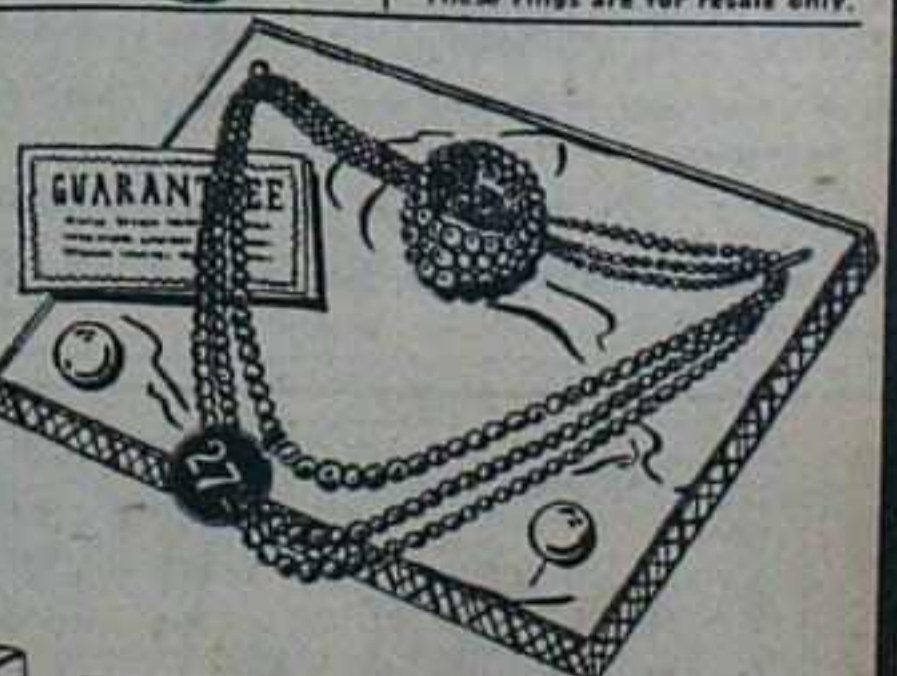
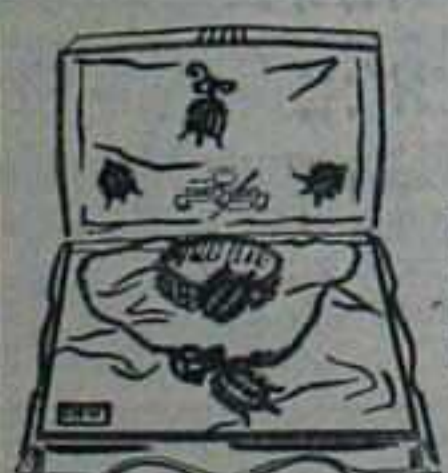
\$3.50 DOZ.  
\$38.00 GROSS

## FLASH STYLE GUILD CREATIONS

5-Piece Assorted Jewelry Sets in beautiful Gift Box. Complete with Choker, Earrings, Brooch Pin, Expansion Bracelet. All to Match.  
Sample \$3.00 \$30.00 Dz.

## SMALLEST LIGHTER in the world

For Ladies and Men. Beautiful Chrome finish.  
Dz. \$2.00



## HARRIS TOPS THE FIELD

with the most sensational pearl deal offered yet. 3-strand graduated, indestructible pearl bead necklace with brilliant rhinestone clasp—matching 3-strand indestructible pearl bead expansion bracelet and pair of matching indestructible pearl button earrings, all complete in a silk lined, velvet covered box with \$27.50 price tag.  
\$13.00 dz. Sample \$1.50

This is a terrific flash and sells on sight. Concessors and agents are cleaning up.

25% deposit required—Money Order or Cash. We ship same day as we receive orders—Ship all over the world. THIS IS OUR ONLY STORE

# HARRIS NOVELTY CO.

1102 ARCH ST

PHONE: MA 7-9848—WA 2-6970

PHILADELPHIA 7, PA.



## SELLING LIKE WILDFIRE Army Air Force Type Sun Glasses

in beautiful leatherette case, gold finish frame and adjustable and flexible ear piece.

\$5.50 Dz. complete with case





**E-3323**  
Forest Green Juice  
Tumbler



**O-268/3143**  
Decorated Cereal  
Bowl



**A-132**  
Crimped Sherbet



**E-3583**  
Forest Green Juice  
Tumbler

## FREE BIG CATALOG

# GLASSWARE

### HOUSEHOLD PLASTICS & DINNERWARE

**E200-47 Forest Green Punch Set** ..... \$1.25 Per Set

**R200-50 Regal Ruby Punch Set** ..... 1.25 Per Set

**1428 44 Piece Crystal Dinner Set** ..... 2.40 Per Set

**O-60/3128 Decorated Cereal Bowls, Blue Circus Decoration, 3 doz. to carton, weighs 22 lbs.** ..... .72 Per Dozen

**O-268/3143 Decorated Cereal Bowls, 13 oz. Red Tulip Bowl, 3 doz. to carton, weight 19 lbs.** ..... .72 Per Dozen

**O-268/3134 Decorated Cereal Bowls, 13 oz. Green Ivy Bowl, 3 doz. to carton, weight 19 lbs.** ..... .72 Per Dozen

**A-132 5 oz. Crystal Crimped Sherbet Dish, 12 dozen carton weight 39 lbs.** ..... 3.96 Per Gross

**E-3323 Forest Green Juice Tumbler** ..... 4.32 per Gross

**E-3583 Forest Green Juice Tumbler** ..... 4.32 Per Gross



**E200/47 14-Piece Punch Set—Set consists of one 4-quart punch bowl (10 inches in diameter), a stand, and twelve 5-oz. punch cups all packed in sturdy shipping carton. Individually packed, weighing 9 lbs.**



**1428 44-Piece Crystal Dinner Set, beautiful, sparkling, expensive looking. Set includes: 8 cups, 8 saucers, 8 dinner plates, 8 soup spoons, 8 dessert, 1 vegetable dish, 1 platter, 1 creamer, 1 sugar. Individually boxed in sets. Shipping weight—32 lbs. per set.**

Hundreds of Items  
GLASS PITCH  
FLASH • SLUM  
BINGO • ETC.

ORDERS SHIPPED SAME DAY: ORDER BY THE GROSS

For immediate shipment, send cash with order. Complete stock of Crystal, Ruby, Blue and Green Glassware Items. Blue and Ivory Fire-King Ovenware. Decorated Tumblers of all kinds. Prices F.O.B. St. Louis.

**NORTHWESTERN BOTTLE CO.** 3132 N. BROADWAY ST. LOUIS 7, MO.

## CASH IN ON THE POLITICAL "NOISE-MAKING" NOW!

A Million Laughs! Plenty of Profits!

### ELEPHANT AND DONKEY POP-UP RAZZER PIPES



ASSORTED COLORS—VARIETY OF PIPE STYLES



Packed 3 dozen to a box, 1/2 elephants and 1/2 donkeys unless otherwise specified.

\$1.20 per doz., 5 gr. lots	\$1.35 per doz., 1 gr. lots
\$1.50 per doz., 1 gr. lots	\$2.00 Sample doz. prepaid

25% deposit, balance C.O.D., F.O.B. Chicago.

**BRUCE-BRENT CO.** 3256 N. Halsted St. Chicago, Illinois

## ATTENTION, WIRE ARTISTS

### GOVERNMENT RESTRICTIONS ON COPPER HAVE BEEN RELAXED.



We can once more offer you rolled gold plate on brass base.

Advise us of your needs and we will gladly quote you current prices and deliveries.

25% deposit on all orders, balance C.O.D.

**THE IMPROVED SEAMLESS WIRE CO.**  
775 Eddy Street Providence 5, R. I.

## EASTER SPECIAL!



Beautiful 3-pc. set, gold finish, copied from expensive original. Choice of 4 styles in 4 beautiful colors—Aqua, Amethyst, Sapphire and Emerald. Necklace, pin and earrings come in velvet-finish case (used for jewel box or evening purse). Smartest buy of the year!

#236F1 (illustrated)  
**\$27 doz.**  
Single sample, \$2.50 each.

**SUPERIOR JEWELRY CO.,** 740 Sansom St., Philadelphia 6, Pa.

## BUSINESS OPPORTUNITIES

**ADVERTISE YOUR PRODUCTS BY RADIO—** No risk; pay "per order"; 400 nationwide broadcasters; further details, 10¢ (refundable) Simon, Suite 107, 48 Fifth Ave., Pelham 65, N. Y. ap

**AQUARIUM—FULLY EQUIPPED, LEASE** on percentage; ocean front and main highway frontage. Write Box 33, Delake, Ore. ap12

**ATTENTION, JOBBERS AND MANUFACTURERS** of electrical appliances, toys, novelties, jewelry, housewares, wearing apparel or any other useful merchandise suitable for mail-order promotions. Frank Manger, 2456 Michigan Ave., East Chicago, Ind.

**BE AN EXTERMINATOR—FORMULAS,** secrets, what to charge; big field, easy work, large profits. Baye Knox, 1208 Walnut St., Philadelphia, Pa.

**BEST PARTNER YOUR BUSINESS EVER** had! The Billboard. Keep it at your fingertips for money-making ideas by the hundreds. All branches of show biz covered. Only \$10 for full year subscription (less than 2¢ a day). The Billboard, 2412 Patterson St., Cincinnati 22, Ohio. ap12

**BIG PROFITS WITH COMIC DECALS—ALSO** Sassy Pin-Ups, State Tourist Designs, Stock Signs, etc.; enclose 25¢ for generous samples. Rand, Box 581B, Morris Hts. Sta., N.Y.C. 53. np

### MORE OPPORTUNITIES FOR YOU!

See The Billboard's New MARKET-PLACE

A Sectionalized Classified Feature in the Music, General Outdoor and Coin Machine sections.

**COMBINED 2-LANE BOWLING ALLEY—** Shooting Gallery and Arcade in small town near army base, \$10,000. Contact L. O. Backus, San Marcos, Tex.

**EARN WHILE LEARNING TO HAND** paint textiles; no canvassing. Screen-Art Service 5, Stillwater 7, Minnesota.

**FLOWER LOVERS—GLADS ARE PROFITABLE.** Author with 40 years' experience exposes all secrets. Booklet only \$1.10. Roscoe Heayener, Colmar, Pa.

**FOR SALE—KIDDELAND, 9 RIDES, PERFECT** shape, no junk! new Merry-Go-Round, never used; Train, Ferris Wheel, Buggy Ride, Boat Ride, Jeep Ride, Hand-car Ride, Airplanes, live Ponies, Shooting Gallery, concrete block Warehouse, Drive-in Lunch Stand, Park fenced in; 7 acres; 400 ft. on State Road; \$72,900. Come and see, ask for Joe. Jo-Jo Kiddeland, Chicago Heights, Ill.

**FOR SALE—PORTABLE ROLLER SKATING** Rink, 50x125; complete in every detail, including skates, Hammond organ, amplifier and house trailer. Phone 2-9713 or write Silver Star Roller Rink, 141 Portage St., Kalamazoo, Mich. ap18

**FRET FOLIO, 800 MONEY-MAKING DEALS.** Plans, Formulas, 1¢ Supply Sources for anything. Write W.L.C. 5555-B Clemens, St. Louis 12, Mo. ap12

**HERE'S A BIG DEAL FOR ANY FIRM** interested in making volume sales and profits on premium, prize, promotional, novelty, gift and general merchandise. The wholesale tobacco trade distributors, jobbers, wholesalers—sell over \$500,000,000 worth (wholesale value) of your kind of merchandise every year. And they regularly contact 1,050,321 retail outlets. You can sell this top business-getting force thru The Billboard's NATD (National Association of Tobacco Distributors) Convention Issue, dated April 26. Your ad in this important issue reaches them right at their big buying convention, April 21-25, at the Palmer House, Chicago. Yes, The Billboard is the only trade paper with paid exhibit space at this important convention. And, remember, you also sell thousands of regular readers who make The Billboard their buying headquarters every week! But act fast! Advertising deadline is April 17, just about a week away. So wire, phone or air mail at once to reserve advertising space or to get quick additional information. Box C-52, The Billboard, 2160 Patterson St., Cincinnati 22, Ohio.

**LARGE SKATING RINK FOR LEASE.** permanent in amusement park; year-round operation. Tim Nolan, Moxahala Park, S. Zanesville, Ohio.

**MAKE BIG MONEY—SHARPEN LAWN** mowers; full or part time; season just starting; outfit complete to sharpen hand and power mowers, \$59. Will pay for itself in two weeks spare time work. Bridges Industries, 270 E. Park, Mansfield, Ohio.

**MOVIE PRODUCER LIQUIDATING—WILL** sell two 35mm. television 10 minutes short subjects for \$1,000; one was shown on six TV stations; have 15mm. prints for screening by legitimate distributors or TV stations. Write Oriole Films, Box 942, Baltimore 2, Md.

**NEW ELECTRIC MACHINE BAKES** greaseless doughnuts; attracts crowds; you'll coin money serving hot doughnuts; weighs 60 pounds; small investment; free recipe. Norbert Ray Co., 3605 South 15 Ave., Minneapolis 7, Minn.

**OLD TIME PENNY ARCADE—IN STOR-** age. Inquiries to Nelson, 1029 Crosby St., Rockford, Ill.

**OWN A COLLECTION AGENCY—PAYS** big; easily learned by home study course. Free details. Franklin Credit, Roanoke 7, Va.

**POPCORN TRAILER—4 BY 7, ENCLOSED** Work any state. A-1 condition. Geo. Wright, 24 S. Wood St., Chicago, Ill.

**PUBLISH YOUR OWN MAGAZINE AND** have your ad free. Details 10¢. Printing, 1216 S. 37th St., Milwaukee 15, Wis.

**QUICK MONEY IN SMALL TOWN PRO-** motions; four small sales daily (copyrighted advertising deal); ays \$200 per week! Write Smith Associates, Paragould 8, Ark. ap18

**RED HOT ITEM—CLEAN UP WITH BABY** Gay; daily cash returns; make money fast, easy; sample starting kit only \$1 postpaid. Baby Gay, Beaver Dam 2, Wis.

**SAVE—NATIONALLY ADVERTISED MER-** chandise: Appliances, Silver, Watches, Jewelry, Gifted Radios; free pen and catalog. Markoff, 817 Tenth St., Washington, D. C.

**START A CANDY KITCHEN—INSTRUC-** tion course, recipes, etc., \$1 complete. M. B. Elsberry, 516 N. Clark St., Chicago 10, Ill.

(Continued on page 122)


## IDENTS COMPLETE WITH SISTER HOOKS

No. 788

**\$14.40 PER GROSS**

WE CARRY A FULL LINE OF IDENT'S ETC. FOR ENGRAVERS DEMONSTRATORS FAIR WORKERS & SPINDLE OPERATORS

SEND FOR FREE 1952 CATALOG TODAY!  
(PLEASE STATE YOUR BUSINESS)



No. 954

# Ivory Pete

FOR SERVICE THAT CAN'T BE BEAT

**604-606 W. LAKE ST., CHICAGO 6, ILL.**  
**PHONE FRANKLIN 2-2567**

## WE HAVE THE BIGGEST STOCK of PREMIUMS—NOVELTIES—SOUVENIRS GIFT AND CONCESSION SUPPLIES in Our History

LAMPS	GLASSWARE	BADGES
JEWELRY	ALUMINUMWARE	SLUM
PLUSH	WESTERN and	BALLOONS
BRONZE WARE	MEXICAN GOODS	PLASTER

Visit us during the "Battle of Flowers"  
Don't bring any stock—just call on US.  
Our Prices are right.

### Nowotny-Burrell & Co.

907 ROOSEVELT AVE. SAN ANTONIO 10, TEXAS

## ZERAH BROS. Special!



EXQUISITELY STYLED LADIES DIAMOND CUT WHITE RHINESTONE WATCHES Brilliantly studded square and Baguette cover... Rhodium finish

**\$13.95**  
(IN LOTS OF 3)  
SAMPLE \$1.50 EXTRA

**ZERAH BROS. 602 MISSION STREET • SAN FRANCISCO 5, CALIFORNIA**  
YUkon 2-0640

25% deposit with order—Balance C.O.D.

## THE HOTTEST ITEM OF THEM ALL! SMART PARTY PLATES NEW

Imported from England

Beautifully decorated durable metal—10" diam.—easy to handle—look like expensive china—ideal for T.V. snacks, party treats, etc.—also wall decorations. The eye appeal is the buy appeal! Six festive designs.

BIG PROFITS FOR MERCHANDISEMEN EVERYWHERE  
ARCADES, CONCESSIONS, FAIRS, PARKS, ETC.

Send one dollar TODAY for sample pair and quantity prices.

**E. G. Cole Co. Hampton, N. H.**

## FAST SELLING NOVELTIES

LOOK, Plastic Coated Playing Cards, 52 Gorgeous Hollywood Models in colors, \$10.80 Doz. Sample \$1.00. GAG-NAPS, 50 to Plastic Gift Case, \$7.20 Doz. Sample \$1.00. TRAINING DIAPERS for Expectant Fathers, well illustrated, \$6.60 Doz. Sample 75¢. LITTLE MAN WITH GREEN HAIR, MORT, SNEED, CLOWN, also BATHING GIRL all grow Green Grass, very good sellers, 4 Samples 50¢, Doz. \$1.75. HAPPY LANDING FOLDERS, \$3.00 hundred. HARD LUCK COW FOLDERS, \$3.00 hundred. 12 Samples, all above and others, \$7.50 value, \$4.00 prepaid. Please send this ad with order.

**LEWIS NOVELTIES**  
7321-B S. PEORIA ST. CHICAGO 21, ILL.



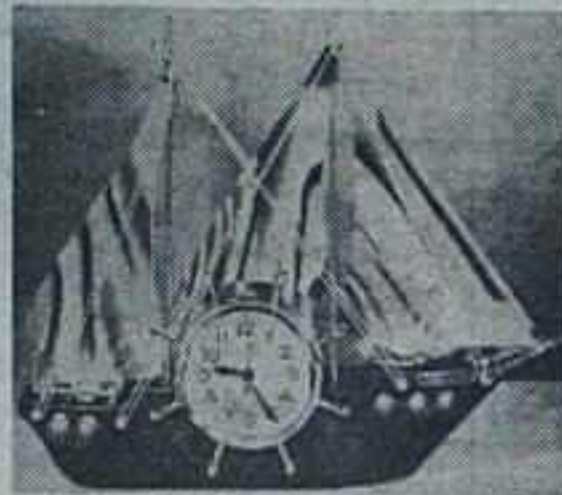
# BRODY'S

# CARNIVAL and PREMIUM MERCHANDISE VALUES!



NO. 195  
**CRYSTAL HURRICANE LAMP**  
Ruby & Crystal  
\$1.30 ea.  
\$15.00 per doz.

NO. 88  
**CRYSTAL HURRICANE LAMP**  
Ruby & Crystal  
17 1/4" high. 12 full-cut 6" long non-breakable prism pendants.  
\$2.10 ea.  
\$24.00 per doz.



Beautiful, Authentically Styled  
**SHIP CLOCK-ELECTRIC**  
No. 47—"Flying Cloud." Hull illuminated by 2 bulbs, chrome sails, hand-rubbed solid wood case in walnut or Swedish modern. Self-starting precision movement. 14 1/4" high, 17 1/4" wide. With Lights  
\$12.13 ea.

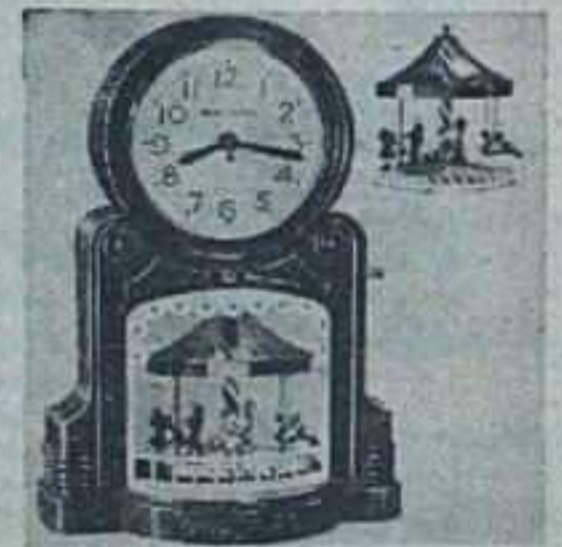
**SWINGING PLAYMATES ELECTRIC CLOCK**

No. 551—Gorgeous, gaily colored, illuminated action clock. Boy and girl swing back and forth in beautiful garden scene. Soft-Glow indirect lighting. Plastic case in Walnut or Onyx finish. Self-Starting Precision movement. 10 1/2" high, 7 1/2" wide, 4 3/4" deep.  
\$9.57 ea.



**MERRY-GO-ROUND ELECTRIC CLOCK**

No. 920—Real lifelike action in this sensational, colorful clock. Goes round continuously giving off a rainbow of colors reflecting off the mirrored background and thru the transparent canopy. Plastic case in Walnut or Onyx. Self-starting precision movement. 10 1/2" high, 7 1/2" wide, 4 3/4" deep.  
\$9.57 ea.



**CARNIVAL AND CIRCUS NOVELTIES**

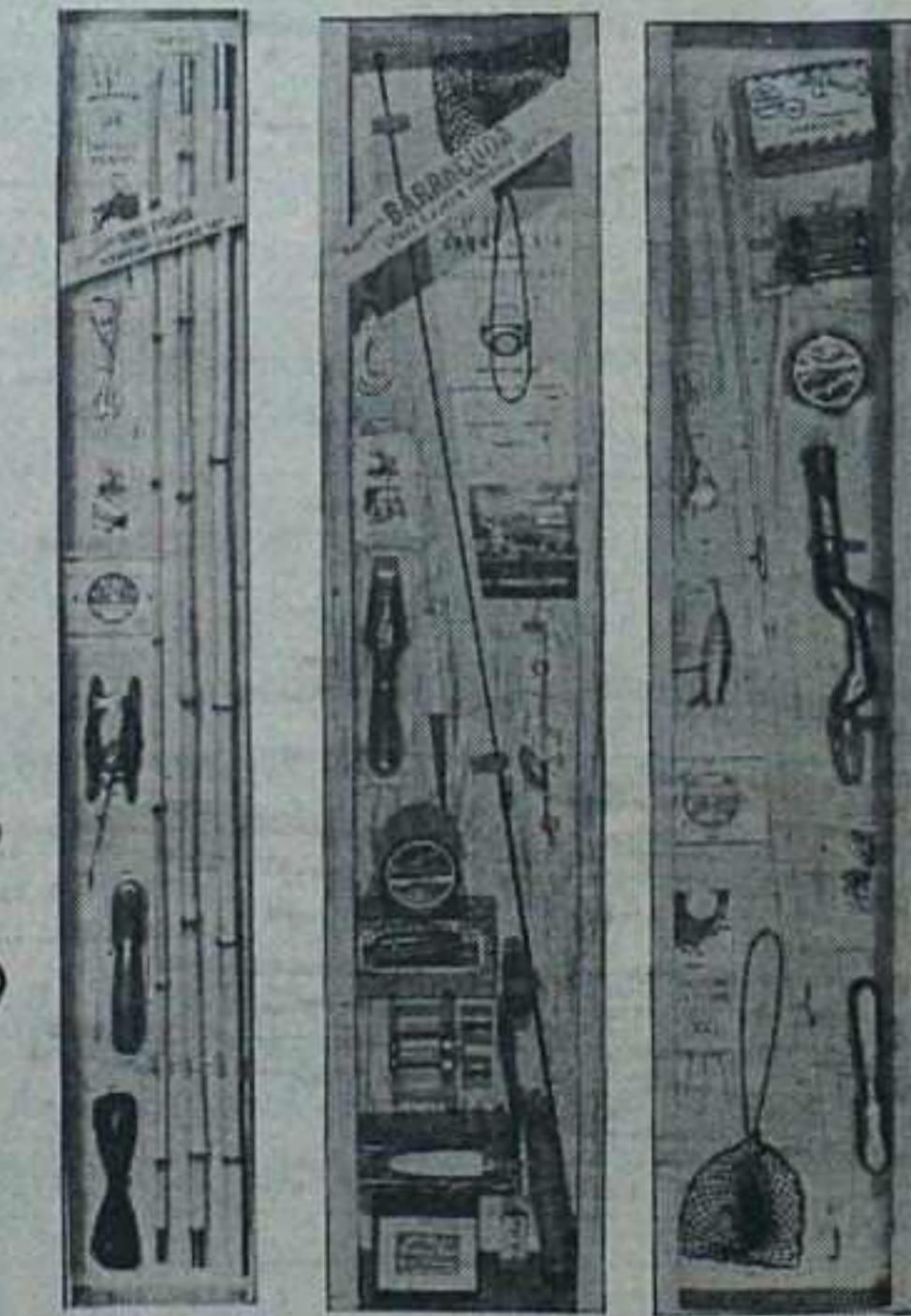
- |  |         |         |         |
|--|---------|---------|---------|
| #P ASSORTED KEY CHAINS   | per dz. | per gr. | \$2.75  |
| #373 PLASTIC COASTERS, assorted colors   |         |         | 3.50    |
| #4284 LONG GLASS BEADS, Flashy colors  |         |         | 2.75    |
| #8263 DANGLING FROGS   |         |         | 3.75    |
| #1154 New RUBBER DASHOUND DOG, All red   |         | \$3.25  | 36.00   |
| #4866 Dangling DONALD DUCKS, bright colors   |         |         | 3.50    |
| #5172 4" FUR MONKEY with High Hat  | .40     | 4.15    |         |
| #5625 4 1/2" High Hat FUR MONKEY with Pipe   | .45     | 4.80    |         |
| #4894 7" High Hat FUR MONKEY in assorted bright colors   |         | per dz. | per gr. |
|  |         | .80     | 9.00    |
| #34-7 5" FAN DOLL, beautifully decorated   |         | \$.75   | \$8.40  |
| #1964 Brand New Style HULA DOLL, 4" High, nylon silk gold dress, Silver High Hat with cane, painted red shoes                                    |         | 1.25    | 14.00   |
| #1967 7 1/2" FAN DOLL, Brand New Style, FLASH nylon silk gold dress, high hat & cane   |         | 1.90    | 21.00   |
| #145 New Plastic TRI-MOTOR BOMBER with long stick, Very Attractive! Decorated, The Best on the Market!   |         | 1.70    | 19.00   |
| #8408 4 1/2" HEAVY RUBBER CIGAR with snake push-out  |         | .75     | 8.40    |
| #30-B Bronze LOVING CUP, 4" high   |         | .75     | 8.40    |
| 1,000 Pcs. Assorted SLUM NOVELTIES, \$6.75 per 1,000   |         |         |         |
| CONFEDERATE AND YANKEE HATS with crossed metal guns, the Best Confederate and Yankee Hats on the Market! Made of Tweed and Gabardine, All sizes! |         | 6.00    | 66.00   |
| Jumbo Rubber BUGS BUNNY, 30" high when inflated. Squeaks when squeezed   |         |         | 11.00   |
| Bronze Western Saddle METAL HORSES—10 1/2" dz., 8 1/2" \$16.00 dz., 5 1/2" \$6.50 dz., 4 1/2" \$4.00 dz., 2 1/2" \$1.80 dz.                      |         |         |         |

**VISIT OUR DISPLAY ROOMS**  
When in Chicago... Always plenty of Close-Out Merchandise on hand for immediate Delivery.

**WRITE FOR NEW FREE 64-PAGE CATALOG**  
25% deposit with order, balance C.O.D.



MKB



27-PC. BAMBOO FISHING SET—Consists of 12 ft. (3 section) bamboo pole with brass ferrules; 84 ft. fishing line, 10 hooks, scraper, 2 wire leaders, 10 yds. nylon leader material; combination winder, float, hook and line; 4 ft. stringer, 3 Pflueger snelled hooks, Pflueger split shot. Set packed in individual cellophaned display-shipping carton. Set No. KB-33, ea.—  
\$3.60

29-PC. FISHING SET WITH STEEL ROD—Consists of 4-ft. tapered steel rod with varnished wood handle; all metal bait casting reel, 2 nationally advertised baits; Pflueger split shot sinkers; 50 yds. line, 15 lb. test; scaler, pencil float, June bug spinner, 10 Carlisle hooks, 10 yds. nylon leader material, 4-ft. stringer, 6 snelled hooks, minnow net. Set individually packed in individual display-shipping cartons. Set No. KS-77, ea.—  
\$7.50

23-PC FISHING SET WITH GLASS ROD—Consists of 4 ft. tapered GLASS ROD with chuck handle, level-wind bait casting reel with cork arbor and brass gears; 50 yds. line, 15 lb. test; 10 Carlisle hooks, metal scraper, minnow net, 3 snelled hooks, 10 yds. nylon leader material, 1 nationally advertised bait, 4-ft. stringer. Set individually packed in cellophaned display-shipping carton. Set No. 100, Special. Ea.—  
\$8.75



**PLUSH MONKEYS**  
No. 55 Monkey, 14 1/2" tall, \$1.25 ea., \$14.00 doz. No. 155 Monkey, 16" tall, \$1.50 ea., \$17.50 doz. No. 955 Monkey, 27" tall, \$3.50 ea., \$40.00 doz. Made of finest brown plush. Felt hands and hat, washable faces with ribbon tied in bow around neck.



**AIRDALE**  
No. 398, 12" tall, \$1.25 ea., \$14.00 doz. No. 2401, 23" tall, \$3.00 ea., \$33.00 doz. White plush with black trim. Rolling movable eyes, hand embroidered nose, red tongue. Ribbon tied in bow around the neck.



**LAMBS**  
No. 2422, 26" tall, \$3.00 ea., \$33.00 doz. No. 2200, 30" tall, \$3.75 ea., \$42.00 doz. Made of finest rayon plush, assorted colors. Rolling movable eyes, hand embroidered nose, red tongue. Ribbon tied in bow around the neck.



**HORSES**  
No. 651, 19" tall, \$3.25 ea., \$37.50 doz. No. 551, 10" tall, \$1.25 ea., \$14.00 doz. Assorted Plush color combinations. Rolling movable eyes. Saddle, reins and bridle.



**BEARS and PANDAS**  
No. 40 Bear, 10" tall, 70c ea., \$8.00 doz. No. 75 Bear, 14" tall, \$1.15 ea., \$12.50 doz. No. 908 Bear, 19" tall, \$2.50 ea., \$28.50 doz. No. 909 Panda, 19" tall, \$2.50 ea., \$28.50 doz. No. 1125 Bear, 29" tall, \$3.25 ea., \$36.00 doz. No. 1126 Panda, 29" tall, \$3.25 ea., \$36.00 doz. Cuddly animals made of finest plush with rolling eyes, hand embroidered nose with red tongue and ribbon tied in bow around the neck.



**DRUM MAJORS**  
No. M5, 24" tall, \$2.50 ea., \$28.50 doz. No. M3, 28 1/2" tall, \$3.00 ea., \$34.00 doz. No. 550, 16" tall, \$1.25 ea., \$14.00 doz. Made of finest plush. Cute washable face, trimmed with gold braid, gold buttons, gold stars and epaulettes. Assorted color combinations.



**FANCY PANTS BEARS**  
No. 705, 13 1/2" tall ..... \$ .80 ea. .... \$ 9.00 doz.  
No. 807, 16 1/2" tall ..... 1.40 ea. .... 16.00 doz.  
No. 905, 21" tall ..... 2.25 ea. .... 24.00 doz.  
Made of finest plush with assorted color taffeta pants. Rolling movable eyes. Ribbon tied in bow around the neck.

**Lee-Tex and Tillotson Balloons**

YOUR KIND OF BALLOON, MADE TO OUT-SELL AND OUT-VALUE ALL OTHERS. TOP QUALITY, PLENTY OF FLASH AND COLOR AND PRICED RIGHT. PACKED IN THE NEW BEAUTIFUL PLAID BOX.

No. 12—Tillotson-Round Pastel Printed—\$5.00 gr.

No. 15—LEE-TEX KAT HEAD—The flashiest number and best seller on the market. An all-time winner, eye-catching colors. Per gross, \$6.75. Workers, 45c ea.

No. 15—Tillotson-Paddle Pastel Printed—\$5.75 gr.

No. 16 LEE-TEX ROUND NEW LOOK—A real whopper! Inflates to 16". Has gorgeous "new look" all-over color. A really big seller! Per gross, \$7.50. Workers, 45c ea.

**DART BALLOONS—LEE-TEX**—Top quality at bargain prices. All factory tested. Long necks for easy tying. Beautiful assorted solid colors. Per gross, 70c.

**CIRCUS NEW LOOK**—Brand New Numbers—Beautiful round balloons with assorted animal imprints. A "natural." Comes in two sizes.  
No. 9, Lee-Tex, per gross ..... \$5.00  
No. 12, Lee-Tex, per gross ..... 5.50

# M. K. BRODY

1116 S. HALSTED STREET, CHICAGO 7, ILL.  
L. D. PHONE: MONROE 6-9520  
In Business in Chicago for Over 35 Years





**ETCHED BLUE SURGICAL STEEL DOUBLE EDGE BLADES**

5 blades to package, 20 packages to carton (100 blades). **PER 100 40¢** (Min. order 1,000 blades.)



**MINIATURE CHARM KNIVES**

Single blade, highly polished. Brass-lined pearl effect celluloid handle with shackle. Length closed 1 1/2 inches. 2 dozen on display card (no less sold).

No. B10C6 ON DISPLAY CARD **PER GROSS 10.50 PER DOZ. 90¢**

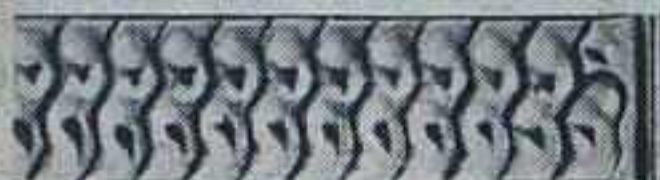


**SPECIAL 16" Single Strand PEARL NECKLACE**

Fine quality high lustre pearl bead. With filigree clasp. No. B70J2330

**PER DOZ. 2.00** In 6 dozen Lots.

**IMPORTED EXPANSION BANDS**



Heavy Duty men's flexible bracelet in chrome plated or gold plated finish.

**CHROME**  
No. B27W109 **DOZEN 3.60**

**GOLD PLATED**  
No. B27W108 **DOZEN 4.85**

**NEW CATALOG No. 157!!**

Now on the Press. Full of Carnival Novelties, Premium Merchandise, Costume Jewelry, etc. **WRITE FOR CATALOG No. 157!**

**N. SHURE CO.** 200 W. ADAMS STREET CHICAGO 6, ILLINOIS

**PRICE LIST READY**

Send for Your Copy at Once

**SLUM**

... Greatest Line Ever Assembled

**PLUSH TOYS and DOLLS**

... Superb Values

**FLASH**

NEW ITEMS When They Are New

If you have not dealt with us in the past, ask those who have.

**BERNY NOVELTY CO.**

114 West 14th Street New York 11, N. Y. Phone: ALgonquin 5-8290

**WIRE WORKERS, ATTENTION**

WIRE WORKERS' SUPPLIES AND JEWELRY FOR ENGRAVINGS  
MOTHER PINS—\$24.00 GR. MOTHER PINS—\$24.00 GR.



Leaf Pins



Heart Shape

Pearl Plate of Snail and Fresh Water and Plastic Plate, also Findings. Copper base and Silver base Wire sold in large quantities at wholesale prices. \$5.00 for samples and deposit with each order. No catalogue request. (Wire Workers' Supplies nearly at wholesale price. We are the cheapest in the country.)

**AMERICAN JEWELRY NOVELTY MFG. CO.** UNDER NEW MANAGEMENT  
99 TAUNTON AVENUE EAST PROVIDENCE, R. I.

**RELIGIOUS SPECIALTIES**

DOUBLE YOUR INCOME

STAPLE • LOW PRICED • YEAR ROUND SELLERS



AUTOMOBILE PINS & SETS—  
MEDALS—CHAINS—PLAQUES—  
ROSARIES & 1001 OTHER RELIGIOUS ITEMS. FOR THE CONCESSIONAIRE—  
JEWELER—ENGRAVER—NOVELTY & DEPARTMENT STORES.

CATALOG ON REQUEST

**BRUNER** • 61-07 Woodside Avenue • Woodside 77, N. Y.

**BUSINESS OPPORTUNITIES**

**TREMENDOUS PROFITS ETCHING MIRRORS, windows, shower doors, glass signs, knick knacks; 60 seconds; new silk screen process. Sensational French discovery; it's terrific. Better wire for exclusive franchise; royalty basis. Bazaar Foreign Objets d'Art, 212 Que', Sacramento, Calif.**

**TRY RICH SOUTHWEST—ADVERTISE IN "Sun & Fun Magazine" (paying pastime); 5¢ word; copy 15¢. M. Pennebaker, Pub., Kerrville, Tex. ap19**

**WANTED—WOMEN TO EARN MONEY** advertising post cards. Write Donenberg's Sales, Box 2955, Cleveland 1, Ohio.

**WE WILL RECEIVE SEALED BIDS ON** two tourists courts located east side Marysville, Kan. Both going businesses. We are retiring. Pine Hill Court and Motel.

**WHAT'S YOUR FIELD? SPECIALIZED** magazines will help you to succeed. Get latest copies thru our Easy-to-Get-Acquainted Service. Hundreds of business, trade, professional, executive, canning, cartooning, chemical, chiropractic, civil service, clothing, coal, coin collectors, industrial, confectionery, construction, containers and others covering all interests. Send for list today. It's free. Conner's Publishing Co., 34H N. Ritter, Indianapolis 19, Ind.

**WHERE TO BUY WHOLESALE ELECTRICAL** Appliances, Novelties, Costume Jewelry, Cookware Sets, other essential merchandise. Write Distributors, 1130 Broadway, N. Y.

**YOUR "PRIVATE COLLECTION" JOKES.** Humorous Cartoons, Barroom Poeticals, anything; illustrated, three-colored printing; reasonable, profitable. Lindin, 1611 Polk, Houston, Tex.

**2,000 NEW LISTINGS OF AUCTIONS AND** Community Sales in 40 States. Towns and days given. \$1. Simpson, 2705 Jule, St. Joseph, Mo. ap26

**COIN-OPERATED MACHINES, SECONDHAND**

**COSTUMES, UNIFORMS, WARDROBES**

**BEAUTIFUL ISLAND GRASS HULA SKIRT,** \$5; send \$1. balance C.O.D. Hawaiian Hut Shop, 3690 18 St., San Francisco, Calif. Headquarters for Fibre Lels. ap12

**COSTUME BARGAINS—BEST IN THE** country; 1000 costumes must go to make room; prices below material costs; be first, get top selections; cash and carry; no mail orders. The Costume Mart, 67 E. Lake St., Chicago, Ill. Open Tues., Wed., Fri., Sat. 12 noon to 5 p.m.

**DROP CURTAINS—COMPLETE CLOSE OUT** of stock. Send for free list and descriptions. The Costume Mart, 67 E. Lake St., Chicago, Ill.

**TURN TO THE COIN MACHINE SECTION**

For the new MARKET-PLACE Listings on USED EQUIPMENT

You will also find other classified listings all under one heading. Another new feature of The Billboard.

**SIX FLASHY RED BAND JACKETS, \$20;** six new Caps, \$18; Grass Hulas, Orchestra Coats, Chorus Costumes; Red Velvet (8 1/2 x 25), \$35. Wallace, 2416 N. Halsted, Chicago.

**SPRING CLEARANCE SALE—600 LESTER** Costumes, Chorus Sets, long and short, principal Costumes. Good for floor shows, theatricals, amateur groups, dancing schools, carnivals and circuses. It will pay you to see these unusual buys. No mail orders please. Lester, Ltd., 14 W. Lake St., Chicago 1, Ill.

**WIGS FOR ALL OCCASIONS, HAIR** Pieces, Beards, etc. Buy direct from factory. Finest workmanship; lowest prices; 5% discount with this ad. R & S Hairgoods, R. Alkon, 735 Sixth Ave. (24th St.), N.Y.C. Chelsea 2-6950. ap12

**FORMULAS & PLANS**

**FOR FOREIGN, AMERICAN DEPENDABLE** trade secrets consult our professional connoisseur; featuring deluxe massive volume, containing 1800 columns, 10,000 exciting Formulas, receipts, buyers' guide, reference dictionary, Latin, English translations; beautifully textured cover, gold indented title; indispensable reference for Hobbyist, layman, industrialist; incredibly priced, \$5. Bazaar, Foreign Objets d'Art, 212 Que', Sacramento, Calif.

**FOR SALE SECONDHAND GOODS**

**FOR SALE—PRACTICALLY NEW 33' SU-**preme Display Trailer with 43 indirect controlled lighted cases 16" deep, 16" high, 24" long; and storage drawers opening with separate locks. Interior beautifully finished mahogany; electric brakes, completely insulated, ventilating fans, tarpaulin cover. This trailer could be made into a beautiful restaurant, living quarters or changed to meet your requirements. Very reasonably priced. M. B. Merris, Room 301, 180 W. Washington St., Chicago 2.

**46 CASES, 22 AMMUNITION—6 CASES** shorts, \$72 per case; 40 cases gallery ammunition, \$70 per case. Contact L. O. Backus, San Marcos, Tex.

**TURN TO THE GENERAL OUTDOOR SECTION**

For the New MARKET-PLACE Listings on Used Food and Drink Concession Equipment . . .

Another new feature of The Billboard to help you find what you are looking for easily and more conveniently.



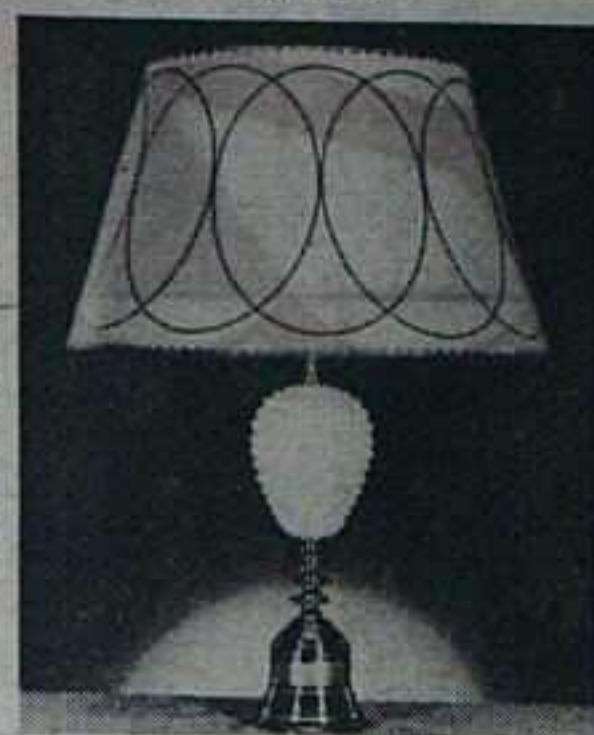
**HUSTLERS AND MONEYMAKERS**

Extra quality Men's Knitted Sport Neckwear sells on sight at \$1.00 & \$1.50 each; cost you only \$5.00 per dozen. Full assortment of colors. Send Money Order for \$5.00 for sample dozen. Satisfaction guaranteed or money refunded.

**ROYAL KNITTING MILLS**

Dept. B, 101 Oxford St. New Haven, Conn.

**CONCESSIONERS! OPERATORS! JOBBERS! INCREASE YOUR PROFITS THIS YEAR WITH THIS Beautiful Brass and Milk Glass LAMP and SHADE #600**



Height 22". Lamps and shades each packed 12 to carton; shipping weight approx. 30 lbs.

Packed in bulk only as per above.

**\$2.35** Each in dozen quantities.

Terms: 25% down, balance C.O.D., F.O.B. Phila., Pa.

We also have available a full line of all brass and brass and milk glass combination lamps.

**ATTENTION, JOBBERS!**

Write for quantity prices. Send for free illustrated folder.

**H. GARFIELD, Distributor**

2210 GLENVIEW ST. PHILADELPHIA, PA.

**NOVELTY SCARFS** for GIFTS! SOUVENIRS! SPORT! DRESS!

SPORTS: Basketball, Winter Sports, Vacation Hobbies. Retail \$1 to \$2.

STATE & REGIONALS: Pictorial Map Scarfs for every State in the Union. Retail \$1 to \$2.

RODEOS & WESTERNS: Colorful designs of lively Western motifs. Retail \$1 to \$2.

U.S. ARMED FORCES: Scarfs for the Army, Navy, Air Force or Marines. Retail \$1 to \$2.

Pleated Novelties

ask your jobber or write **Rivoli SCARF & NOVELTY CO.** 48 W. 37th Street, N.Y.C. LO 4-5670

**ENGRAVERS AND WIRE WORKERS, ATTENTION**

We have Wire Name Pins, also we make them to order. We have Copper and Silver Base Wire, also Supplies and Jewelry for engravings. Our prices are the lowest. Please write your name and address plainly.

Sizes From 20 to Size 26.

Copper Base Wire		Silver Base Wire	
#2	.70 ozs.	#2	\$1.80 ozs.
12/100	.80 ozs.	12/100	1.90 ozs.
12/60	.95 ozs.	12/60	2.00 ozs.
12/40	1.10 ozs.	12/40	2.10 ozs.
12/30	1.30 ozs.	12/30	2.40 ozs.
12/20	1.65 ozs.	12/20	2.60 ozs.

Send \$5.00 for samples and deposit for each order. We will send merchandise same day the order received.

**ANISSA JEWELRY NOVELTY MFG. CO.**

61 POTTER STREET EAST PROVIDENCE 14, R. I.

**"Handiest Pair of Legs in the World"**

**Tyco Utility FOLDING Legs**

Strong, Beautiful, Adaptable

Attach TYCO LEGS quickly and easily to wood, masonite, many other materials. Use in home, office, garage or workshop to make laundry tables, cutting tables, nine-pint tables, workbenches, buffet tables, display tables, card tables, etc. Made of 16 ga. steel. SUPPORT 1500 lbs! Temporary or permanent; can be re-used for a lifetime.

**MONEY BACK GUARANTEE.**

**TYCO INC.** New York 19, N. Y.

ONLY \$8.95 per complete set of 2 units to make a table. FOB NY

In N.Y.C. add 3% Sales Tax

You get 2 of the units illustrated.

**HAVE MOVED TO NEW QUARTERS**

WE WILL CONTINUE TO GIVE OUR CUSTOMERS PROMPT SERVICE

We Handle a Complete Line of

TOYS, NOVELTIES, DOLLS, SLUM AND GLASSWARE

Write our representative **BEN HOFF** for information.

**J. K. TOY & NOVELTY COMPANY**

573 Bushwick Avenue Brooklyn 6, N. Y.





# BUY WISE BUY EXHIBIT MERCHANDISE

## #5473 PICNIC BASKET

Consists of 18 pieces fitted into Lid and Removable Tray—leaving the large roomy body in which to place all your foods, etc.

- 4—HIGH LUSTRE STAINLESS STEEL FORKS
- 4—HIGH LUSTRE STAINLESS STEEL SPOONS
- 4—PLASTIC DIFFERENT COLORED CUPS
- 4—PLASTIC DIFFERENT COLORED PLATES
- 1—SUNGFIT BASKET TRAY
- 1—ROOMY DOUBLE HANDLE BASKET

Price in Lots of 6 **\$4.50** Each  
SAMPLE \$5.50



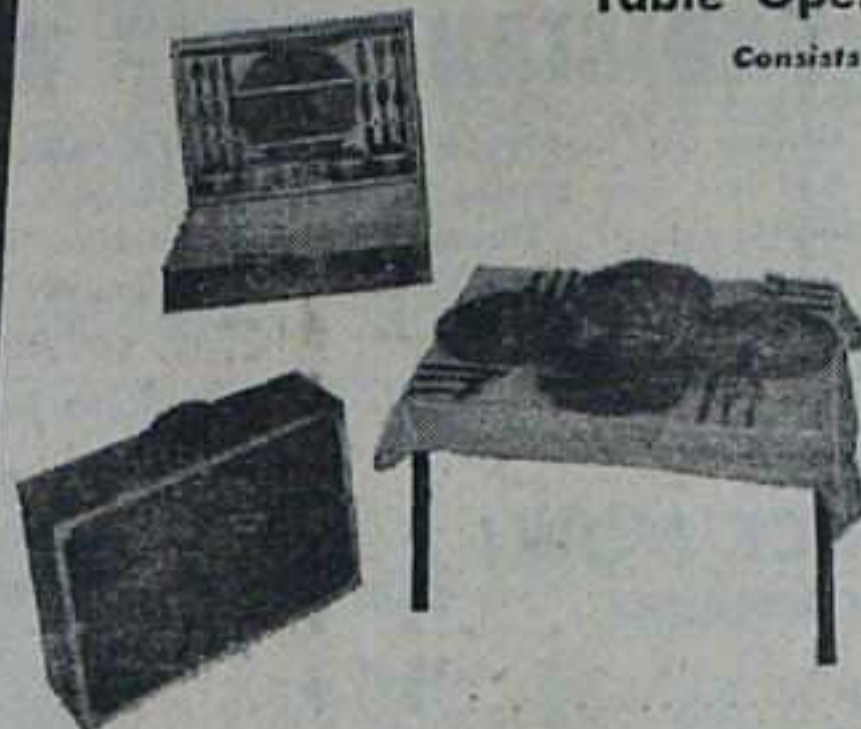
## CONVERTIBLE PICNIC OUTFIT

Table Opens to 20"x27"

Consists of 23 Pieces

- 1 Steel-gloss lithographed, convertible, sturdy wood frame table with legs folded inside. Water-proofed lining, brassed hardware.
- 1 Plastic (36x27) Table Cloth.
- 1 Plastic spill-proof Salt & Pepper Shaker Set.
- 4 10 1/2" divided plastic Picnic Plates with well for slip-proof cup.
- 4 Large size Plastic Cups that fit snugly into matching picnic plates.
- 4 Plastic Spoons.
- 4 Plastic Forks.
- 4 Plastic Knives.

23 pieces  
Complete **\$7.95** ea.



### FISHING TACKLE BOXES

From \$1.40 to \$7.50 ea. Write for Descriptive List.

### TOP SECRET WALLETS

Stitchless—Men's in alligator grains. Ladies' in pastel colors. \$4.50 per doz. Carded in Celluloid containers, \$5.40 per doz.

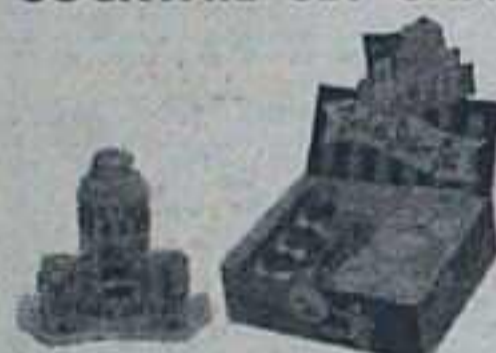
### #5412 STEAK KNIFE SET

4 stainless steel Pakkawood Brass riveted steak knives in wood block—6 or more, \$2.50 ea. Sample \$3.00.

### CASCO POWER TOOL SET

Electrically driven including 53 accessories, plastic chest. Price in lots of 3, \$11.97 ea. Sample \$12.75.

### DIAL-A-DRINK COCKTAIL SET SHAKER



While your customers are turning the dial for 8 cocktail recipes, you'll be turning handsome profits selling these handsome cocktail shaker sets. The most practical cocktail shaker set on the market—22 oz. capacity. Price—

**\$16.00** per dozen sets  
Sample **\$1.75** ea.

### DECORATIVE TOWEL ENSEMBLE



Consisting of 2 Cannon Towels and 2 Cannon Wash Cloths with Doll head. Guaranteed fast colors—Cellophane window display box, No. 1100—Floral design, assorted colors. Price \$27 per doz. Sample \$2.75 ea. No. 1200—His & Hers, assorted colors. Price—

**\$27.00** per doz.  
Sample **\$2.75** ea.

### LAMP and PLATE ENSEMBLE #77G



Brilliant White China with 22 Kt. gold trim. Lamp 25 1/2" high. Washable plastic shade with ruching trim available in Red, Blue or Green. Two 10" plates to match, including hangers.

**\$6.95** Lots of 3  
Sample **\$7.50**

### SHIELD-RITE SUN GLASSES

Certified Shield-Rite Lens—Handy plastic case. Packed 12 in a multi-colored counter display box. Men's or Ladies'—\$2.90 per dozen.

### FACTORY DISTRIBUTORS

For the Complete UNITED line of self-starting clocks, liquor sets, automatic percolators, etc. etc.

### A few United Repeaters:

- 900 CHROME BOWLING BALL—6 or more, \$8.35 Sample \$9.00.
- 910 PLASTIC BOWLING BALL—6 or more, \$7.85 ea. Sample \$8.50.

### ETERNA ANNIVERSARY CLOCK



Pendulum turns both ways. Guaranteed Westinghouse licensed electric movement, gold plated finish. NO BETTER VALUE ON EARTH. Price in lots of 4—**\$11.95** ea. Sample **\$12.00**.

### #5319—4 Piece BASEBALL MUG SET



4 hand-painted White China Novelty Drinking Mugs. Each a different baseball caricature. A terrific HIT item. Every body wants a set. Price . . . . \$24 per set. Sets of 4 Sample set **\$2.50**

### GENUINE LEATHER CLUB BAG



Full length zipper with lock and key—Ideal for all occasions—Sturdy, durable and desirable—A real buy, only **\$4.75** In lots of 6 Sample **\$5.50**

### PENGUIN COCKTAIL SHAKER



High Lustre Chromium Finish—approx. 2 qt. capacity—One of the most unique and appealing Men's Items in over a decade. See one and you must own one. Price in lots of 6—**\$6.00** Sample **\$6.50**

### JEWELRY SET #5389



Stunning shell all purpose handbag with mirror. Hand pronged rhinestone necklace and earrings offset with sparkling semi-precious stones. Retail for \$29.75. Yours for the un-**\$2.50** ea. livable price of in lots of 6. Samp. **\$3.00** ea.

### BIRD CIGARETTE DISPENSER (American Made)



Made of heavy steel & beautifully finished in maroon & gold. Never fails to deliver cigarette in a perfect condition. Holds full pack regular or king size. Price **\$33.00** dozen Sample **\$3.00** ea.

### SOLID GLASS CASTING ROD

3 foot with new chuck grip—Price in lots of 6, \$3.15 ea. Sample, \$3.50.

### SOLID GLASS SALT WATER ROD

3 foot, 2 piece Fly-Flex Chrome fittings, wood handle. Price in lots of 6, \$4.50 ea. Sample, \$5.00 ea.

### OCEAN CITY REELS

Fresh Water—Salt Water Write for Price List.

### SOUTH-BEND REELS

Level Wind—Automatic Fly Write for Price List.

### BEACON'S NEW BLANKET ROBE



Leopard Skin Pattern, 54"x72" Price in case lots of 30, **\$3.50** ea. Less than case lots, **\$3.60** ea.

### INTERCHANGEABLE TOOL SET (American Made)



All 8 handy tools of fine U.S. Carbon Steel fit into the KICKER KNIFE HANDLE. Attractively arranged in transparent plastic box. A real man's item. Price in lots of 6 **\$2.65** Sample **\$3.00** ea.

### OWL WALL CLOCK



Background available in red, yellow, green and ivory—OWL—mottled ivory. Price in lots of 6, **\$4.05** Sample **\$4.50**

### SOME MORE UNITED REPEATERS

- 105 BIRD HOUSE CLOCK\* 6 or more . . . \$4.50 each Sample \$5.00.
- 90 MANTLE CLOCK\* 6 or more . . . \$4.05 each Sample \$4.50.
- 185 GRANDFATHER CLOCK\* 6 or more . . . \$6.90 each Sample \$7.50.
- 870 BALLERINA CLOCK\* 6 or more . . . \$10.80 each Sample \$11.50.

### WINDMILL ELECTRIC CLOCK



Attractive multi-colored Dutch Boy & Girl windmill scene—Windmill blades rotate rapidly—guaranteed—size 9"x7 1/2". Price per dozen **\$24.00** Sample **\$2.50**

### "BIG 3" HUNTIN' SET



For Every Outdoor Need!—Strong, sharp axe with safety sheath. 2—Keen, sturdy hunting knife with sheath. 3—Full standard size 4-blade camp knife. Price in lots of 6—**\$3.35** ea. Sample **\$3.75** ea.

### 527/4 NUT BOWL AND CRACKER SET



Natural bark nut bowl with contrasting lacquered wood center—with nut cracker. Price in lots of 6, **\$8.80** per doz. Sample **\$1.00** ea.

TERMS: 25% Deposit, Balance C.O.D., F.O.B. Phila., Pa.

WRITE FOR YOUR COPY OF OUR 1952 DELUXE CATALOG

Illustrating Exclusive Nationally Advertised Items. Ready for mailing on or about June 1st. THIS SILENT SALESMAN IS WELL WORTH HAVING. To complete our files, state the type of business you are in.

# EXHIBIT SALES COMPANY

423 MARKET ST. PHILADELPHIA 6, PA.  
LOMBARD 3-1068

If entire order totals more than \$50, sample items will be figured at the quantity prices. \*Tax additional if not for resale.





# LOOK ATTENTION! LOOK JOBBER-SALESMEN-DEMONSTRATORS

First Showing in America

## THE NEW PARISIAN SCARF BROOCH

Getting top money in Shows and Department Stores. Red Hot, Fast Moving Demonstration Item. Quick action! Three-minute demonstration will sell. Scarfs can be sold in conjunction with brooch for added profit. This brooch transforms any scarf into a picture of beauty.

Women Love It! Sells on Sight for \$1.00.

RING-CLIP OPEN



### HURRY—ACT NOW!

SEND FOR SAMPLE WITH COMPLETE INFORMATION ..... \$1.00 P.P.

SAMPLE DOZEN (all different designs) ..... \$7.00 P.P.

\$54.00 Per Gross

25% with order, balance C.O.D.

ALL MERCHANDISE FOR RESALE ONLY

## JATO MANUFACTURING CO.

316 BROADWAY

PT. PLEASANT BEACH, N. J.

# Genuine Cowhide Bags

Last a Lifetime! Hand-Carved! Hand-Laced!  
Best Sellers for Spring Fashion Parade.

- |   |  |
|---|--|
| 1. Two roomy, convenient side pockets; zipper compartment; durable Suedette lining. Suggested retail, \$35.00         | 2. 14-in. zipper top; large zip pocket inside; three side pockets; Suedette lining. Suggested retail, \$30.00  |
| Smaller version of above ..... \$10.50  | 11 1/2" as above ..... 8.75  |
| 2. Adjustable strap; two roomy side pockets; wall zip compartment; durable Suedette lining. Suggested retail, \$30.00 | 10" unlined ..... 4.50   |
| Smaller version of above ..... 9.00   | 8" unlined ..... 2.85  |
|   | 6" unlined ..... 2.35  |
|   | Something NEW for Junior Misses—Ages 7 to 12! Genuine Cowhide Bag in Junior Size, same styles as No. 1 and 2 shown; same quality and details; unlined. Hurry! ..... \$4.25 |
|   | Genuine Hand-Carved WALLETS ..... \$2.85   |

MONEY BACK GUARANTEE IF NOT COMPLETELY SATISFIED! ORDER BY MAIL: Send check or money order in full confidence. Postpaid if remittance sent in full, or send 25% deposit, balance C.O.D. For resale only. DON'T DELAY! SEND YOUR ORDER TODAY!

Atlas Novelty Mfg. Co., 1128 16th Street • Denver 2, Colorado

## AS ALWAYS KANDELITE DOES IT AGAIN



No. 434 \$2.75 Pair  
In 12 Pair Lots

8" Acetate Shades—Assorted Colors. Lamp 14" Tall. Sample Pair \$3.75 Prepaid.

★ ★ ★ ★ ★

No. 223 →

\$2.35 PAIR

In 12 Pair Lots. Choice of Frost Ruby, Pink or Blue Chimneys. Lamp 13 1/2" tall. Sample pair, \$3.35 prepaid.

★ ★ ★ ★ ★

25% Deposit With Order.

★ ★ ★ ★ ★

## KANDELITE LAMP MFG. CO.

4516 N. 13TH STREET

PHILADELPHIA 40, PA.

Gladstone 5-1677—For the Connection of Your Life

INQUIRE ABOUT OUR FREE DELIVERY SERVICE

MEN'S IDENTS ..... \$15.00 Gross WEDDING RINGS ..... \$1.65 Gross  
LADIES' IDENTS ..... \$13.50 Gross

ASSORTED PINS, CARDED,

\$4.50 Gross



Double Heart Bracelet

\$14.40 Gross

DEPOSIT WITH ORDER. FREE CATALOG.

A. LEONARD CO., 51 Bassett St., Providence 3, R. I.

## NEW . . . TERRIFIC!

PATENTED ALL PLASTIC COMBINATION ENVELOPE MOISTENER and SPOT REMOVER

FAST 50¢ RETAILER BASE INCLUDED

Sample 25¢ Postpaid 100% PROFIT

Sells on sight! Wonderful 1-minute demonstrator. Uses ONLY

WATER! Belongs on every table for spot removing from ties, dresses, etc. Perfect for moistening envelopes, labels, gummed tape. Packaged for dispensing.

MANCHESTER PLASTIC CO.

4059 Chouteau St. Louis 10, Mo.

NEWEST SALES SENSATION

Snuggle Hug

SALT AND PEPPER

Cute little darlings—they hug each other—only 3" high—can't resist picking them up separately or together—apart they look as silly as most loveless victims do—beautifully decorated china salt and pepper—ideal for tables, hostess gifts, wedding presents, prizes—choice of Bunny, Bear, Dutch Boy & Girl, Boy & Dog, Mary & Lamb, Duck. \$4.80 per doz. prs. F.O.B. Chicago. In lots of 3 to 6 doz. SAMPLE ORDER 1 doz. prs. \$5.80 postpaid. Jobber set-ups available. Write for latest circular. Open account to rated firms. Otherwise 25% deposit—balance C.O.D. Immediate Delivery.

BERKELEY MFG. CO.

2127 14th St. Berkeley 4, Calif.

## FOR SALE—SECONDHAND SHOW PROPERTY

A-1 PHOTO BOOTH—CUSTOM BUILT, double camera 1 1/2x2, 2 1/2x3 1/2, fluorescent lighting, must sell, best offer takes. The Photo Studio, Camp Gordon, Ga. ap19

ADOLF HITLER'S PERSONAL ARMORED Limousine; greatest attraction for fairs, shows, conventions, store openings. Box 183, Prospect Associates, Souderton, Pa.

A KIDDIE TRAIN—G-12 MINIATURE Streamliner, a beauty, complete, ready to operate, have other interests, consider leasing or trade for Miami business or house. Lafferty, 1233 Northeast 11th St., Miami, Fla.

ARCADE TOP, 30x50, SIDE WALL AND poles, used two seasons, \$250; 35x70 new top, used side wall and poles, \$750; 14x14 center top and frame, \$150. Wilson Operating, 18 N. Main, Tulsa, Okla. 5-6318.

ATTENTION, PHENOMENAL SALES—Tremendous profits thru advertising in The Billboard! 160,000 wide-awake, profit-minded reader-buyers snap up your offerings fast. Low, low rates on request! The Billboard, 2412 Patterson St., Cincinnati 22, Ohio. ap12

BARGAIN—PDQ PHOTOMASTER STREET Camera, tripod, stock, all okay; \$65 today. Trading Post, 303 So. Oak, Mineral Wells, Tex.

BUILD PARK AND CARNIVAL EQUIPMENT from Tested Plans: Rides, Concessions, Illusions, Group Attractions, \$8 to \$15 each. See our ads in Outdoor Section, Free Catalog, Brill, Box 875, Peoria, Ill.

CARNIVAL EQUIPMENT, INCLUDING Tent, 10x10, \$75; Concession Trailer, Baseballs, Guns, Plaster, Toys, Teal, 7721 Park Place Blvd., Houston 17, Tex.

COMPLETE ILLUSION SHOWS, BAND organs, Key Check Machine, Guns, Straps, Shooting Galleries, one mounted Traveling Galleries, Ice Shavers, Candy Floss, Arcades on wheels; lots of complete packaged Kiddie Rides and Carnivals; Screens, Projectors, Speakers and Mikes. Also agents for inside new Neon Signs, latest on the market; get our lists. Young's, Rt. 2, Box 1030A, Bremerton, Wash.

COMPLETE FISH POND—18 FOOT BY 22 inches; divided metal tank, 155 floating fish, slide numbers, 2 paddles, motors, pulleys. Ed Loewinger, 1552 Ansel Rd., Cleveland, O.

CONCESSION TRUCK AND TRAILER—1950, truck 12' long trailer 20'; ready to go, \$5,500. Joseph Pulella, 7107 Clinton Ave., Cleveland 2, O.

CUSTARD MACHINE, MOUNTED ON Truck; Penny Pitch Board, 8x8 top and frame; Candy Floss Machine. Contact: Simon Krause, 111 South 19 St., care Earle Hotel, Philadelphia, Pa.

FOR SALE—PONY RIDE, THIS TRUCK can be used either portable or stationary. Cost \$1500 to build; price, \$500. John McMaster, Colorado Mac, 700 Penna Ave., East St. Louis, Ill. Phone Upton 4-9575. ap12

FOR SALE—32' TRAILER, IDEAL FOR cool shack, freak shows, 8 head horses could be hauled, etc.; living quarters in front, room 16'x16' in middle when set up, 7'x8' room in back. Tine Conley, Gandy, Neb.

FOR SALE—40x80 BALE RING TENT; cheap; with or without poles, rigging. De George, 404 Labranch, Houston, Tex.

FOR SALE—J HORSE COMPRESSOR, E-Z Mustard Machine on Tandem Wheel Aluminum Trailer, A-1 condition, cheap, Harry Kimmel, Florida, Ill.

FOR SALE—VICTOR 24C 16MM SOUND Projector, complete; perfect condition, lot extras. Fred Wilkerson, Box 12, Granbury, Tex.

FOR SALE—5 K.V.A. LIGHT PLANT, MARQUEE Seats, Tent, Rings, Poles, P.A. Systems, Flat Trailer, Cages, Sides, etc. Dreamers save your stamps. W. M. Beebe, 615 West London, Peoria, Ill.

FOR SALE—HORIZONTAL BARS, DURAL Aluminum Folding Rigging, Will send photo on request. Ben Kotch, 129 Reed Ave., Trenton 10, N. J.

FOR SALE—WHIP, HEY-DEY, WHIP, 8 car, portable, Mangles, operated last season, complete, \$700 or will trade. Hey-Dey good shape, Spillman, extra parts, \$1,700 or will trade. Fred Nolan, Moxahala Park, South Zanesville, O. ap19

FOR SALE—LARGE QUANTITY ELECTRICAL Cable, two conductors, #10 and #12; also assorted lighting equipment. Grand State Lighting Co., 22 W. Hubbard St., Chicago 10, Ill. ap19

FOR SALE—DOUBLE LOOP-O-PLANE, A-1 condition; to make room; price, \$600. Stanley's Amusements, R.D. #1, Grafton, Ohio.

FOR SALE—1950, ONE 1948 CHEVROLET Tractor with 30' Fruehauf all-metal closed-in Trailer. For more details write to Chase Wild Animal Farm, Egypt, Mass. ap19

FOR SALE—1947 DODGE TRUCK, 10 speeds ahead; 15 ft. Van body with built-in house trailer and storage compartment, 18x27 wall tent and p.a. system; priced to sell. Arnold Becker, Whitewater, Wis. R. 1. Phone Lima Center 6P5.

KIDDIE FERRIS WHEEL, 20 FT. HICKSVILLE Farmers Market, Hicksville, L. I., N. Y.

KIDDELAND TRAIN—ENGINE AND TWO Coaches; capacity, 30 to 25 each coach; priced for quick sale; brand new motor. Everett Klein, 2907 Second Ave., Terre Haute, Ind.

ILLUSIONS, MAGIC STAGE DRAPES, COSTUMES, etc.; real bargains; must sell; send stamp for list. Pelkin, 2903 Holt Rd., Indianapolis, Ind.

LONG RANGE GALLERY—TWO ROWS moving, three pull up, one spinner. Evans make; \$70; good shape. Henry Gentner, Genoa, O.

MECHANICAL SHOWS, LOOP-O-PLANE Ride, Whirl Ride, mounted on truck; Arcade equipment in trailer, Custard Machine in trailer, Jumbo Poncorn in trailer, Roof Beer Barrels complete, Flava Machines, Transformers, large electrical fuses, tents, carnival equipment used, Collins Shows, Kearney, Neb.

MINIATURE TRAINS—STEAM, GAS; ALL sizes; new, used; tracks, parts. Order now for early delivery. Minitrains, 144 High, Wareham, Mass. ap19

NEGRO VENTRILOQUIST FIGURE, FINELY made by Marshall, Well dressed; cost \$100; sell for \$50. Hanesy, Berlin, Wis.

PORTABLE RINK—50x138, MAPLE FLOOR, Tent, 350 pairs Chicago Skates, Sander, Grinder, Cooler, Hammond Speakers, \$7500. Paul Kelley, 940 Ashland, St. Paul, Minn. ap19

SHOOTING GALLERY—15 SHELL LOAD ing tubes, 75¢ dozen; \$6 100 or any size; deposit on c.o.d.'s. H. B. Sherbahn, Wayne, Neb.

SHORT RANGE TARGETS—NEW SAMPLES "Shooting the same day service." Fine Art Press, 115 Donald, Peoria, Ill. ap

SIXTY PAIRS ASSORTED SIZES CHICAGO Rink Skates, \$100; P.A. System (40-watt amplifier, 2 speakers, microphone, record changer), \$100; Stop Watch, \$5; Metronome, \$5. Wm. Kurten, Oconto Falls, Wis.

TENTS—RECONDITIONED, GOOD SHAPE, various sizes: 12x12, 15x15, 20x20, 30x50, etc.; write for particulars. Milvo Awning and Tent Works, Rome, N. Y.

TENTS—THOROUGH OVERHAULED, excellent shape, bargains; 10x10's, 20x30's, 30x50's, 40x60's, etc.; write immediately. Milvo Awning and Tent Works, Rome, N. Y.

THEATER CHAIRS, PROJECTORS, TENTS, Stadium Chairs, Bleachers, Folding Chairs, Screens, Wrestling Arenas, The Lone Star Bleaching Co., Box 1734, Dallas, Tex.

USED LONG RANGE SHOOTING GALLERY; built on 18 ft. semi-trailer, excellent condition, complete with 10 rifles. W. O. King, 82 Orchard St., Mt. Clemens, Mich. ap19

2 UNICYCLES, \$24 AND \$30; BALLOON, \$30 and \$50; antique Lap Organ, old-fashioned Bicycles, Nilsson, 1885 Westwood Blvd., Los Angeles 25, Calif.

(Continued on page 126)

## Protector Life Model #100 \$3.75 EA.



Complete With Battery ..... \$4.25 ea.

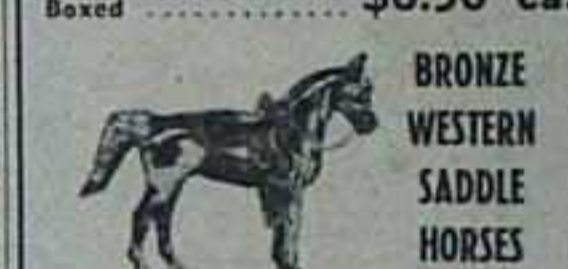
Height 9" with handle folded. Attractive all-aluminum polished case. Aluminum Alzak reflector, 4 1/2" diam. Unscrews to change bulb. A sealed-beam unit. Flashing red warning signal light visible 1 mile. Penetrating white light for emergency repairs—1,000 ft. beam. Burn both lights at one time or separately. Completely weather-proof. Rotates in 360 degree circle. 60-80 hours on one 6-volt lantern battery.



## "TENNA-SHIP"

First new indoor TV antenna on the market. A decorative piece for the TV set that can be placed in any part of the house. Attractively designed ebony ceramic body with crimson fibre glass sails. All metal parts, chrome plated. Height 22 1/2", Width 22 1/2", Depth 6". Retail price \$12.95.

Individually ..... \$6.50 ea.



## BRONZE WESTERN SADDLE HORSES

Height and Dozen Price:

10 1/2" 8 1/2" 5 1/2" 4 1/2" 2 1/2" \$21.00 \$16.00 \$6.50 \$4.00 \$1.80

SPECIAL CLOSEOUT!

Bronze Mule Pack, 4" long by 2 1/2" high ..... \$4.00 doz. 25% Deposit Required With Order F.O.B. Chicago. Wholesale Only.

COOK BROS., 816 W. Maxwell St. Chicago 8, Ill.



HE'S STUPENDOUS! HE'S DIFFERENT! HE'S NEW! HE LIGHTS UP!

## THE MAGIC CLOWN FLASHER-RING

HE'S A SMASHING SELLEROO!

A terrific seller at Circuses, Fairs, Concessions, Carnivals, Bazaars . . . Brightly colored Plastic face on decorative metal ring, lights up at the touch of an invisible, secret switch. Startling, surprising, ornamental, grand fun . . . the ONLY Flashlight Ring ever created! For kids of all ages . . . fits any finger. Equipped with General Electric Bulb and Ray-O-Vac Battery.

Retails for 69¢ . . . only \$4.80 per doz.

(Jobbers write for prices and details.)

BROWNIE MANUFACTURING CO.

55 Frankfort St., Dept. B New York 38, N. Y.

## SLUM 10 GROSS only \$9.50 any combination

One Gross ..... \$1.00

10 Gross (Your Choice) ..... 9.50

- |                   |                     |
|-------------------|---------------------|
| Comic Pins        | 3-Wise Monkeys      |
| Feather Tickler   | Charm               |
| Rubber Skull      | Rubber Razors       |
| Porcelain Animals | 12" Blowouts        |
| Squeaker          | Maral Whistles      |
| Western Brooches  | 2 1/2" Metal Kazoo  |
| Indian Headress   | 4" Fingertraps      |
| 4" Rubber Dagger  | Folding Flower Fans |
| Pill Puzzles      | Rice Beads          |
| Magnets           | Pocket Combs        |

Prices do not include postage. 25% deposit with c.o.d. order.

## KIPP BROTHERS

Wholesale Distributors Since 1880

740-42 S. MERIDIAN ST., INDIANAPOLIS 25, IND.



# ATTENTION

- ★ PARKMEN ★ BINGO
- ★ GLASS PITCH ★ HANKY PANK
- ★ GOLD FISH OPERATORS

**SHOP** AT ONE TIME  
UNDER ONE ROOF

*at ...*

# THE SENDAR COMPANY

★ *America's Largest  
Distributor of Glassware  
for Promotional and  
Carnival Use*

★ *We cordially invite you to visit  
and inspect our large display,  
and compare our prices.*

We Stock  
**COMPLETE**  
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127-133 FOURTH AVENUE • NEW YORK CITY 3  
TELEPHONE GRAMERCY 7-4200





SAMPLE PIECE \$10.00

### \$50.00 PER DAY RED HOT \$100.00 PER DAY

Positively the quickest and the greatest money-maker you ever handled. Most beautiful cloth you have ever seen for men and women's suitings and topcoats. 3 1/2 yard lengths by 60" wide. Enough to make a suit or topcoat for anyone. Average selling price \$35.00.

Lots of 50 pieces or more, \$4.50 a piece.

Less than 50 pieces, \$5.00 a piece.

25% Deposit, Balance C. O. D.

Regardless of what you have sold you never handled anything as hot as this. I promise you your repeat orders will be 50 at a time in less than 10 days.

Average sales 15 to 30 a day, with plenty of repeat sales. Gabardine, Houndstooth, checks, solids. Sharkskin in all shades and colors.

This ad has made a lot of money for a lot of men and women from Maine to Texas.

#### IT CAN PRODUCE FOR YOU

Send in your order for five sample cuts of cloth, if they are not all that I say they are and you do not sell them in the first 24 hours of calls, ship them back to me and I will refund your money.

## New England Merchandise Co.

256 WESTFORD ST.

TEL. 8300

LOWELL, MASSACHUSETTS



OPERATE A HAT STAND THIS YEAR. No previous experience required.

Ask for FREE SAMPLES—all colors of letters.

Classy Fabric EVERLASTING letters. Full assortment of 500.. 7.50

Letter Tray ..... 1.95

Automatic Electric Bonding Machine ..... 42.50

Can be bought on installments or rented.

TO NEW CUSTOMERS: Your operation guaranteed or your money back.

ASK ABOUT VOLUME DISCOUNTS ON ALL RE-ORDERS

### ALL HAT STANDS AND MACHINE OPERATORS

Your entire original cost back in one good week-end

YOU CAN MAKE MORE MONEY FASTER WITH DURAMATIC

FANCY CUT-OUT LETTERS

BY AUTOMATIC AND ELECTRIC, INEXPENSIVE METHOD YOU VULCANIZE THE "NAMES" INTO MATERIAL IN A FEW SECONDS.

YOU CAN CLOSE A DOZEN OR MORE SALES IN ADVANCE AND COLLECT THE MONEY BY SIMPLE DEVICE. THIS CANNOT BE DONE WITH OLD-FASHIONED AND COMPLICATED SEWING MACHINES.

THE DURAMATIC "NAME" IS SO EASY, SO FAST, SO MUCH MORE IN DEMAND, NO STITCHES TO UNRAVEL—NO STENCIL PAINT OR INK SMEAR—NO FLOCK TO RUB OFF—NO GUM, GLUE, OR PASTE USED.

DURAMATIC IS ABSOLUTELY GUARANTEED

With DURAMATIC, you are NOT limited, you can sell all types of Hats and Caps with NAMES. The BRILLIANT GLOW letters are terrific this season. Electric Iron Workers, contact us. All Hats and Caps at WHOLESALE to Duramatic customers. For real sample Hat with NAME, send dollar deposit, or ask for FREE samples of DURAMATIC letters. Contact us by AIRMAIL or Special Delivery right away. FAST SERVICE ANYWHERE—EVERYTHING POSTPAID.

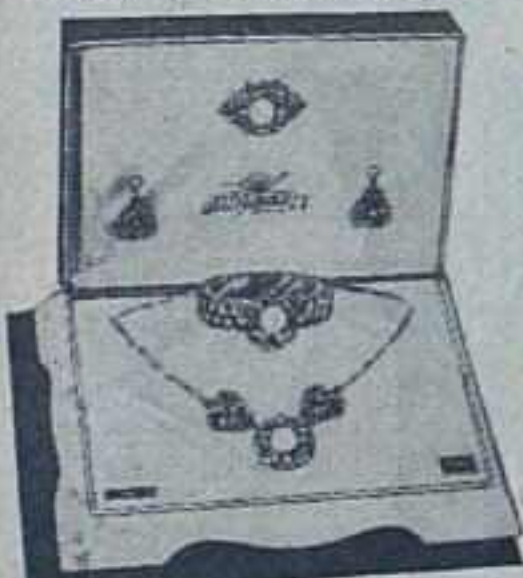
Two Hundred Dollars in sales from each 1,000 letters.

## ACME SUPPLY CO., BOX 7466 PORTLAND 20 OREGON

(Special Delivery to 3234 N. E. 84th Ave.)

### BUY FROM THE LARGEST DISTRIBUTORS Of The STYLE GUILD LINE

TERRIFIC COSTUME JEWELRY SETS, master-crafted in beautiful Designs—Exquisite White Satin packaging—Complete with Expansion Bracelets, beautifully boxed.



No. 974E—MOONBEAM

24 Kt. Gold Plated. Fine workmanship and beautiful styling make this 5-piece matched set a big seller. A fiery opal surrounded with pearls and multi-colored genuine imported stones. Hand-rubbed antique finish.



No. 974A—PRINCESS ROYALE

Really has that "Royal look." 24 Kt. Gold Plated in assorted colors. 3 dimensional 5-Piece Ensemble with gorgeous Teardrop imported stones of the finest quality.

YOUR CHOICE: \$36.00 PER DOZEN OF EITHER SET (In Doz. Lots)

ONE SET FREE WITH EACH DOZEN ORDERED

SAMPLES: \$3.00 EACH

25% Deposit with Orders, Balance C.O.D. PHONE—WRITE—WIRE. Send for our Catalog of 1,000 Items Today.

## G. & S. WHOLESALE CO.

5977 Delmar St. Louis 12, Mo. (Phone: Delmar 8551)

### MIDGET COW GIVES REAL MILK

SQUEEZE HER—SHE DRINKS. SQUEEZE AGAIN—SHE MILKS.



Kids love this fascinating toy. And farm folks buy her on the spot. Has shape and markings of a pure-bred Guernsey. Goes big at country fairs. 9 1/2 inches long, 7 1/2 inches tall including heavy base. Milk pail with each milker. Net

price \$2.98 each cow; minimum order—two cows.

## Norwood Appliance Co.

Providence Turnpike Norwood, Massachusetts



### FREE

Buy 10 gross of one or assorted slum listed below and get 1 gross European import stone set rings FREE.

- Butterfly Pins, Gro. .... \$1.00
- Clay Pipes, Gro. .... 1.00
- Tin Pea Whistles, Gro. .... 1.00
- Glass Pens, Gro. .... 1.00
- Baseball Charm, Gro. .... 1.00
- Toy Wrist Watch, Gro. .... 1.00
- Liberty Bell, Gro. .... .90
- Sore Finger, Gro. .... .75
- Rice Bead Necklace, Gro. .... .75

WRITE FOR "EARLY BIRD" CATALOG—JUST OFF PRESS

50-cent service charge on orders for less than \$3.00. 25% deposit required on C.O.D. orders. All of above plus postage.

## LEVIN BROTHERS

Established 1886

TERRE HAUTE, INDIANA



SPECIAL OFFER ORDER TODAY

2 push button STOPWATCH, jeweled Antimagnetic

GOLD color case ..... \$3.90

Chromed case ..... 3.25

7 jewel men's, sweep, Rad. .... 3.75

CALENDAR, jeweled, 1 AUTOMATIC window, chromed ..... 4.25

All watches brand NEW, with 1 year service GUAR. certificate.

FOR RESALE ONLY. Min. order 1 Doz. Leather Straps, 15c ea. Free CATALOG.

TRANSWORLD TRADING CO. 565 5th Ave. New York 17



WORLD'S SMALLEST PISTOL

Shoots Blank Cartridges—Terrific Bang!

Dealers Report Terrific Profits!!! Standard Model (above) retails \$1.95 ea. complete.

Dealers' \$12.00 dz. Deluxe Model, Western Style. Pearl Handle Grips (not shown) retails \$2.95 ea. complete. Dealers' \$18.00 dz.

PACKED 1 DOZ. TO CARD. NO LESS SOLD. If not available through your wholesaler, write

G & S Mfg. Co. Dept. B Nashville 3, Tenn.

### FOR SALE—SECONDHAND SHOW PROPERTY

3 MacGLASHAN SEMI-AUTOMATIC CO2 Rifles, Pistols, Gauges, Targets, plenty of ammunition, \$200. Used six weeks. A. M. Johnson, 57 St. Marys Rd., Buffalo 11, N. Y.

8 TUB OCTOPUS TRAILER—PICTURED IN Eyerly catalog; rebuilt; 22 ft. Frumhaus, new Eyerly winch, new air brakes, new lining and skids, good tires and possum belly, \$1,100. Price Amusements, Munhall, Pa. Phone Homestead 14522.

8 CAB KIDDEE RIDE, NEW ELECTRIC MOTOR, \$400; 7 1/2 Kw Light Plant, good, \$250; 1x21 Binge, almost new, \$250; Boston Gifford, Alexander Groc. Trailer Park, Route 2, Box 145-B, Ardmore, Okla. Phone 1830.

16MM. PROJECTOR SALE—AMPROS, VICTORS, DeVry, Kolograph, Natco, 50 16mm. Sound Features; outright sale; also New England's largest Rental Library, Mirror Films, Inc., Millbridge, Me. ap12

16MM. SOUND, FEATURES, WESTERNS, Shorts; bargains; also equipment, Roadmen, write, Mertz Film Library, San Bernardino, Calif. ap19

16MM. SOUND PROJECTORS—VICTOR Bell & Howell Ampro; excellent condition, \$150; 35mm. sound projectors, new condition, must sell, Russell, Schlecht, 1848 Morse Ave., Chicago 26, Ill. ap38

16MM. SOUND FILMS—FEATURES, Shorts; closeout prices; big free list DeVry, Victor Projectors, Motion Picture Enterprises, Box 23, Hagerstown, Md.

20 BUMPER CARS, 1 PARK TRAIN, POP-corn and Ice Ball Machines, John W. Isaac, 25 Eastern Ave., Essex, Md. Phone Essex 1454, 7 to 11 p.m. ap5

35MM. SOUND FEATURES AND SERIALS for outright sale; new titles, stamps; also rental service, Oakley Films, 342 Kontner, Nelsonville, O.

30x40 FT. TENT, USED ONE MONTH, RED piping, best heavy quality; complete with two large center poles, some stakes, \$395 f.o.b. Des Moines, Kitcheneers, Inc., 205 Cort, Des Moines, Ia. ap19

45x90 SQUARE STAGE, END TENT, BALE Ring; Tent excellent condition; some seats; \$5 takes it, Heaney, Berlin, Wis.

1939 WHITE TRUCK, '48 MOTOR, 16 FOOT Cab, Back, other joints, various extras, Anthony Nuccio, 225 Seymour Rd., Rochester 9, N. Y.

### INSTRUCTIONS, BOOKS & CARTOONS

ARE YOU GETTING YOUR SHARE?—USE ancient secrets Christ used; 8 lessons worth \$10; now only \$1.03. The Adulm B. Dayton, Va.

SWING PIANO—BY MAIL; 30 SELF-teaching lessons, \$3 c.o.d. (Samples) Phil Breton Publications, P. O. Box 1402, Omaha 8, Neb.

YOU CAN ENTERTAIN WITH TRICK Chalk, Stunts and Race Pictures. Send 25c for catalog, Balda, the Lightning Cartoonist, Oshkosh, Wis. ap26

### MAGICAL APPARATUS

A BRAND NEW #23 CATALOG MIND reading, Mentalism, Spooks, Hypnotism, Horoscopes, Crystals, Palmistry, Graphology, Magic; 144-page illustrated catalog, Buyer's Guide, both 50c; wholesale, Nelson Enterprises, 336-B S. High, Columbus, Ohio. ap26

COLLECTORS' COPY OLD HEANEY MAGIC Catalog, 25c. Books, Magic, Illustrations; send stamps for lists. Heaney, Berlin, Wis.

RESISTO'S SECRET—FOR YEARS A MAR-velous sensation; strongest man cannot lift you; no apparatus; \$3. Miller, 433 Main, Norfolk, Va.

SPIKE ILLUSION—GREAT FLASH, GOOD carnival bally. Drive spikes thru girl's body, \$100. Many bargains; send stamps for lists. Heaney, Berlin, Wis.

SPIRIT CABINET, TALKING SKULL, Haunted House, Driverless Automobile, anything operated from distance or thru walls without connection; better than magic, good as spirit. Baughman, 4211 Park Ave., Ashtabula, O.

SUB-MINIATURE RADIOPHONE FOR Mentalists; weighs less than pound; easily concealed; illustrated brochure, specifications price, Nelson Enterprises, 336 S. High, Columbus, Ohio. ap26

USED MAGIC SALE! EVERYTHING—ABS-olutely lowest prices ever. Guillotines, productions, professional stage, etc. Hurry! "Drmysto," R. 1, Box 36, Clarksburg, W. Va.

WORKS LIKE MAGIC! NO BETTER AD buy in America today than The Billboard! Prize, premium, novelty items, supplies, equipment for showmen, vendors, music machine men, records, etc., move fast. Fast! 100,000 readers; low, low rates. Write, wire or phone The Billboard, 2412 Patterson St., Cincinnati 22, Ohio. ap12

### MISCELLANEOUS

AD DOLLARS BUY MORE—INCREDIBLY high response to your novelty merchandise, amusement and entertainment services, supplies and equipment, music and record offerings. Ad dollars buy more in The Billboard, more circulation, more wide awake, more active reader-buyers, more results than in any other similar publication. Write, wire or phone now. The Billboard, 2412 Patterson St., Cincinnati 22, Ohio. ap12

ATTENTION, PITCHMEN AND CONCESSIONAIRES: Job lot of ladies' silk hose, seconds and thirds, assorted shades and machine made, lots, \$1 dozen; 25% deposit, balance c.o.d. Samples, \$1.25 dozen postpaid. Roberts Exchange, Donaldsonville, La.

ATTENTION! I HAVE APPROX. 1500 beautiful Mercury, Black Hawk, Gardner, Bee Jay and Pioneer, thick Salesboards in Louisiana. Act fast! will sell below factory cost. Write A. R. Lombardo, 2527 Ashburn-dale, Houston, Tex.

FOR SALE—DOUBLE HORIZONTAL PORT-able bars, new and all chrome. Kenneth Kinney, 1022 West Broadway, Council Bluffs, Ia. ap19

HERE'S A BIG DEAL FOR ANY FIRM interested in making volume sales and profits on premium, prize, promotional, novelty, etc. and general merchandise. The wholesale tobacco trade—distributors, jobbers, wholesalers—sell over \$900,000,000 worth (wholesale value) of your kind of merchandise every year. And they regularly contact 1,000,000 retail outlets. You can sell this top business-getting force thru The Billboard's NATD (National Association of Tobacco Distributors) Convention. Issue, dated April 26. Your ad in this important issue reaches them right at their big buying convention, April 21-25, at the Palmer House, Chicago. Yes, The Billboard is the only trade paper with paid exhibit space at this important convention. And, remember, you also sell thousands of regular readers who make The Billboard their buying headquarters every week! But act fast! Advertising deadline is April 17, just about a week away. So wire, phone or air mail at once to reserve advertising space or to get quick additional information. Box C-51, The Billboard, 2160 Patterson St., Cincinnati 22, Ohio.

TEXAS STEER FOX HUNTING HORNS—Special price, \$18 doz.; from 12" to 16" assorted. General Mercantile Co., Laredo, Tex.

WANTED—OLD DEACON TRIPLE OCTAVE Shaker Chimes; "A" 440 pitch; state price wanted. Neil Wallace, 6411 Hollywood Blvd., Room 219, Hollywood 28, Calif. ap26

WEST COAST ORGAN CO., MANUFACTURERS, Radio Band Organs, Concert and Organ Music Boxes, etc. 3028 N. Chicago Ave., El Monte, Calif. np

YOUR NAME IN HEADLINES ON STAND-ard newspaper page. Make up your own headline; 3 different, \$1; not over 36 letters each; headline blanks, \$28 per thou-sand. Box 1251, Dept. 14, Hartford 1, Conn. mp18

### HERE'S THE HOTTEST BIG VOLUME KITCHEN ITEM IN YEARS

NOW AVAILABLE FOR FAIRS AND PARKS



## THE NEW ROTARY "MOULI" GRATER

### PITCH TIPS:

"Safety first, now you can grate without cutting your precious fingers." "It grates cheese, coconut, chocolate, eggs, carrots, nuts, etc." "It saves food because it grates down to the 'last drop.'" "Wonderful for preparing health foods." "Sanitary—comes apart for easy cleaning."

\$3,000 PER WEEK

Sold in department store demonstration.

Other New Items Available.

Write for Prices and Full Information.

MOULI MANUFACTURING COMPANY 91 Broadway Jersey City 6, N. J.

### JUST OFF THE PRESS! NEW CATALOG

for

Engravers • Demonstrators Fair Workers

### WRITE FOR YOUR COPY OF CATALOG No. 106

Containing complete selection of en-graving jewelry, especially for the engraver, demonstrator and fair worker.

Also CATALOG No. 56

Contains most everything in merchandise for the jeweler.

STATE YOUR BUSINESS!

All Orders Shipped Same Day Received

## BIELER-LEVINE

5 No. Wabash Avenue Chicago 2, Illinois ALL PHONES: Central 6-7966

### NEWEST SENSATIONAL EXECUTIVE MODEL!

Originally made to sell for \$71.50



Style No. 150 Also available in Ladies' \$13.85

Each, including Beautiful Plastic Gift Box.

Remember Trico's Policy—Money back in 5 days for any reason whatsoever. For Resale Only, 25% with C.O.D. orders. Remit in full, save postage.

TRICO WATCH TIME 75 W. 47th St., N. Y. C. JUDSON 6-3154

### GIANT WHOLESALE CATALOG FOR Gift and Novelty Stores, Prize Buyers, Pitchmen, Specialty Salesmen, Auctioneers

Hundreds of name brand products are shown. Timely sellers for year 'round selling are illustrated. The catalog is filled with profit-producing ideas.

• PREMIUMS • LUGGAGE

• GIFTS • JEWELRY

• HOUSEWARES • HARDWARE

Please use your letterhead, stating line of business operated when sending for the 1952 Annual Wholesale Catalog. Write FREE Wholesale Catalog for Dealers, ONLY. It Shows 6,000 Tested Sellers. SPORS CO., 252 Cedar, Le Center, Minn.



# AGAIN! BURKE UNDERSELLS EVERYBODY! NEW LOWER PRICES

**"DIAMONDS OF KIMBERLY"**



List \$150

cut stones entirely covering cuff links, tie bars & watch. Finished in eternal platinum. 1.000 Covello sold the original for \$7,500.00. Exact duplicate equipped with world famous ROBOT 17 Jewel precision movement. In gorgeous grey moire gift chest lined with white satin with lift-out tray. OUR PRICE: \$34.77 Ea.—3 for \$100.00.

If watch and band desired separately, \$19.75 Ea.—3 for \$55.00; gorgeously gift boxed.

If jewelry is desired separately, complete set, beautiful gift boxed, \$7.00—3 for \$20.00.

Please keep in mind that this jewelry set is solidly jewel studded, precisely like the \$7,500.00 original containing scores of hand set & matched baguettes and Tiffany cut brilliants covering both the bar & cuff links from edge to edge.

**\$10.00 Jewel Studded Tie Bar & Cuff Link Set** similar to above but in yellow gold, hand set with single row of brilliant rhinestones instead of 3 rows. Genuine leather gift case worth the price alone. \$2.25 Ea.—4 for \$12.00.

Special gold-plated hand engraved Tie Bar & Cuff Link Sets—gift boxed—\$9.00 Dz.

**EXACT COPY OF MEN'S \$550 DIAMOND WRIST WATCH.** Case enhanced with 35 aircoats and rubies. 24 Kt. gold-plated case. 14 Kt. gold filled, modernistic stretch band included. Comes in handsome gift box—marked \$105 & worth it. 17 Jewels—one of world's greatest makers—you'll recognize his name. Guaranteed of course. \$18.00 Ea.—3 for \$50.00.

**SAME 17-JEWEL WATCH & gold filled band with jeweled dial** (no jewels on case). \$14.90 Ea.—3 for \$42.00.

**SAME WATCH & gold filled band** but 7 Jewels—jeweled dial. \$12.90 Ea.—3 for \$36.00.

Fancy shape Men's Watch similar to above but 1 Jewel guaranteed movement. Rhinestone dial. 24 Kt. gold-plated case, complete with gift box & gold expansion band. \$5.75 Ea.—3 for \$16.00.

**FULLY AUTOMATIC CASE & LITER COMB.**

Copy \$17.50 known make. Inlaid enamel on chrome. \$2.25 Ea.—4 for \$10.00.

Same as above but ladies' size. \$2.00 Ea.—4 for \$7.00.



**MEN'S SET**

Featuring baguette & Tiffany cut stones. Repl. inlaid enamel on chrome.

reproduced book in wood. Mounted on each base is exact replica of the ship of Christopher Columbus. Complete with linen sails colored banners, etc. A real \$5.00 retailer.

90¢ Pr. \$9.00 Dz. Pps.

**BOOK ENDS**

Genuine Walnut Finish. Wooden bases flanked by realistically.

reproduced book in wood. Mounted on each base is exact replica of the ship of Christopher Columbus. Complete with linen sails colored banners, etc. A real \$5.00 retailer.

**REALISTIC BELLY-ROLL LAMP**

New type electric motor produces tantalizing hip action never believed possible. The grass skirt whirrs, finest quality self-starting electric clock, gold tone finish, luxurious satin lamp shade. Guaranteed 10 years. Full 26" high. \$11.80 Each. 3 for \$34.00.



**REPRODUCED BOOK**

Mounted on each base is exact replica of the ship of Christopher Columbus. Complete with linen sails colored banners, etc. A real \$5.00 retailer.

**EXACT COPY OF MEN'S \$550 DIAMOND WRIST WATCH.**

Case enhanced with 35 aircoats and rubies. 24 Kt. gold-plated case. 14 Kt. gold filled, modernistic stretch band included. Comes in handsome gift box—marked \$105 & worth it. 17 Jewels—one of world's greatest makers—you'll recognize his name. Guaranteed of course. \$18.00 Ea.—3 for \$50.00.

**FAMOUS TYNAR CAMERA**

A chromatic lens. East-coast candid camera in the world to operate & important features no camera priced under \$100.00 can match! 1. No threading of film—load and shoot in 5 seconds. 2. Day-light loading! 3. One quick turn of knob—film is wound. 4. Automatic frame counter. 5. Snaps 14 pictures in 24 seconds! 6. Pre-calibrated, constant speed shutter—beautifully styled in metal. 1 1/2" high by 3/4" wide and 3" long. Retail \$10.95. OUR PRICE: \$3.97 Ea.—3 for \$10.00. Including 4 extra magazines of film (value \$2.00). Enough for 84 pictures. Imported precision Miniature Camera as used by secret gov't agents—complete in cowhide custom fitted case. \$2.97 Ea.—4 for \$10.00.

**LEAVES OF GOLD**

Featuring original case, hand-bangle type patent clasp, luxurious boxed. List \$125.00. Our Price, \$22.55 Ea.—3 for \$36.00.



**ROCK-GLASS AVIATOR SUN-GLASSES.**

Absolutely guaranteed not to break. Rhodium tarnish proof metal frame. Gouvt approved 20/20 lenses in flashy transparent lucite case. 60¢ Pr.—\$4.60 Dz.



**7 x 50 BINOCULARS**

\$90 Retailer. Our Price \$35.50 ea. 3 for \$100. Complete with neck strap, shoulder strap & lined heavy leather carrying case. The finest quality as used by the U.N. Armed Forces—bright, clear & precise field of vision—individual eye focusing, adjustable for pupillary distances. Almost limitless clarity across great distances. 7 inches long closed. Scientifically polished coated lenses. Same as above, but \$30. 25.00 ea. 3 for \$70.



**ROCK-GLASS AVIATOR SUN-GLASSES.**

Absolutely guaranteed not to break. Rhodium tarnish proof metal frame. Gouvt approved 20/20 lenses in flashy transparent lucite case. 60¢ Pr.—\$4.60 Dz.

**TABLE LIGHTER**

Decanter Model. Precise copy of famous \$150 model. Lovely silver plate—100% automatic, 4 1/4" high. \$2.87 Ea. 6 for \$14. Exact Copy of famous \$14.00 Crown table lighter. \$1.50 Ea.—\$15.00 Dz.



**MILITARY WATCH BUYS!**

Waterproof Watches—expensively made. 15 Jewel precision movement. shock-proof anti-magnetic radium dial, unconditionally guaranteed. In attractive plastic box. \$10.85 Ea.—3 for \$30.00. Same waterproof but 17 Jewel. \$12.85 Ea.—3 for \$36.00. Same waterproof but 7 Jewel. \$8.75 Ea.—3 for \$25.00.

**EXACT COPY OF FAMOUS \$14.00 CROWN TABLE LIGHTER.**

\$1.50 Ea.—\$15.00 Dz.

**EXACT COPY OF FAMOUS \$14.00 CROWN TABLE LIGHTER.**

\$1.50 Ea.—\$15.00 Dz.

**EXACT COPY OF FAMOUS \$110 ALADIN TABLE LIGHTER.**

\$12.50 Ea.—\$120.00 Dz.



**EXACT COPY OF FAMOUS \$110 ALADIN TABLE LIGHTER.**

\$12.50 Ea.—\$120.00 Dz.

**EXACT COPY OF FAMOUS \$110 ALADIN TABLE LIGHTER.**

\$12.50 Ea.—\$120.00 Dz.

**EXACT COPY OF FAMOUS \$110 ALADIN TABLE LIGHTER.**

\$12.50 Ea.—\$120.00 Dz.

**LADIES' DIAMOND WATCH FAITHFULLY COPIED.**

215 Carats of selected rhinestones rivalling the finest diamonds in brilliance, cover ENTIRE FACE of watch & entire watch bracelet. 3 1/2 inch wide. Just press stem lever and solidly jeweled cover springs open, disclosing time. This cocktail model has NEVER BEEN OFFERED AT A POPULAR PRICE. 17-Jewel movement by one of the world's best makers of F. W. K. watches. You'll recognize the name. In lifetime platinum finish—unconditionally guaranteed—in gorgeous presentation chest. Marked \$125 & worth it. \$20.00 Ea.—3 for \$55.00. Same as above but without cover. Watch is lavishly set with simulated diamonds on case. 17 Jewels. \$16.90 Ea.—3 for \$42.00.

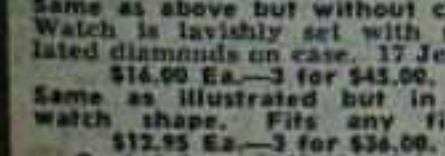


**EXACT COPY OF FAMOUS \$110 ALADIN TABLE LIGHTER.**

\$12.50 Ea.—\$120.00 Dz.

**EMBRACELET WATCH—FAMOUS ROBOT 17 JEWEL MOVEMENT—WHITE OR YELLOW GOLD.**

\$59.95 list price. Our price: \$14.50 Ea.—3 for \$45.00.



**EMBRACELET WATCH—FAMOUS ROBOT 17 JEWEL MOVEMENT—WHITE OR YELLOW GOLD.**

\$59.95 list price. Our price: \$14.50 Ea.—3 for \$45.00.

**ANY ITEM \$1 dz.**

50¢ Hand made gift boxed brooches  
50¢ Boxed 1/2 ounce perfume  
25¢ Giant Needle book & thresher  
25¢ Comb sets, 4 combs to set  
25¢ Key chains, carded, 18"  
49¢ Giant size known brand cream deodorant  
25¢ Realistic rubber gun & holster  
50¢ Famous men's after shave lotion, talc or cologne  
50¢ Make-up cosmetic glove  
50¢ Perfume atomizer, pastel crystal  
50¢ Extra fancy ashtray  
35¢ Men's shave cream or talc  
75¢ Combination memo book & collection nude models  
50¢ Chicken lays eggs plastic toy  
25¢ Sliding telescope nude viewers with key-chain, darling models  
50¢ Sun Glasses—polished lenses  
\$1 Ski Goggles—plush bound  
25¢ Funny rubber beads—squeeze 'em and tongue sticks out  
57¢ Scatter pins, 24K gold plated—also string  
50¢ Oil Painting, 4x4 1/2, imp. from Holland, mounted, ready for wall  
35¢ Silk perfumed sachet pillow  
40¢ Plastic compacts with makeup  
49¢ Schnoz with shell glasses  
51 Toilet Waters, fancy bottles  
50¢ Ass. Figurines, good selection

**ANY ITEM \$5 dz.**

52 Bright gold money clip  
52 Mystic tie holders, seem to penetrate the necktie, 14K G.P.  
52 Heart Shape locket with 18 inch gold chain—miss or ladies  
\$1.50 Large size opera horse  
\$1.25 All purpose shears, 7 1/2 inch  
54 Flashy boxed Cameo cuff links  
54 Massive gold cameo men's rings, rhinestone set on each side of cameo  
51 Western billfolds, embossed sim.  
51 Leather zipper around sides  
\$1.50 Large size opera horse  
\$1.25 All purpose shears, 7 1/2 inch  
54 Flashy boxed Cameo cuff links  
54 Massive gold cameo men's rings, rhinestone set on each side of cameo  
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The  
**Billboard** will be there

To Sell More Premium, Prize, Promotional,

Novelty, Gift and General Merchandise

For You!!!



NATIONAL ASSOCIATION OF TOBACCO DISTRIBUTORS  
**BOOTH 82**  
PALMER HOUSE CHICAGO  
April 21-22-23-24

... and The Billboard is the only trade paper with paid exhibit space at the important NATD Convention! That's part of the regular Billboard policy to help its advertisers make the most of every big selling opportunity!

**NATD Convention a Big Opportunity—**

The NATD Convention is a tremendous opportunity for big-volume high-profit sales of all of the 1,001 different items of premium, prize, promotional, novelty, gift and general merchandise sold by the wholesale tobacco trade—one of the top selling forces in American business today!

**Wholesalers Who Really Sell!—**

... every year tobacco jobbers, wholesalers and distributors sell regularly to 1,050,321 different retail outlets—and it's your merchandise they're selling!

... they sell an average yearly volume of better than \$900,000,000 at wholesale value (not including tobacco products)—and that means BIG dollar sales and profits for YOU!

**How to Sell Them Your Products—**

Your advertisement in The Billboard's Big NATD Convention Number sells thousands of these buyers right at their own big buying convention via The Billboard's own exhibit space. It sells more thousands who'll get The Billboard at their places of business.

**Thousands of Additional Buyers—**

And your ad will also sell those many thousands of buyers—the outdoor concessionaires and showpeople ... the drive-in theater operators ... the auctioneers ... the buyers of premium, prize and promotional merchandise ... the farm market operators ... the gift, souvenir and novelty dealers ... the wagon jobbers ... the pitchmen-demonstrators ... the specialty salesmen ... the coin machine and salesboard operators—all depending on The Billboard as their buying headquarters every week!

**You Just Can't Lose—**

It all adds up to a tremendous, hard-selling distribution of more than 65,000 copies of your selling message in The Billboard's Big NATD Convention Number, dated April 26!

**Advertising Deadline April 17**

ISSUE DATED APRIL 26 • DISTRIBUTED APRIL 21

Use the convenient coupon TODAY ... or wire or phone your Billboard office NOW!

**MEMORANDUM**

From: Your Regular Billboard Representative  
To: All Spring Special Advertisers  
Subject: A Suggestion for More Big Sales

The issue you're now reading (The Billboard's Spring Special) contains the ads of hundreds of aggressive merchandise suppliers.

So many of those advertisers have already told us to re-run their Spring Special ad in the important Billboard NATD Convention Number (April 26 issue) that I thought I'd pass the information along to you as a worthwhile suggestion.

It's a very simple, effective way to get your hard-selling message across to a large special group of top sales prospects who sell over \$900,000,000 worth of your kind of merchandise every year. And, don't forget, you reach all of the thousands of regular Billboard buyers as well!

Just check off the appropriate box on the coupon below. If you want to make any changes in your Spring Special ad, tear it out, make the changes right in the margin, attach it to the coupon and speed it along to me. I'll take care of the rest.

I know it will do an outstanding selling job for you. The rates are the same as always.

Thanks very much.

The  
**Billboard**

Cincinnati 22, Ohio  
2160 Patterson St.  
DUmbar 6450

New York 36, N. Y.  
1564 Broadway  
PLaza 7-2800

Chicago 1, Ill.  
188 W. Randolph St.  
Central 6-8761

St. Louis 1, Mo.  
390 Arcade Bldg.  
CHestnut 0443

Detroit 1, Mich.  
Fox Theatre Bldg.  
WOOdward 2-1100

Hollywood 28, Calif.  
6000 Sunset Blvd.  
HOLlywood 9-5831

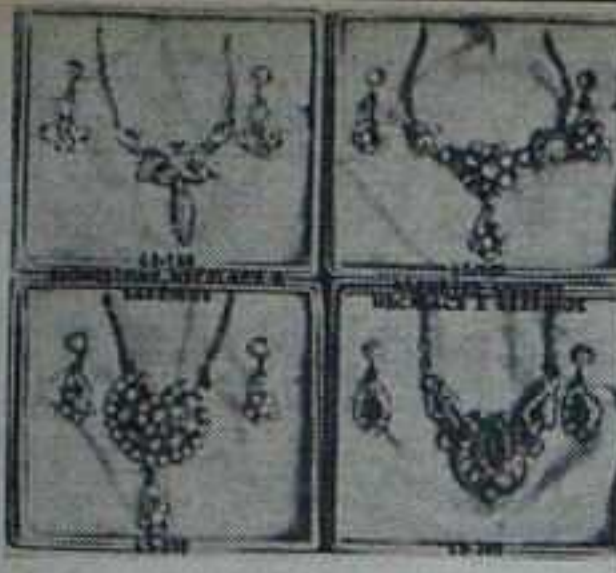
IT DOES SOUND LIKE A TERRIFIC AD BUY!

- Have a salesman phone or see me to tell me more.
- Repeat my Spring Special ad as attached.
- Reserve ad space to cost me \$.... I'll rush all material to you in time for your April 17 deadline.
- Rush copy and layout suggestion for an ad to cost me \$.... If OK I'll get it back in time for your April 17 deadline.

Name \_\_\_\_\_  
Company \_\_\_\_\_  
Address \_\_\_\_\_  
City \_\_\_\_\_ Zone \_\_\_\_\_ State \_\_\_\_\_







700 per doz. The most beautiful jewelry sets ever offered at such an amazing low price!! Satin-lined boxes!!

26 PC. SILVERWARE SET Silver plated, Florette pattern complete with beautiful wooden chest, tarnish proof!! \$3.25 doz. lots

25% Dep., Bal. C.O.D. Prices F.O.B. Factory. MIDWEST PRODUCTS 119 Valley St. Dayton 4, Ohio

Guaranteed America's Lowest Prices!! Quality Cotton stuffed, deep colors. Small Bears, Pandas, slashed to \$ 7.20 dz. Large 30" Pandas, Bears, Majors 30.00 dz. Flower Girl Dolls 30.00 dz. Large Monkeys, Elephants and Lambs 34.50 dz.

NEWEST ACTION KEY CHAIN And Novelty Plastic MINIATURES. Style #K2—Loving Cup. Style #K3—Holy Bible. Style #K4—Big Squirrel. Real action profit makers. Standard key chain. Minimum order 10 gross. JOBBERS, WRITE FOR OUR COMPLETE KEY CHAIN LINE. PLASTIC PROCESSES 300 1/2 East 46th St. New York 17, N. Y. MUrray Hill 4-3990

Why You Should Never Drink Water. An Electrical Live-Action Laugh-Riot Sensation. STARTLING • FASCINATING • AMUSING • ENTIRELY DIFFERENT... ROME NOVELTY CO., 314 W. DOMINICK ST., ROME, N. Y.

CREW HATS Manufacturers' Special. Solid or two-toned. Twill, red, green, royal, or gold and white. Sizes: S, M, L and Baby. One color. one size to gross. \$54.00 GROSS. THE FIELD COMPANY 340 So. Los Angeles St. LOS ANGELES 13, CALIF.

another HIT... MOVING FAST! HOBO STATUETTE 12" high, beautifully hand painted. Made of durable rubber. Sample—\$2.00 each. With Swiss music: Sample—\$4.00 each. Fried Eggs, 1 Yolk, dz. \$2.00 Double Yolk, Dz. 3.00 Rubber Swiss Cheese. 1.50 Dz. 1.50 Lg. Rubber Chocolates. 50 Dz. 50 9" Rubber Alligator, dz. 1.25 Pitchmen's Mouse, Dz. .60 12" Rubber Hebo, Ea. 2.00 See your jobber—or send \$4.50 for complete set of samples. No C.O.D.'s. HAWAIIAN NUDDIE DOLL Soft, flesh-like plastic rubber, life-like, ever 7 1/2" high. Does wiggles, shimmy, bumps and grinds. \$12.00 dz. Sample, \$1.25. 3 for \$3.50. PARISIAN ART PRODUCTS 141 Fulton St., Dept. 9 New York 38 N.Y.

DIRECT FROM MANUFACTURER. Many assorted styles on Link Bands, Stretch Bands and Wire Snap Bracelets. Each stunning piece set with a variety of genuine rhinestones and colored sparkling jewels. SPECIAL INTRODUCTORY OFFER \$6.00 per dozen. OTHER SENSATIONAL VALUES Bracelets—\$4.00 per dozen. Opal Sunburst Sets—\$9.00 per dz. Pin and Earring Sets—\$4.50 per dz. Necklace & Earring Sets—\$7.50 per dz. Necklace, Earrings, Bracelet Sets—\$1.50 ea. Also 5-piece Sets, Rhodium Rhinestone Sets, Scatter Pins and Earrings. All items beautifully gift boxed. No C.O.D.'s under \$5. (25% deposit on all C.O.D.'s) SEND FOR NEW 1952 COLOR CATALOGUE! Packard Jewelry Co. 220 Fifth Ave. New York, N. Y.

Special Earrings \$1.80 dz. \$3.00 doz.; \$4.80 doz. assorted. Min.; 3 doz. Money order or C.O.D. FORATT CO. 121 East 23rd St. New York 10

Plaster-Slum-Novelties Free illustrated catalog. GILBERT'S PLASTER SHOP P.O. Box 632 Florence, Ala. Telephone 2113

SPECIAL LOW PRICES! 3 pc. boxed Pen Sets, \$3.00 dz. sets; Ball Pens, Gilt Cap, \$14.40 gr.; Cigarette Lighters, \$14.40 gr.; Pearl Necklaces, 1 strand, 85¢ dz.; 2 strand, \$1.85 dz.; 3 strand, \$2.50 dz.; Toy Banks, \$5.00 gr.; Coasters, 3¢ each; 7" Barber Combs, \$2.88 gr.; Pocket Combs, 89¢ gr.; Plastic Hair Brushes, \$2.75 dz.; Wire Watch Bands, stainless steel, \$21.00 gr.; Windproof Cigarette Lighters, \$3.00 dz.; Atomizers, \$15.00 gr.; Razor Blades, \$2.25 per 10 up; Balms, \$1.25 gr.; Pocket Knives, \$7.20 gr.; Zipper Wallets, \$4.00 dz.; 6000 other items, terrific low prices. 25% deposit on all C.O.D. orders. PAUL COHEN CO., INC., 881 Broadway, New York 3.

GIVE TO THE RUNYON CANCER FUND

JOBBER-DISTRIBUTORS Terrific Flash & Values in Real FUR & Plush Stuffed Toys for the Carnival Trade. BUY DIRECT AND SAVE! F.O.B. N.Y.C. 25% dep., C.O.D. if not rated. SPECIAL OFFER! SPECIAL NUMBERS! 30" Real FUR WHITE Fuzzy Wuzzy. All white. White woolly trim. Never sold at this low, low price! FREE Pliofilm plastic bags with each order of these eye-catching sure sellers. \$54 dz. In 3 dozen lots... \$51.00 30" White Polar Bear. All white woolly material. Movable eyes. Red felt tongue. FREE pliiofilm bags. Dozen... \$30.00 30" High Quality Rayon Plush Bear, asstd. colors. Dozen... \$28.50 29" Rayon Plush Bear, asstd. colors, movable eyes, red felt tongue. Special price, dozen... \$22.50 19x13" Real FUR Bear, Life-like. Woolly chests. Asstd. colors. Dozen... \$18.00 In six dozen lots... 16.50 30" Real FUR Grizzly Bear. Solid seller. Dozen... \$33.00 In six dozen lots... 30.00 Send \$16.50 and Receive ALL Six Numbers! Special Deal on Gross Lots or More! To receive FREE Catalog you must state nature of your business. ACE TOY MFG. CO. 122 West 27 St. New York 1, N. Y.

Carnival Novelties. Tinsed Flying Birds Box (3 dz.) \$2.40 Gr. \$ 7.75 2-point Pinwheel Box (3 dz.) 2.40 Gr. 9.0 Double Pinwheel Box (3 dz.) 2.40 Gr. 9.00 Tri-Motor Bomber Pinwheel Box (3 dz.) 5.40 Gr. 20.65 Whips Dz. 1.30 Gr. 14.65 Chesterfield Cans Dz. 2.00 Gr. 22.50 China Head Cans Gr. 12.75 Western Straw Rodeo Hats Dz. 5.15 Gr. 55.50 "Birds Nest" Straw Hat Dz. 3.20 Gr. 36.00 Rainbow "Birds Nest" Hat Dz. 4.50 Gr. 51.00 18" Rubber Animals, assorted Dz. 7.80 12" Rubber Animals, assorted Dz. 4.25 Fur Monkeys 1-inch Box (4 dz.) \$1.60 Gr. \$ 4.50 5-inch Box (3 dz.) \$1.50 Gr. \$ 5.50 7-inch High Hat Monk with pipe Dz. .80 Gr. 9.00 10-inch High Hat Monk with pipe Dz. 1.85 Gr. 21.40 12-inch High Hat Monk with pipe Dz. 3.60 Gr. 40.00 9-inch acrobat fur monkey Dz. 1.85 Gr. 21.00 Celluloid Feather Dolls 7-inch Dz. \$1.60 Gr. \$17.40 9-inch Dz. 2.40 Gr. 30.00 12-inch Dz. 3.75 Gr. 42.00 Rayon Parasols—American Flag Design 17" Diameter Dz. \$2.85 Gr. \$31.50 21" Diameter Dz. 3.75 Gr. 42.00 23" Diameter Dz. 5.10 Gr. 57.50 Prices do not include postage. 25% deposit with c.o.d. order.

KIPP BROTHERS Wholesale Distributors Since 1880 240-42 1/2 MERIDIAN ST., INDIANAPOLIS 25, IND. "SHOOT" SAFELY! World's Finest "Perfecta" Self-Ejecting BLANK PISTOL. Ideal for theatrical effects, carnivals, circuses, fairs, sports, fun. Looks, feels and sounds like a real gun, but is absolutely safe; can't hold regular bullets in safety catch. 6-shot magazine for rapid firing; precision-built of finest carbon steel. Extremely reliable—fires every time. Excellent value at \$10.95 Deluxe Chrome finish model \$14 100 blank cartridges \$1.50 ORDER BY MAIL No Police Permit Required. Send check or money order. Save C.O.D. charges. Write TODAY for free wholesale price list and catalog. 25% deposit with order, balance C.O.D. if not rated. LO-5 TRADING CO. Dept. B-45, 1427 Locust St., St. Louis 3, Mo.

Rugs, \$29.50 ea. Buy DIRECT from Reliable Importer, Glowing Oriental Reproduction extra-heavy 8x12 room size RUGS! Perfect Quality. Woven through to back of durable, fine selected Rayon-Cotton Yarn to give years of Wear. Greatest Money-Maker today. SIZES 2x4 to 8x12. If not satisfied money refunded within 3 days. Write TODAY for free wholesale price list and catalog. 25% deposit with order, balance C.O.D. if not rated. LO-5 TRADING CO. Dept. B-45, 1427 Locust St., St. Louis 3, Mo.

20 LBS. FOR \$20.00 20 Lbs. of Mixed Costume Jewelry, \$20.00 10 High-Grade Swiss Ladies' and Gents' Wrist Watches, needing minor repairs 18.00 For dealers only B. LOWE Holland Bldg. St. Louis 1, Mo.

SPECIAL LIMITED OFFER! "SUNFLOWER" The guaranteed boudoir doll sensation of the coming season by Dollcraft! A Show Stopper loaded with FLASH, Rich Flowered Satin Dress & Bonnet, Mohair Wig. Individually boxed. New Jumbo Size—38" Tall \$2.75 Ea. in Dz. Lots Samples \$3.50 Each. FOUR COMPLETE SETS for the Price of One 16-PC. CUTLERY SET. Packed in Jumbo Display Box. All knives Stainless Steel with durable, flashy catlin handles. Consists of 6-Pc. Hollow Ground Steak Set, 3-Pc. Cleaver Set, 3-Pc. Serrated Carving Set, 3-Pc. Utility Knife Set, and sure-grip Bottle Opener. All pieces extra sharp with stainless mirror finish. Regular \$29.75 value. \$6.00 Ea. in Dz. Lots Samples \$7.00 Each

NOW Start the Spring Season With This NEW 18" CLUB BAG. Genuine Texas Saddle Club Bag. Beautifully made with luxurious saddle stitching. Checkered cloth lining with inside pockets. Full length zipper with brass lock key. Suggested retail, \$12.95 each. The Perfect Premium for Coin Machine Operators! \$60.00 Doz. Samples, \$6.00 Ea. If not for resale, add Federal Tax. New Spring Catalog Now Ready. Write for Yours Today! 25% deposit, bal. C.O.D. Don't Miss Our Other Ad, Page 138

CUTTLE & COMPANY, INC. 928 Broadway...New York 10, N. Y. Telephone: ORegon 3-6330

There's \$\$\$ in This PAIL —at Your 1952 Fairs DAIRY PAIL In Miniature Ready for Engraving. Exact reproduction of the old-time Milk or Cream Pail used on the farm. Everyone a prospect. Children use it for play and adults for cracked ice, ash tray or 1,001 other uses. Handy in the kitchen, too. 4 1/2" dia. at bottom, 6 1/2" at top. Holds 3 1/2 pts. Limited Supply. Send NOW for particulars. Sample, \$1.00 ppd. JOE ARCHER 474 So. Fairview St. Burbank, Calif.

MEXICAN IMPORTS Palm Fringe Hats \$36.00 per gr. Palm Caps, Men's & Boys' Asst. 39.00 per gr. Palm "Pancho Villa" Hats, MEXICO 60.00 per gr. Miniature Leather Boxing Gloves and Baseball Mitts 24.00 per gr. Full Swing Mexican Hand Painted Skirts 84.00 per dz. Tule Baby Chairs 96.00 per gr. Typical Embroidered Wool Jackets 72.00 per dz. Miniature Novelties, Curies, Pottery, Straw Colored Figures. Request price list. F. L. DE ARKOS 904 SCOTT ST. LAREDO, TEXAS

STORES—FAIR WORKERS—PROMOTERS THE BIG TWO FOR '52 You will score with this new "millionaire's flash." A cluster of diamond-like gems set in a massive 14K R.G.P. mounting. The first red hot man's whitestone in years. No. 201. The fabulous onyx & chip ring now priced for the first time for volume sales. Also available with sim. ruby or pearl top. 16K gold plate. No. 202. 22.50 dz. Sample \$250. pp. PREMIER CREATIONS Box A-1, Ph. 4-3112 5.95 dz. Sample \$1.50 pp. Russell's Point, Ohio

HEADS UP! A PROVEN SELLER! Poplin Sun-caps, mesh sides, zeland waterproof, leather sweat band, long re-enforced peak; assorted colors, red, tan, white, maize; packed 2 dozen (one color) to box; sizes 6 3/4 to 7 1/2. Fast seller to young or old for \$1.00. Positively the lowest prices anywhere. ORDER NOW—Orders shipped immediately. \$4.25 per doz. \$48.00 gross (minimum order, 2 doz.; sample, \$1.00). 25% deposit, bal. C.O.D. KULLA BROS. S. E. Cor. 46th & Girard Ave. Philadelphia 31, Pa.



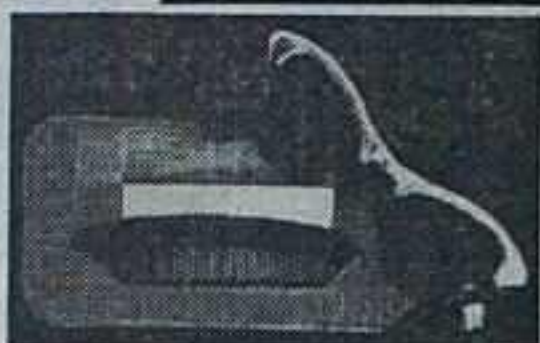
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**THIS IS IT!**  
Terrific profits for YOU with these Sensational Top Quality, Low Priced, Fast-Selling Popular Items. All Natural Money Makers!



**ALL PURPOSE RUBBER SWIMMING MASK**  
Watch 'em sell fast! No effort! Kids yell for them! Ideal for all ages! The mask the Frogmen wear. Features unbreakable lens, fully adjustable head strap with snap fastener, molded rubber and individually packaged in a colorful self-selling counter display box. **THIS ITEM IS RED HOT!**

#300 Oval Shape  
#400 Triangle Shape  
#300—\$9.60 per dz. 3 dz. lots \$10.80 per dz. smaller quantities  
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**#57—4 in 1 Sun Glass Kit**  
The newest fad! It's rimless (half shell frame on top only in assorted colors) with certified lens, large comb and mirror and glass case. Case in assorted colors and features a pocket to hold comb. Unbelievably low priced. A sure volume seller! An Al Nyman & Son exclusive!



**#229—Music Powder Box with Rotating Doll 11" Tall**  
A sure sales winner! Sells on sight! Spun metal tarnish-proof powder box. Stop and go automatic switch.

\$6.60 per dz. gross lot  
\$7.20 per dz. 6 dz. lot  
\$7.80 per dz. smaller quant.

\$45.00 per dz.  
\$4 each

25% cash with order—F.O.B. New York—WRITE, WIRE, PHONE TODAY

Sample Orders Promptly Shipped!

**AL NYMAN & SON, Inc., 16 E. 17th Street, New York 3. AL 5-9341**  
Showrooms open daily

## MUSICAL INSTRUMENTS, ACCESSORIES

**ACCORDIONS — WORLD FAMOUS MELO-TONE** and many other makes for professionals or amateurs. 120 bass in 4 sizes. lowest price ever offered. Massimo Importing and Mfg. Co., 7445 East Seven Mile Rd., Detroit, Mich.

**FOR SALE — BASS VIOLIN, BARITONE Saxophone, Clarinet, English Concertina;** new, used; Solovox, Gibson Electric Guitar, Amp, Mike, Harvey Smith, 1123 Draper St., Cincinnati 14, O.

**HAMMOND ORGAN—MODEL B, 2 SPEAKERS, B-40 and A-20 Solovox attached.** E. M. Hodges, 99 E. Springfield Rd., Barberton, O.

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**LADY WANTS PERMANENT LOCATION** for "Quick Photos" cabinet type "wallet size pictures." This is a beautiful new cabinet, or will take partner, lady or gentleman, with transportation to work carnivals and fairs. Small investment required. G. Masson, Post Office Box 166, Boston 1, Mass.

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**SELLING FEATURE: IT SQUIRTS!**  
This little poem appears on tag: I have water on my brain, Squeeze my hat, out comes rain.  
\$4.80 per dozen; packed 6 doz. to carton. 55 lbs. 5 W.  
\$5.00 per dozen in smaller quantities. F.O.B. Miami.  
Terms: Check with order or 25% deposit on C.O.D.'s.  
Write for new catalog.

**Shell Industries**  
625 N. W. 5th St. Miami, Fla.

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**SPECIAL OFFER**  
✓ 20" Plaid Bear & Doll, asstd. colors—dozen... \$9.00  
✓ 16" Plaid Bear & Doll, asstd. colors—dozen... \$7.00  
Individually wrapped in cellophane bags.  
✓ 30" Plush Bear—dozen... \$30.00

**SALBERN TOY CO., INC.**  
303 Cherry St. N. Y. 2, N. Y.

**\$2.75 IN DOZ. LOTS EA.**

- 4 Shaving Heads
- Factory Guarantee
- \$19.95 price tag and cellophane wrapper furnished
- Simulated Pigskin Pouch
- Single Head, \$1.95 in doz. lots

**\$5.25 IN DOZ. LOTS DOZ.**

- Simulated diamonds and many styles. Rings for men and women in genuine 1/30 14K. rolled gold and sterling.
- Copies of expensive diamond jewelry.

**COUPON WORKERS—AUCTIONEERS, ETC.**  
Your needs supplied at lowest prices: FOUNTAIN PENS, \$28 Gr.; JAP CIG. LIGHTERS, \$5.50 Doz.; PINKING SHEARS, \$15 Doz.; EXPAN. BANDS, Chrome \$3.60—Gift, \$4.50 Doz.; SUN GLASSES, \$7.20 Doz.

**NEW FAST PROFIT CHRONO.**  
with fancy gilt expan. band to match. Gold-plated case, stainless steel back.  
3 DIALS—5 HANDS \$6.00  
2 PUSH BUTTONS

**COMPLETE LINE "STYLE-GUILD" NECKLACE SETS! BOXED AND PRICE TAGGED!**

**GIVEAWAY SPECIAL! 2,500,000 COMIC BOOKS**

**FOR CHILDREN**  
Size 1 1/4"x3 1/2". Full color comic books suitable for prize packages, giveaways, Xmas stockings, etc. Twelve different titles.  
\$2.50 Per Thousand in 69,000 Lots (Packed 5,750 to Carton)  
\$3.00 Per Thousand in 12,000 Lots (1,000 of each number)  
Sample Thousand, \$5.00

**LUCKY NOVELTY PRIZE BOXES**

ASSORTED NOVELTIES OF ALL KINDS

5c ITEMS, \$ 4.50 gr.  
10c ITEMS, \$ 7.00 gr.  
25c ITEMS, \$12.50 gr.  
50c ITEMS, \$24.00 gr.  
\$1 ITEMS, \$40.00 gr.

**GIVEAWAYS (SLUM)**  
This deal good for Grab Bags, Xmas stocking fillers, giveaways for all kinds of games. All Usable items—Toys, Gifts, Novelties, etc., etc., for children, adults. Some items retail up to 25¢ ea.

**3000 PCS., \$25.00 Lot**  
—Also special lot, 1000 pcs., \$6.75; 3000, \$18.  
Satisfaction guaranteed or money refunded. 25% Deposit, Balance C.O.D.

**Mdse. Distributing Co.**  
19 E. 16th St., Dept. 88, N. Y. City 3

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**ATTENTION, DIRECT POSITIVE PHOTOGRAPHERS:** The greatest improvement in D.P. Process ever achieved; for more details send 25¢ to cover cost. Novelart, Laurens, S. C.

**COMIC FOREGROUNDS, BACKGROUNDS.** Direct Positive Cameras, Paper, Chemicals, Mounts; Glass Frames, Photo Novelties. Miller Supplies, 1535 Franklin Ave., St. Louis 6, Mo. my10

**DIRECT POSITIVE PHOTOGRAPHERS —** We supply everything you need; reasonable prices; Eastman DP paper, chemicals, frames, backgrounds, comic foregrounds, cameras for indoor and outdoors, complete Photo Booths, etc.; free information and prices; we are old and reliable since 1902. PDQ Camera Co., 1161 N. Cleveland Ave., Chicago, Ill. ap12

**DIRECT POSITIVE OPERATORS—DIREX** and Eastman paper; also frames and supplies. Lone Star Photo Supply Co., 2405 Elm, Dallas, Tex. my3

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**PORTABLE DIRECT POSITIVE CAMERAS,** complete with Anastigmat lens, \$65; no booth necessary. For more details write Novelart-PC, Laurens, S. C.

**SELL CUSTOM BUILT, PORTABLE DP** studio and supplies; cost over \$700; first reasonable offer buys; now operating. Wilson's, Thayer, Mo. ap26

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WATCHES GUARANTEED LIKE NEW! Low prices. For men and women. New Models, case, dials. Beautiful gold finish band to match.  
25% DEP. BAL. C.O.D. WRITE FOR CATALOGUE. SAMPLES \$1.00 EXTRA.

**B. & B. JEWELRY SALES**  
99% all orders filled same day received!

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**MORE BRILLIANT THAN DIAMONDS**  
Rutile—the "Titania" Gem  
"Rutile" is not an imitation diamond, but a man-made "Gem" in a class by itself. It is clear in color and has much more brilliance than a diamond.  
Men's gold mounting, \$12.50 additional. Ladies' gold Tiffany style settings, \$9.50 add.

**WATCHES \$9.95**  
For men and women, new model watches, case and dials. Reconditioned and guaranteed like new. Complete with leather straps.  
Above watch with men's or ladies' jewelry \$12.95 set—complete  
Wholesale only—\$1 additional for samples. 25% with order, balance C.O.D. 5-day money-back guarantee if not satisfied.

**JOSEPH BROS.**  
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**FREE** New Big 1952 Wholesale Catalog

**Attention—Auctioneers, Merchants, Salesmen and Tailors**

Make money during spare time. Experience unnecessary. Unlimited opportunity.

**\$50—\$75—\$100 DAILY!**

Sell 3 1/2 yd. pieces of fine gabardine tropical, sharkskin, etc. Material in attractive colors. Excellent for men, women's suits, sport shirts, etc. Easy to carry with regular line. Fast moving. In popular demand.

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For further information and price list, contact:

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**FOUR COLOR BUSINESS CARDS, 500,** 50¢ postpaid, free samples; three color notepaper, 25¢, \$3.99. Write Happy Heller, Romeo 132, Mich.

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**REALLY DISTINCTIVE BUSINESS CARDS;** no money wasted; your prospects will keep these; free samples. Roscoe Haavener, 1190 Walnut, Colmar 4, Pa.

**RUBBER STAMPS, 3 LINES, \$1; 4, \$1.25;** Pads, 50¢; Business Cards, \$2 1,000 ppd. Sm. Wood Printers, 2715 Vine, Cincinnati 19, O. ap19

**SPRING SPECIAL! 1000 6x9 NEWSPRINT** Circulars, \$4 plus 2 cents postage; free estimates on your needs. L&K Press, Crawfordsville, Ind.

**WINDOW CARDS—14x22 AND 11x14. THE** Bell Press, Winton, Pa. ap28

**200 LETTERHEADS AND ENVELOPES,** \$3.50, 5 lines copy, black or blue ink; samples, stamp. Mallo Press, 767-B Leith, Flint 5, Mich. ap26

**1000 BUSINESS CARDS PRINTED IN 3** bright colors, \$4.90; fine card case free; embossed, 50¢ extra. Academy Press, Enterprise, Kan.

**SENSATIONAL WITH MOTHERS, DADS, KIDS! TERRIFIC**

Best Seller • Ideal Give-Away

**SUCTION CUP DOLLS**  
25c RETAIL AND UP

Ideal for Identification Smart on windshield, mirror or window Unusual Bargain \$18.00 gross

Headquarters for Rabbits' Feet, Fur Tails, etc. Some territories open. Mfrs. reps.

Special prices on larger quantities.

**CHARLES BRAND**  
NOVELTY CO.

154 W. 27th Street. New York 1, N. Y.

**YOUR NEW PROFIT MAKER FOR 1952!**  
Specially Low Priced

**GOLD COLORED WATCHES**  
with

**MATCHING GOLD COLORED BANDS**

**\$3.75** Swiss Precision Made—Sweep Second—Radium Dial—Push Pins—Antimagnetic—Timed & Tested—Jeweled.

Same With 7 Jewels \$4.75

These prices include band and individual 1-year guarantee slip. Minimum order, 1 dozen. Samples \$1.00 extra, 10% Deposit, Balance C.O.D. Complete line of 1 Jewel-17 Jewel Watches. Beautiful Display Cards available showing 6 watches. Ask for Catalogue.

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**PEE-WEE PETER FROM THE MANNEKIN FOUNTAIN**  
of Brussels, Belgium  
With painted eyes & mouth, individually wrapped. One filling should provide about 50 or more per doz.

**\$1.75** or \$20.00 per gross.

Mail check or money order with order, or 20% deposit, balance c.o.d.

**NO CHARGE FOR DELIVERY**

**Globe Distributing Co.**  
1169 BROADWAY, N. Y. C. 1, N. Y.

**PRINTING—SOCIAL AND BUSINESS; 150** Sheets and 75 Envelopes, \$2; 1,000 Business Cards, \$3.95. Allen's, 44B N. Prior, St. Paul 4, Minn.

**REALLY DISTINCTIVE BUSINESS CARDS;** no money wasted; your prospects will keep these; free samples. Roscoe Haavener, 1190 Walnut, Colmar 4, Pa.

**RUBBER STAMPS, 3 LINES, \$1; 4, \$1.25;** Pads, 50¢; Business Cards, \$2 1,000 ppd. Sm. Wood Printers, 2715 Vine, Cincinnati 19, O. ap19

**SPRING SPECIAL! 1000 6x9 NEWSPRINT** Circulars, \$4 plus 2 cents postage; free estimates on your needs. L&K Press, Crawfordsville, Ind.

**WINDOW CARDS—14x22 AND 11x14. THE** Bell Press, Winton, Pa. ap28

**200 LETTERHEADS AND ENVELOPES,** \$3.50, 5 lines copy, black or blue ink; samples, stamp. Mallo Press, 767-B Leith, Flint 5, Mich. ap26

**1000 BUSINESS CARDS PRINTED IN 3** bright colors, \$4.90; fine card case free; embossed, 50¢ extra. Academy Press, Enterprise, Kan.

**MEN—Build a Wholesale Route GET INTO A Big Pay Business**

Sell Nationally Advertised Long Profit Curded Necessities to Stores Make good weekly earnings selling stores big line of 500 products: carded goods, novelties, sundries, toys, watches, jewelry, drugs, school supplies, etc. Retailing \$4, 10¢ and up. Just out with new Aspirin and Comb pack. You and the merchant more than double your money. Also Layman's new 25¢ Ball Point Pen setting new records. Territory open. Regular or sideline. No experience needed. A.A. rated firm, in business over 20 years. New bargain deals and sales helps regularly. Send for FREE Booklet today.

**WORLD'S PRODUCTS CO.**  
Dept. 3-J Spencer, Indiana

**PIRATE FLAGS**  
12"x18" on Heavy 30" staff.  
**\$2.00 per doz.—\$22.00 per gr.**  
Write for complete Flag and Banner List.

**NOWOTNY-BURRELL & CO.**  
907 Roosevelt Ave. San Antonio 10, Texas

**NOW AVAILABLE New Line of Pens and Pencils**  
Send for Price List

**STARR PEN CO.**  
900 N. Franklin St. Chicago 10, Ill.

**PLASTER SLUM-GLASS**  
**NU-NAK NOVELTIES**  
521-23-25 Varick St. Utica, N. Y.

**MANUFACTURERS OF AMERICA'S BRIGHTEST COLORED FELT RUGS**  
Lowest prices. Sample \$2.50 Postage prepaid.  
**EASTERN MILLS, Box 154, Chelsea, Mass.**





**Crew Hat Operators**

Combination or Solid Crew Hats. Gr. .... \$57.00  
 Crew Hats with Names Flocked. Gr. .... 63.00  
 Bee Bop Hats w/Pompon. Gr. 66.00  
 Men's & Boys' Baseball Caps. Gr. 45.00

**SWIMTRUNKS**

Men, Boys & Juvenile Sizes  
 25% deposit, balance C. O. D.

**Berdon Sportswear Co.**  
 62 N. 3rd St. Philadelphia 6, Pa.

**CARNIVAL SUPPLIES**

Daisy Cork Gun, Each ..... \$ 2.75  
 Cork Gun Corks, Per 1,000 ..... 2.90  
 Hoops (Hoopla Rings) all sizes. Doz. .... .75  
 Dart Ballons (Oak or Bluebird). Gross, 95¢. Ten gross ..... 9.00  
 Balloon Foot Bellows, Each ..... 10.35  
 French Feather Darts, Dozen, \$1.20 Gross ..... 13.50  
 Jap Feather Darts, Box (3 doz.) \$1.20, Gross ..... 4.50  
 Imported Carnival Baseball, Dozen \$2.25, Gross ..... 24.00  
 Latex Dipped String Baseball, Dozen \$2.60, Gross ..... 30.00  
 Wood Milk Bottles, Each ..... .75  
 Wood Milk Bottles, 1 lb. load, Each ..... 1.25  
 Add-N-Win Dart Board, Each ..... .40  
 Penny Pitch Chart, Each ..... 4.95  
 Knife Rack Rings, Per 100 ..... 5.50  
 Professional Electric Pencil, Guaranteed, Each ..... 7.25  
 Table Tennis Balls, Dozen, 40¢ Gross ..... 4.50  
 Prices do not include postage. 25% deposit with c.o.d. order.

**KIPP BROTHERS**  
 Wholesale Distributors Since 1880  
 240 42 S. MERIDIAN ST., INDIANAPOLIS 25, IND.

**Lowest Prices in U.S.A.**  
**BUY DIRECT FROM FACTORY**  
 NATIONALLY ADVERTISED—FIRST QUALITY  
**MUSLIN SHEETS AND PILLOW CASES**  
 Type 128—Extra Heavy Weight, Long Wearing, Satisfaction Guaranteed—Pure Bleached.  
 72x99 Twin Size, reg. \$35 doz. Our Sale Price ..... \$22.50 doz.  
 81x99 Full Size, reg. \$34 doz. Our Sale Price ..... 24.00 doz.  
 42x36 Pillow Cases, reg. \$7 doz. Our Sale Price ..... 5.50 doz.  
 Fancy Boxed Pillow Cases, Embroidered, 3 to box ..... \$14.00 doz. boxes  
 Ass't. Colors 18x30 Chenille Rugs, Fringed, reg. price, \$15 doz. Our Sale Price ..... 9.00 doz.  
 2 Pk. Fancy Boxed Towel Sets, His and Hers—Mr. and Mrs. 13.00 doz.  
 Famous Brand Floral Printed Dish Towels, Large Size .. 2.50 doz.  
 25% dep., bal. C.O.D., F.O.B. Chicago  
**ATLAS TEXTILE CO.** 836 Roosevelt Rd. Chicago 8, Ill.

**THE RIGHT LINE AT THE RIGHT PRICE**

**Jeweled SWISS WATCHES**  
 • Brand New  
 • Removable Pushpins  
 • Sweep Second Hand  
 • Radium Dial  
 • One-Year Guarantee  
 • Leather Strap  
**\$3.10 EACH**  
 Step Chronographs—Jeweled Movements, 2 Push Buttons, \$3.40 ea.  
 Write for our latest Price List. Above prices for orders of 6 or more watches, \$1 ea. extra on orders under 6. 25% with order, balance C.O.D.  
**EDWARD A. WALDMAN CO.**  
 516 Fifth Ave. New York 18, N. Y.

**FOX TAILS**  
 JOBBERS, ATTENTION!

We have a fine and complete stock of genuine fur fox tails in all sizes at lowest prices. All tails come equipped with strings for attaching and can be supplied with or without "comic saying" cards. Send for price list today. In business for over 22 years.  
**HMJ FUR CO.**  
 180 W. 38 St. New York City

**IT'S A HIT!**

America's Biggest, Newest and Most Sensational Lamp Buy of the Year. The ideal lamp to pep up your concession and put a punch in your display!



A WONDERFUL ITEM FOR PREMIUM PROMOTERS . . . HOUSE-TO-HOUSE WORKERS . . . A PRIZE THAT EVERYONE WILL WANT TO OWN . . . A TRADE STIMULATOR THAT WILL PICK UP TRADE THE MINUTE IT IS SHOWN!

Check These Outstanding Features and you will know why it is such a hit:

1. 29 inches high.
2. Hour-Glass Plastic Shade decorated with rich Burgundy or cool Green.
3. Shade enclosed in cellophane wrapped wire frame guard.
4. Base molded of beautiful Crystal-Clear Fire-Polished glass. Its graceful lines are comparable to the most costly of imported lamps.
5. Has 12 Highly Polished Crystal-like Full 6" Cut Un-breakable Pendants.

Here is a lamp that was manufactured and designed JUST FOR YOU. A lamp that has Class, Flash and Price ALL IN ONE! A Lamp you can be proud and glad to show and sell anywhere. A big profit-maker and a tremendous volume builder. GET ON THE BAND-WAGON NOW!

Get Some Early Cash! LOOK at the Price! No wonder it is such a big hit! Don't take our word for it . . . see for yourself.

ONLY **\$5.95** ea. in lots of 12 or more  
 minimum order of 4 **\$6.95** ea.

Place your order today.  
 Terms: 25% dep. with order, balance C.O.D., F.O.B. Factory, Chicago.

**SORRY!**  
 This Offer is Limited

**ALL CRYSTAL**

**PARAMOUNT INDUSTRIES**  
 1040 N. HALSTED ST. CHICAGO 22, ILL.  
 Phone: Michigan 2-2048

**ILLUSTRATED CATALOG NOW READY**



**TOP MONEY GETTERS FOR 1952**  
 YOU NAME IT—WE HAVE IT

- Bingo Merchandise
- Derby Race Specials
- Rotary-Digger Vending Items
- Animated Action Clocks
- Giant Fur Animals and Dolls
- Original Bi-Bye Baby Dolls
- Blankets—Robes—Spreads
- Bronze—Gold—Silver Horses
- Glassware: Red—Gold—Green
- Lamps—Electric Appliances
- Novelties—Canes—Toys
- Balloons—Souvenirs—Badges
- Coke and Ball Game Items
- Plaster—Slum—Corn—Candy
- Auction and Pitch Mdse.

IMPORTANT—IN ORDER TO GET YOUR COPY YOU MUST STATE YOUR BUSINESS OR SHOW AND TYPE OF MERCHANDISE YOU ARE USING.

**ACME PREMIUM SUPPLY CORP.**  
 1111 South 12th, St. Louis 4, Mo.

**MORE SPARKLE THAN DIAMONDS**  
 "RUTILE" AA1 White Gem \$9.95  
 Here's a gem that is clearer in color and brilliancy than any shown on the market today. Sizes 7 carat and up. Per carat . . . . .  
 Gents' yellow gold, newest style mountings, additional, \$12.50 and up. The same available in ladies; \$9.50 and up.  
**ELGIN • BULOVA • BENRUS • GRUEN**  
 Brand new 1952 model cases for gents and ladies. Rebuilt movements, guaranteed like new. 7 jewel. 15-J, \$12.65 17-J, \$14.65 21-J, \$18.95  
 • Gold Plated Stretch Band, 95¢ add.  
 • Men's Mesh & Expansion Combination Band, \$1.49 add.  
 • Plastic Gift Box, 75¢ add.  
**25¢** Cash or stamps for our 102-page new 1952 wholesale catalog.  
 Wholesale Only—lots of 6 (51 additional for samples). 25% deposit with order, bal. C.O.D. Open account to rated houses.  
**MIDWEST WATCH CO.** 5 S. Wabash Ave. Chicago 3, Ill.  
 Send for Our Free Promotional Flyer

**\$3.60 EA.** 27-PIECE BAMBOO FISHING SET . . . Consists of 12-ft. (3-section) bamboo pole with brass ferrules; 84-ft. fishing line; 10 hooks; scraper; 2 wire leaders; 10 yds. Nylon leader material; combination winder, float, hook and line; 4-ft. stringer; 3 Pflueger snelled hooks; Pflueger split shot. Cellophaned self-display unit, individually boxed.

**\$7.50 EA.** 29-PIECE STEEL ROD FISHING SET . . . Consists of 4-ft. tapered steel rod with varnished wood handle; all-metal bait casting reel; 2 nationally advertised baits; Pflueger split shot sinkers; 50 yds. line, 15-lb. test; scaler, pencil float; June Bug Spinner; 10 Carlisle hooks; 10 yds. Nylon leader material; 4-ft. stringer; 6 snelled hooks; minnow net. Cellophaned self-display unit, individually boxed.

**\$8.50 EA.** 23-PIECE GLASS ROD FISHING SET . . . Consists of 4-ft. tapered Glass Rod with chuck handle; level-wind bait casting reel with cork arbor and brass gears; 50 yds. line, 15-lb. test; 10 Carlisle hooks; metal scraper; minnow net; 3 snelled hooks; 10 yds. Nylon leader material 1 nationally advertised bait; 4-ft. stringer. Cellophaned self-display unit, individually boxed.  
 25% Deposit With Order, F.O.B. Chicago. SEND FOR FREE FOLDERS  
**COOK BROS.** 816 W. MAXWELL STREET CHICAGO 8, ILLINOIS

**MUSEUM RELIGIOUS TAPESTRIES**  
 Outsell any other product by 5 to 1. These are proven sales tests. This is the selling sensation of 1952. Get your share of this booming demand.  
**EVERYONE BUYS ON SIGHT—EASY PITCH**  
 These colorful woven religious tapestries are so inspiring and breath-taking, people buy fast. They melt with age just like museum pieces. Sell fast at \$4.95. Yours for just  
**\$24.00** or **\$21.00** per dozen in gross lots  
 (Size 20" by 40"). Get your order in now for prompt delivery. 25% deposit, balance C.O.D.  
**TEXMAR** 445 BROOME STREET NEW YORK, N. Y.

The Item for a Fair Shake of Sales & Profits.  
**The Select Shaker**  
 Patented  
 Designed for Use in Every Kitchen, Picnic Basket, Lunch Box, Sports-men's Kit. Durably made in Red, Blue, Green, Yellow, White, Mottled Red, Blue or Green.  
 NEW Salt and Pepper Combination. Top revolves for selection. Handy. Can't Spill.  
 50¢ Brings Select Shaker Sample Prepaid.  
 Send for Free Catalog of Sales Leaders.  
**SELECT-SHAKER CO.** 5132 Shattuck, Dept. 558 Oakland 9, Calif.

**AGAIN CINCINNATI HEADQUARTERS FOR CARNIVAL AND STREETMEN MERCHANDISE**  
 Large, beautiful Plaster . . . . . \$ .30 ea.  
 215 New Look Kat Head Balloons 8.50 gr.  
 Complete line Oak Rubber Balloons.  
 Souvenir Decals, all States . . . . . 40 dz.  
 Shoestrings, mercerized . . . . . 20 dz.  
 Pin-Up and Vacation Postcards . . . . . 20 dz.  
 Large size, 8x5 1/2" . . . . . 50 100  
 Slum, Lamps, Bronze Horses, Parasols, Japanese Lanterns, Plush Animals at all times—prices upon request.  
**BROWN NOVELTY CO.**  
 203 W. COURT ST. Phone: GARfield 0064 CINCINNATI 2, O.



The **Billboard** WILL BE THERE

TO SELL MORE premium, prize, promotional, novelty, gift and general merchandise FOR YOU!!!



**MEMORANDUM**

From: Your Regular Billboard Representative  
To: All Spring Special Advertisers  
Subject: A Suggestion for More Big Sales

The issue you're now reading (The Billboard's Spring Special) contains the ads of hundreds of aggressive merchandise suppliers.

So many of those advertisers have already told us to re-run their Spring Special ad in the important Billboard NATD Convention Number (April 26 issue), that I thought I'd pass the information along to you as a worthwhile suggestion.

It's a simple and very effective way to get your hard-selling message across to a large special group of top sales prospects who sell over \$900,-000,000 worth of your kind of merchandise every year. And don't forget, you reach all of the thousands of regular Billboard buyers as well!

I know it will do an outstanding selling job for you. There isn't much time--deadline is April 17--so, better check the details right away. Rates are the same as always.

Thanks very much.

**MORE DETAILS ON PAGE 128**

**SALESMEN WANTED**

AD MATCHES—SELL AMAZING DESIGNS; 20, 30, 40 and 240-light book matches; bigger spot cash commissions; every business a prospect; repeats; start without experience; men, women; full, part time; buy nothing; sales kit furnished. Match Corp., Dept. D-59, Chicago 32, Ill. ap

SALESMEN—SELL CALENDARS AND ADVERTISING novelties; buyers everywhere; low prices; big commissions advanced; houses; samples free. Consolidated-Modern Press, 325 S. Wood, Chicago 12, Ill. ap

**SCENERY & BANNERS**

NIEMAN CARNIVAL, CIRCUS BANNERS—The best, not the cheapest; no disappointments. Nieman Studios, 1235 S. Halsted St., Chicago, CA 6-2544. ap15

SIDE SHOW BANNERS, 8x10 FEET, \$34.75; artistically painted; also other banners made; quick service. W. Courtney, Barboursville, W. Va. Phone 4301. ap19

**TATTOOING SUPPLIES**

A-1 TATTOOING MACHINES, DESIGNS, Colors, Needles, Outfits; genuine German Pelican ink; free catalog. Owen Jensen, 120 W. 83rd St., Los Angeles 3. ap26

GET YOUR 1952 TATTOOING SUPPLY Catalog, including 15-lesson Tat-2-R-Tat Course—Brochure now! 25c. Zeis Studios, 728 Lesley, Rockford, Ill. au2

HIGHLY TATTOOED CIRCUS MEN OR Women's Photos (choice); 12 3x7, two dollars; 20 different, 5 dollars. Bernard Kobel, Frankfurt, Ind. ap15

**WANTED TO BUY**

WANTED TO BUY—A QUANTITY OF Chicago Roller Skates in good condition in Canada. Joseph Curran, 110 Cartwright St., London, Ont., Canada. ap15

WANTED TO BUY—85 FT. OF 7 FT. SIDE-wall. C. Kring, R. 1, Box 363, Toledo, O. ap15

WANTED—MECHANICAL SHOW, ALSO old-fashioned Popcorn Wagon with steam engine; state price and condition. P.O. Box 386, Mason City, Ia. ap15

WANTED—CHAIR SCALES, A-1 SHAPE only. P. O. Box 235, Mason City, Iowa. ap15

WANTED—SMALL STUFFED BURRO OR Donkey. Edward Groves, 1439 N. Clark St., Apt. 25, Chicago, Ill. ap15

**SOMETHING TO SELL TO COIN MEN?**

See the New MARKET-PLACE Listings in the COIN MACHINE

**JUST OUT the SENSATIONAL CUTIE PARADE**

PLASTIC POCKET VIEWER with

**26 ART MODEL PHOTOS**

FREE A set of miniature dice in a separate compartment.

Each turn of the automatic wheel produces another clear, glossy photo of a glamorous artist's model, 26 in all. Sells on sight.

Rush Order To: **BLITZ SALES**  
1472 Broadway New York 36

RETAIL \$2.98 ea. \$12.00 doz. Samples 2 for \$3.00 No C.O.D.'s

**For SMASHING Profits it's the Sensational 2 oz. BALSAM WOOD SLEDGE HAMMER**

26" long—Head size: 4"x3"x3"  
Looks Real!  
Terrific for Premiums— Gag Gifts—Give-Aways, Concessions, Advertising Decals Available

65¢ ea. in lots of 500 or more.  
75¢ ea. in lots of 250 or more.  
Send \$1.00 for sample.

Packed 2 doz. to carton  
25% with order, balance C.O.D. F.O.B. Chicago

**ART'S CYCLE & HOBBY SHOP**  
816 E. 75th St. Chicago, Ill.

**STANDING RAG DOLL**

22" High  
Plastic Face  
Assorted Colors  
Packed 3 Doz. to Carton

\$9.00 Doz.

1/3 dozen, bal. C.O.D.  
**KANDEL DOLL MFG. CO.**  
1829 Southern Blvd. New York 48

**BUY NOW! GOOD VALUES!**

**HI HAT FEATHER DOLLS**

	Gross
5 Inch	\$ 7.80
7 Inch	14.40
9 Inch	22.50
12 Inch	35.00

**FUR MONKEYS**

	Gross
4 Inch	\$ 3.50
6 Inch w/Hi Hat	6.50
7 Inch	8.75
8 Inch w/Hi Hat	7.80
9 Inch w/Hi Hat	10.80
12 Inch JUMBO w/Hi Hat	12.90
7 Inch w/Faz Hat & Pipe	28.00
9 Inch w/Faz Hat & Pipe	9.00
10 Inch w/Faz Hat & Pipe	14.00
12 Inch Jumbo w/Faz Hat & Pipe	17.50
	28.00

**BALLOONS**

	Gross
=9 w/Circus Print	\$4.50
=11 Mottled Circus Print	5.00
=13 Mottled w/Cat Face Print	4.50
=15 Paddle	5.25
=15 Kat Balloons	6.00
SPECIAL—11 Balloon w/Loud Wood Squawker	7.00
	5.00

**RUBBER INFLATES**

	Gross
Rubber Monkeys, best grade	\$39.00
Jumbo Horse, stands 12 inches high, 17 inches long	72.00
Squeaky Animal, assorted	39.00
Special Assortment, Dog & Chick	22.50

**TRI-MOTOR BOMBER PLANE**

w/stick

\$18.00 gross

Imported Flying Birds w/Tinsel Head, Inside Whistle \$ 6.50

SPECIAL—POP GUNS \$ 16.50

Lash Whips \$ 12.00

RWB Batons w/Bell \$ 13.00

**RAYON PARASOLS**

	Gross
18" Spread w/Crook Handle	Gr. \$27.50
20" Spread w/Crook Handle	Gr. 33.00
22" Spread w/Crook Handle	Gr. 35.00
24" Spread w/Straight Handle	Gr. 39.00
28" Spread w/Straight Handle	Doz. 4.80
32" Spread w/Straight Handle	Doz. 6.50

**BADGEBOARD ITEMS**

	Gross
Cub Hunter Knife w/Sheath	\$22.50
Loving Cups, Silver & Gold	18.00
Midget Harmonicas	4.50
Midget Harmonicas w/Key Chains	6.00
Compass w/Spy Glass	8.40
Metal Telescopes	7.20
Opera Glasses	21.00
Gold Horses	8.50
Midget Knife w/Key Chains	6.00
SPECIAL—50 Ligne Comic Buttons. Per 1000	12.00

**PLASTIC BUGLES**

	Gross
Plastic Bugles, Clarinets	\$24.00
Metal Trombones	24.00

25% Deposit with Order, Balance C.O.D.

**SCHATTUR NOVELTY COMPANY**

144 PARK ROW NEW YORK 7, N. Y.  
Telephone: COrtland 7-8986

**Latest novelty for kids of all ages**

**Scribble Cap**

"Got Hap" with new autograph cap for name and phone numbers. Complete with ready ball pen... non-fading ink.

Minimum Order 2 1/2 Dozen .. \$19.00  
Style #308 ... per dozen \$7.50  
Delivered anywhere in U. S. A.  
25% with order ... balance C.O.D.

CALIFORNIA SPORTLET'S, INC., 936 S. Maple Street, Los Angeles 15, Calif.

**MAGIC TRICKS**

**JOKER NOVELTIES**  
Hundreds of clever, mystifying, laugh-provoking items for Novelty and Trick Shops, etc. A trick novelty line that tops 'em all; terrific sellers; priced for real profits.

**LAUGHS FOR SALE**

FREE Price List! Don't buy trick novelties until you get our listings. Write—today! Prompt deliveries guaranteed.

**UNITED MERCHANDISE DISTRIBUTORS**  
288 S. State St. Chicago 4, Ill.

**REAL FLASH!**

HAND PAINTED GOLD TRIMMED CHINA BEDROOM LAMP—16" TALL  
Crystal Base, complete with shade.

\$1.25 ea. in doz. lots

LIMITED SUPPLY!  
25% dep., bal. C.O.D., F.O.B. Chicago.

We Manufacture Chinaware and Lamp Bases. Write for Catalog.

25" Tall MAR-BELLIZED LAMPS & PLASTISILK SHADES, \$2.75 ea.

**TOLPIN PRODUCTS MFG. CO.**  
7340-44 N. Western Chicago 45, Ill.

**CAN'T STALL BATTERY WON'T RUN DOWN**

How your car CAN'T STALL in Summer or Winter

Amazing chemical "EVER-CHARGE" installs battery with new power... stops corrosion... keeps battery from running hot... doubles battery's life... never needs recharging! Now run radio and all equipment—battery won't run down! Installed in a wink. Large Self-Sealing display card of dozen packages, \$5.99. Attracts attention. Tells complete story. Sample package \$1.00 postpaid. Order now for sales you didn't dream possible. GUARANTEED completely.

**NOBIL**, Dept. B, 420 S. Hamlin, Chicago, Ill.

**NEW YORK SOUVENIR • TRAVEL STATE DECALS**

for windshields, luggage. In demand everywhere. Send 25¢ for samples and list.

**BRISTOW NOVELTY CO.**  
Box 482, Dept. 4 Owensboro, Ky.

**bingo SUPPLIES and EQUIPMENT**

7 & 10 Color Specials  
4-5-6-7 ups  
Midgets 3,000 series—7 colors  
Paper & Plastic Markers  
Wire & Rubberized Cages  
Pencils—Crayons—Clips  
5 x 7 Heavyweight Cards  
Electric Blowers & Flashboards  
Lapboards made to order

**JOHN A. ROBERTS CO. INC.**  
817 Broadway, Newark, N. J.

**FREE CATALOG**

of our complete Jewelry line.  
\$4.40 dz. & up.  
25% dep., bal. C.O.D.

**David Feldman, Inc.**  
159 Canal St. New York 13

**IN THE HEART OF GA! UNIVERSAL PREMIUM JOBBERS**

Jig Nudie Model Wallets, Doz. \$ 4.00  
Novelty Perfume Lamps, Doz. 1.20  
One Arm Bandit Dice Shakers, Doz. 3.00  
14" Felt Clowns & Monkeys (HOT!) Doz. 18.00  
1 1/2" Assorted Imported Tobys, Doz. 1.20  
Large Flash Plaster, Each .50

Also complete lines of Carnival Goods, Stum, Glass, Aluminum, China, Jewelry, Toys, Blankets, Lamps, Clocks, Bellies, Specialties, Concession Goods and 6000 other items all at reduced prices. Immediate delivery—25% deposit, balance C.O.D. 1508-16 Broadway—On U. S. 41 South Macon, Ga.

Promotional Buyers and Fair Workers

**EARRINGS... EARRINGS**

... and **MORE EARRINGS**

In Rhodium-white, 22 kt. Gold Plated and Antique, regular \$1.00 retailer. Sample offer. 1 dz. prs., \$10.50

ONLY **\$42.00** per gross, prs. carded

Large assortment of **3, 4 & 5 PIECE SETS**

Attractively packaged in satin-lined velvet-covered gift box, with embossed price tags, from \$15.00 to \$42.00 per dozen.

Special Sample Assortment—1 dz. **\$15.00**

25% deposit with all orders, balance C.O.D.

**CLARION SALES, INC.**

Manufacturers of Fine Novelty Jewelry

180 Forsyth St., New York 2, N. Y.

**HUGO RAUNER HARMONICAS**  
MADE IN GERMANY

All metal, genuine brass reeds and plates, 10 hole, 20 reeds, 4 inches long. Key C & G, brilliant tone, easy blowing. If not satisfied, return in 5 days for refund. \$7.20 a dozen; sample \$1.00 postpaid. Send for list.

**Arcade Sales**

**TABLES & STEEL OR WOOD CHAIRS**

Folding or Non-Folding

Prompt delivery. Minimum order 4 doz. Ask for prices, toll number needed.

**ADIRONDACK CHAIR CO.**  
1140 B'way, N.Y. (27 St.), Dept. X2, MU 2-1285



**NATURE CREATED DIAMONDS TITANIUM RUTILE**  
 (Otherwise known by various colorful trade names)  
 The HUDSON GEM . . .  
 A POSSESSION to cherish  
 . . . all the years of a life  
**MORE BRILLIANT THAN DIAMONDS**

This product featured in editorial write-ups in Saturday Evening Post, Reader's Digest, Time, The New York Times Magazine, etc.



(Actual photos of our product)

**Attention: Those who wear Diamonds!**  
 You need not wear your large, valuable diamonds all the time. Instead, you may wear **TITANIUM RUTILE** by HUDSON, a laboratory research triumph. Elemental fusion of nature's fiery components results in man's most brilliant gemological achievement. The HUDSON GEM, so very carefully made for your loved one, is now presented by our director. This marvelous new synthetic is made from Titanium Dioxide and is **1/7 BRIGHTER THAN DIAMONDS**, 10% greater light refraction index than diamonds. We do a considerable business with **PAWN-BROKERS** since they must have HUDSON's product on hand for comparison. Now, at last, our product is available **DIRECTLY TO YOU BY MAIL** (not sold in stores). **WONDERFUL OPPORTUNITY** for the engaged couple. Give your bride a Hudson Gem Company's Rutile and put the tremendous cash difference in the bank for a happy and prosperous home. "COMMENDED by the Consumer Service Bureau of PARENTS' MAGAZINE" as advertised therein. HUDSON, alone, commands this distinguished recognition. Sold by us in sizes from 1 to 10 carats at \$8.00 per carat plus 20% fed. tax. Order any size you want at this price (1, 1 1/2, 2, 2 1/2, 3, 3 1/2, 4, 4 1/2, 5, 5 1/2, 6, 6 1/2, 7, 7 1/2, 8, 8 1/2, 9, 9 1/2, 10.) **NOTE: THIS IS THE SAME PRODUCT WIDELY SOLD ELSEWHERE UP TO \$27 PER CARAT.** Available in **BRILLIANT** (round 58 facet same as a diamond) or **EMERALD** (oblong) cuts. Emerald cuts must be 2 carats or over.

"TAJ MAHAL" (India's Architectural Masterpiece) **STAR SAPPHIRES** and **STAR RUBIES** another HUDSON wonder, is presented. These fabulous laboratory developments are copied from natural mined stones valued in the neighborhood of \$1,500 per carat. There are perhaps only 500 stones of such collectors' rank in the **ENTIRE WORLD**. In **RUBIES** or **SAPPHIRES** from 5 to 50 carats, your choice at \$10.00 per carat. Add tax, of course. Gifted with a truly inspired unbelievably magnificent **DIFFUSED RADIANCE**, indistinguishable from the **GENUINE**. A **PAWNBROKER'S NECESSITY**. As a special service for our patrons we offer **WITH OUR HUDSON gemological creations, SETTINGS, without any additional mounting charge.** You merely give ring size and specify **LADIES' or MEN'S**. Each one is **SOLID 14 kt. GOLD** (white or yellow, your choice). Ladies' Tiffany type—\$15.00; Men's—\$20.00 (Gypsy or Box type, your choice) plus 20% fed. tax. Please add 50¢ postage and handling on all orders. **DEALERS:** You may now order directly from us since, as you see, our price per carat is below wholesale. Prepaid or C.O.D. orders only. Our price does not permit open accounts. **30 DAY FREE TRIAL—UNCONDITIONAL MONEY BACK GUARANTEE.** Your local friendly, trusted jeweler will gladly set in a mounting of your choice. Let him be **YOUR JUDGE**.



Send check or money order.  
**HUDSON GEM COMPANY** Dept. B1B-5  
 574 Fifth Ave., New York 36, N. Y.

# FABULOUS TEMPLE EXCLUSIVES for MOTHER'S DAY and ALL DAYS!

Temple gives you highest quality, guaranteed merchandise . . . including Benrus Watches and Sets, designed for our exclusive distribution to the premium trade by the Benrus Watch Company . . . at amazingly low prices.

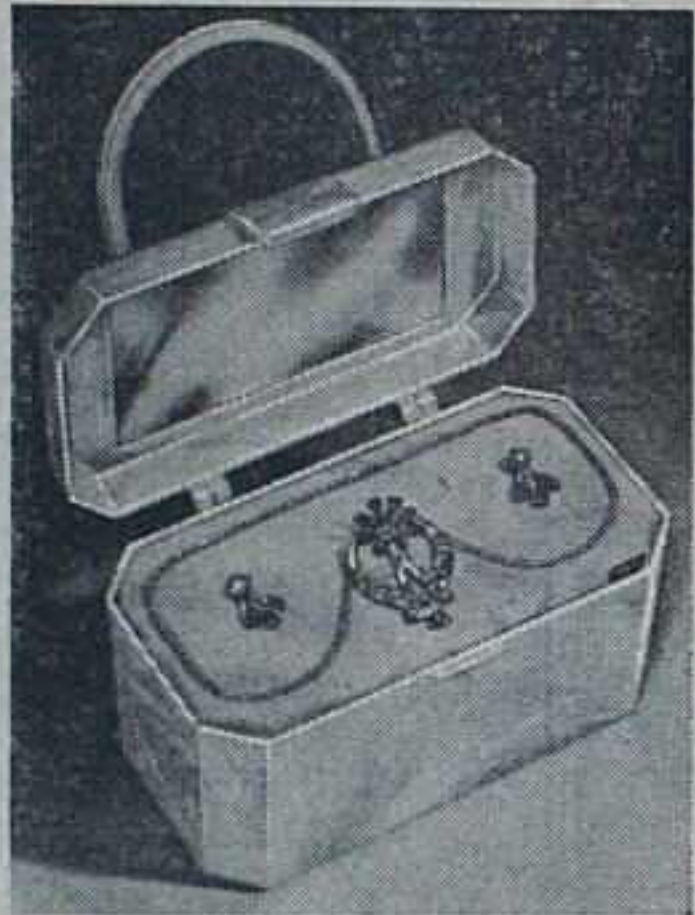
No slum . . . no paste . . . no glue . . . hand pronged jewel stones. All beautifully packaged for quick sales.



## BENRUS LADY BELLE

Glamorous ladies' wrist watch in dazzling rhinestone case . . . numeral dial and black cord band. Brilliant rhinestone necklace and earrings to match. Beautifully boxed. \$62.50 retail price tag and worth it. Full Benrus guarantee. Write for low, low Temple price.

**GET ON OUR MAILING LIST**  
 For The New Spring And Summer Edition Of The Temple Catalog . . . Now In Production.

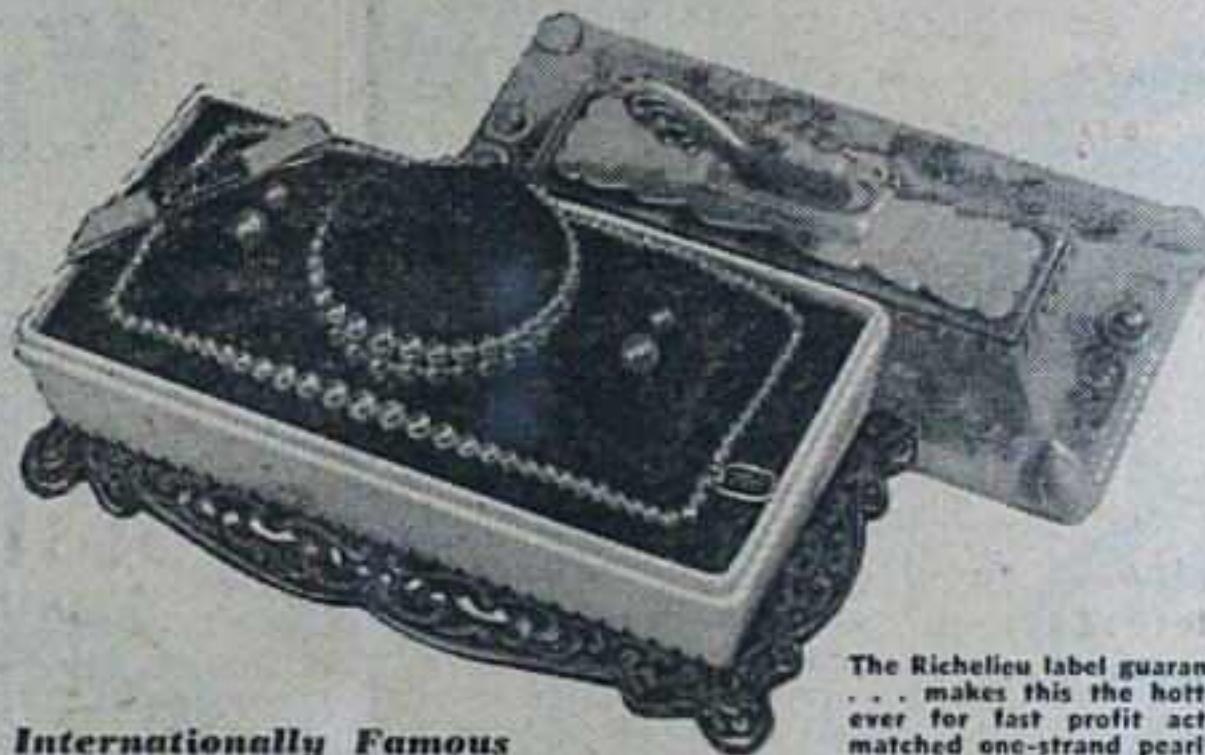


## Temple Enchantment BOX BAG & JEWELRY SET

Tremendous seller. Stunning dual purpose Mother-of-Pearl plastic Box Bag. Gorgeous master craftsmen Necklace and Earrings to match. Sparkling hand pronged rhinestone and simulated diamonds. No paste, no glue. Retail \$29.75 and worth it.

Only **\$3.25** Each Set

Minimum order \$20.00. Federal Tax additional if not for resale. 25% deposit, balance C.O.D., F.O.B. Philadelphia.



## INTERNATIONALLY FAMOUS RICHELIEU PEARLS\* and CHINESE CHEST

Only **\$4.50** Each Set

Drop in to see us when in Philadelphia

\*Simulated

The Richelieu label guarantees satisfaction . . . makes this the hottest combination ever for fast profit action. Exquisitely matched one-strand pearl necklace . . . matching two-strand bracelet and earrings . . . sterling silver clasps. Superb Chinese design ivory\* and teakwood\* chest can be reused as jewel case or cigarette box. Retail \$25.00 and worth it.

# TEMPLE COMPANY

708 Sansom Street Philadelphia 6, Pa. Market 7-6519

**FISHING TACKLE OUTFITS**  
 In Handsome Cellophane WINDOW SHADOW BOX  
 Created by Fishermen For Fishermen

- NO. 232 THREE IN TWO Bamboo Pole Set, \$3.95 Suggested Retail, \$12.95
- NO. 263 Bamboo Pole Set, \$5.95 Suggested Retail, \$18.95
- NO. 271H—Special Glass Rod Set, \$8.95 Suggested Retail, \$22.95
- NO. 203—Steel Rod Set, Bail Casting, \$10.95 Suggested Retail, \$39.95 1/3 Dep., Bal. C.O.D.

Send for catalogue No. 21 of complete line of twelve numbers from \$3.95 up. 409-M Spring Garden St Philadelphia 23, Pa. Lombard 3-2676

Direct From Manufacturer  
**TWIN SCATTER PINS**  
 (In Pairs & Gift Boxed)  
**\$3.75** Dz. Pair Ass't'd  
**EARRINGS**  
**\$3.50** Dz. Pair Ass't'd

Beautiful reproductions of nationally advertised expensive originals. All numbers now being shipped are reorder numbers only. New reorder styles continually being added.

25% deposit, balance C.O.D.  
**BRUBAR JEWELRY CO.**  
 37 West 39th St. New York 18

With It Since 1907  
**JUST OFF THE PRESS**  
 NEW CATALOG No. 55 for ENGRAVERS & DEMONSTRATORS & FAIR WORKERS. Also new Catalog No. 70 containing everything for JEWELRY and RING DEMONSTRATORS.

Many BRAND NEW and EXCLUSIVE Red Hot Sellers including 14 STYLES of expansion rings in nickel silver and gold filled for men, women and children.

Send for Catalog No. 55. Look on Pages 3 & 4 for Nos. 450-500-600-700. If you engrave, these numbers mean plenty of mazzuma for you during carnival & fair season.

**EX-P-A-N-S-I-O-N WATCH BANDS**  
 In Men's & Ladies' Stainless Steel-Gold Plate Tops and Everlasting Chrome. Retail \$1.00 to \$2.50. Send \$8.40 for 16 samples. We pay postage.

America's most complete line of RINGS in:  
 • GOLD PLATE  
 • GOLD FILLED  
 • STERLING

Give permanent address and state your business. Orders shipped same day.  
**McBRIDE JEWELRY CO.**  
 303 5th Ave. New York 16, N. Y.

**PHOTO FOLDERS**  
 3x4, 3x4 1/2, 3x5—\$25 per 1,000. 4x6, 5x7—\$35.00 per 1,000. Printed on Cover, Name of Camp, Studio, Fair.  
**H. GERSHOFF**  
 170 Third Avenue New York City

## EVERYTHING IN HEADWEAR!

**GOB HAT**  
 Well Constructed—Taped Seams  
**\$4.00** Doz. **\$42.00** Gr.

**CREW HAT**  
 Standard Hat, Taped Seams, Multi-Stitched Brim  
**\$6.00** Doz. **\$60.00** Gr.

**CONFEDERATE & YANKEE CAPS**  
 Exact duplicate of Civil War Caps. Selling like wildfire! Available in Small, Medium and Large  
**\$6.50** Doz. **\$66.00** Gr.

**BASEBALL CAP**  
 Well Constructed—Cotton Twill-Taped Seams—Green Undervisor  
**\$3.75** Doz.

**ADMIRAL'S SPORT CAP**  
 Well Constructed—Cotton Twill-Taped Seams—Ventilated Mesh Sides—Green Undervisor  
**\$4.00** Doz.

25% with order—balance C.O.D.

**I. SLUTSKY & SONS**  
 35 6th Ave., Brooklyn 17, N. Y. Tel.: STerling 9-2135

## CARNIVAL MEN ATTENTION!

**ORDER MITCHELL'S KING SIZE DRIBBLE BIB TIES**

World's Largest (and funniest Necktie) Evershody will snap up these sensational KING-SIZE Gag DRIBBLE-BIB TIES for their Parties and other Gag Shows. Snap tie under collar and YOU'LL ROLL 'EM ON THE FLOOR WITH LAUGHTER! The tie that tops 'em all for size, for a u d y color, for screamingly funny effect! Made of washable, stainproof cloth in bright, gaudy stripes. Sample Per Doz. **\$4.50** **\$10.80** Shipped Prepaid. Add 35¢ per doz. for postage.

**JOBBERS . . . DISTRIBUTORS . . .** Write for Quantity Low Prices!  
**The Mitchell Company**  
 122 No. 4th St., Minneapolis 1, Minnesota  
 Terms: Remittance in full or 1/3 down with order, balance C.O.D.

**NEW—OVAL SHAPE NICKEL SILVER MIRROR FINISH EXPANSION BRACELETS**

• 20 Double Heart  
 • 25 Small Oblong

**\$3.00 DOZEN - - \$33 GROSS HEAVY NICKEL PLATED IDENT. BRACELETS**

• 21 \$3.25 Doz. \$36 Gross

NEW CATALOG—STATE YOUR BUSI. NESS. 25% Dep. With Order, Bal. C.O.D.

**SALPRO COMPANY**  
 1844 S. 55th Ave., Cicero 50, Ill.

GIVE TO DAMON RUNYON CANCER FUND



YOU CAN BE SURE... IF IT'S **Westinghouse**

**THE PREMIUM TRADE CAN BE SURE IF IT'S WESTINGHOUSE**

**MAR-MATIC YOUR EXCLUSIVE PREMIUM DISTRIBUTOR**  
offers Westinghouse Package Deals to those who qualify

**Buyers of:**

Prizes, Promotions, Merchandisers, Bingo Games, Carnivals, Arenas, Fairs, Wagon Operators, Farm Market Operators, Outdoor Shows, Amusement Park Concessionaires, Coin Operators, Auctioneers, Specialty Salesmen.

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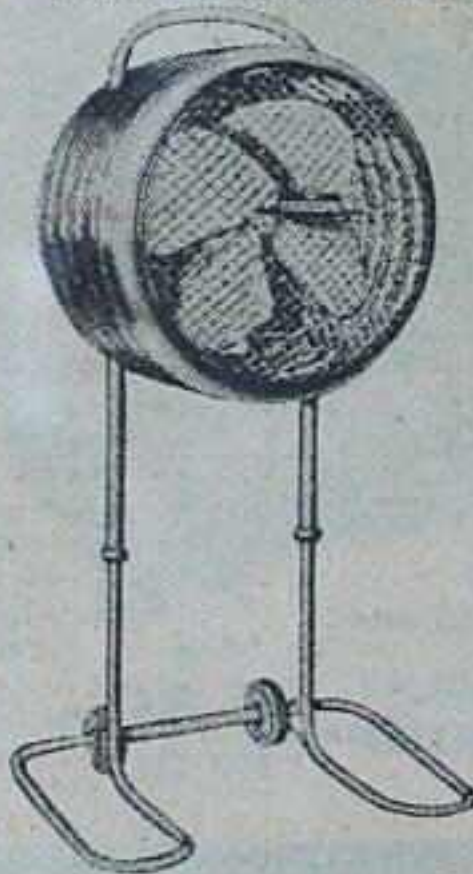
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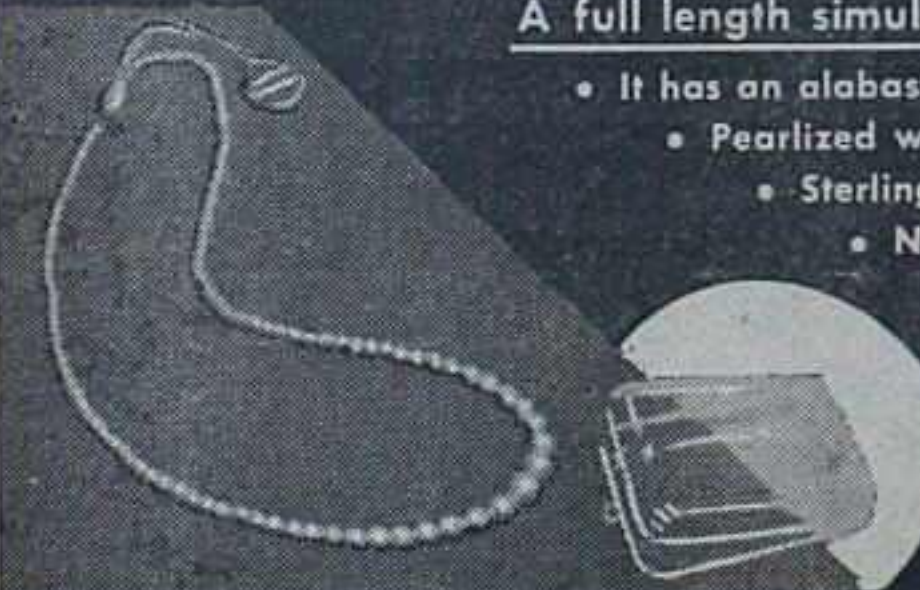
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BALTIMORE 2, MARYLAND



**A Wonderful Sales Promotion Or Premium Item**

A full length simulated pearl necklace of excellent quality.

- It has an alabaster base, like all fine pearls.
- Pearlized with pearl essence (not plastic).
- Sterling silver safety clasp.
- Neatly packaged in transparent container.
- Guarantee enclosed in each box.
- Box is re-used for bob-pins, pills, etc.



SAMPLE DOZEN \$10.00 | 6 DOZEN \$48.00 | 12 DOZEN \$84.00

25% Deposit—Balance C.O.D.  
Quantity Prices Available.

**VEDA PEARLS**

82 BOWERY, NEW YORK 13, N. Y.

**SOMETHING NEW for Resort - Souvenir - Tourist Trade**



GAME FISH PLAQUES

Hand cast of a metal alloy, sprayed in magnificent, full color lacquers, mounted on a six by twelve inch natural grain, polished board. Perfect reproductions of Sailfish, White Marlin, Dolphin and Barracuda. Ideal for gifts, prizes, trophies, souvenirs at resorts.

Doz. 15.00; 6 doz. \$14.40

25% cash with order, balance C.O.D. No catalog—write for 1 doz. Jobbers wanted.  
**FLORIDA NOVELTY CRAFTS**  
1793 PURDY AVE., P. O. BOX 1044, MIAMI BEACH, FLA.



Electric Shock Books \$18.00 Dozen  
Electric Candy Box \$18.00 Dozen

**BUTTONS**

Per 100 Per 1000  
"I Like Ike" ..... \$2.50 \$20.00  
"We Want Truman"..... 2.50 20.00  
"Truman for Ex-President"..... 2.50 20.00  
"We Want Yeh"..... 2.50 20.00  
For our full line of Tricks, Jokes, Puzzle, Novelties, Carnival and Fair Goods send for our 164-page catalogue. We sell wholesale only. Please state your business.

**GORDON NOVELTY CO.**  
923 Broadway New York 10, N. Y.

**HELP WANTED—ADVERTISEMENTS**

RATE—15c a Word Minimum \$3

Remittance in full must accompany all ads for publication in this column. No charge accounts.

Forms Close Thursday for the Following Week's Issue

**ADVERTISING REPRESENTATIVES** wanted; full or part time; exclusive franchises in many areas; write for details. Navy News, 532 Pine, Long Beach 12, Calif. ap

**AERIALIST—GIRL PARTNER FOR HIGH** Aerial Act; will train; everything furnished; must be unencumbered. Write details Box C-42, care The Billboard, Cincinnati 2, O. ap12

**ARCADE ASSISTANT WANTED—MUST BE** able to drive semi truck and understand canvas; 30 by 40 top; season starts in May; salary and percentage; a good proposition to the right party. Write Jack Sheehan, 2127 Upton, North Minneapolis, Minn. ap12

**BASS MAN OR SAX MAN—MUST SING,** fake, read good; know request tunes; sober, dependable; professional; union; for combo booked by good agent. Write or wire Box C-50, care The Billboard, Cincinnati, Ohio. ap12

**COMBO MUSICIANS, MALE OR FEMALE,** for replacements in successful unit; write all in letter. Box C-38, care Billboard, Cincinnati 2, O. ap12

**GIRL DANCERS, STRIPS, EXOTICS—IM-** mediate openings, steady work, no lay-off; come in. Stone Theatre, 2511 Woodward Ave., Detroit 1, Mich. ap19

**GROOM WANTED—EXCELLENT AD-** vancement opportunities for reliable Seal Man; steady work for right man; must know truck and drive it; write all first letter. Spiller's Seals, care Polack Bros., Western, Indianapolis until April 13; then sunny California. ap12

**LIVE-WIRE BUYERS! BIBLE—THE BIG-** gest, best buys of premiums, records, supplies and equipment for all branches of the entertainment field are in The Billboard. Get the most for your money, get The Billboard every week. Covers entire amusement field. One big idea; one big "buy" easily repays \$10 yearly cost. Work fast; act now! Send order and payment to The Billboard, 2412 Patterson St., Cincinnati 22, Ohio. ap12

**LOOKING FOR A JOB IN THE COIN MACHINE OR MUSIC BUSINESS?**  
See The Billboard's New MARKET-PLACE Listings in the Coin Machine Music Sections

**MECHANIC—EXPERIENCED; TO WORK IN** modern Amusement Arcade; permanent position, ideal working conditions, 246 West 42d St., N.Y.C. Longacre 4-5246.

**MIDGETS WANTED—NO FAIRS, NO CAR-** nivals; good work, good hours, good pay; new; opening July 1. Write Independence, P.O. Box 448, Albany, N. Y. ap19

**MUSICIANS—ALL INSTRUMENTS; TWO** beat band playing Southern locations and one nighters. Steady; state experience. Leader, 216 Caldwell Bldg., Bristol, Tenn. ap19

**MUSICIANS FOR COMMERCIAL TERRI-** tory band; no drunks or characters; state all in letter. Harry Collins, Grand Island, Neb. ap19

**REPRESENTATIVE FOR 46-YEAR-OLD NA-** tional company; call on civic clubs smaller cities, with proven fund-raising plan, presenting fine entertainment. All clubs interested; 8,000 towns served; advances \$125-\$150 weekly with monthly bonuses; need car; permanent. Write Field Director, 3419 Broadway, Kansas City, Mo.

**TENOR MAN—MALE VOCALIST WANTED** for Midwest territory band; traveling by car; no lay-off. Contact Jess Gayer Orchestra, 2023 N. Huston, Grand Island, Neb.

**TRUMPET AND TENOR SAX—DOUBLING** clarinet. Must have experience commercial society band; good readers; state age. Write Box C-49, c/o The Billboard, Cincinnati 22, Ohio.

**STAMPED BACK SWISS WATCHES**



\$2.85 EA.

Looks like high priced waterproof watch, shock resistant, antimagnetic, radium dial, sweepsecond hand, unbreakable crystal, chrome push pin case.

14K. Gold Plated..... 3.40 ea.  
2 Button Chronographs..... 2.00 ea.  
Black Suede Straps..... 1.00 doz.  
Fancy Imported Expansion Bands, Chrome, \$2.25 doz.; gold plated, \$4.25 doz.  
One year guarantee with every watch.

Order under 12 watches, add \$1.00 ea. 10% deposit, balance C.O.D.  
**AETNA WATCH CO.**  
64 W. Randolph St., Chicago 1, Ill.

**CASEY'S NEW 1952 CATALOG**

Will Be Ready **APRIL 25th**  
Write for Your Copy  
Give Your Permanent Address  
Your Dependable Source of Supply

**CASEY CO., Inc.**  
1132 S. Wabash Ave. Chicago, Ill.  
Phone: HARRISON 7-7795

**PHOTOS**

150 POSES—ONLY \$1.00  
Includes 50 Guys & Gals in miniature lover Photos, 50 Artists' Models, 50 Unusual Girl Photos. All on composite 4x5 Photo Prints. All above sent postpaid for only \$1.00.  
**GAYCO, 448-K N. Prior St., St. Paul, Minn.**

**WANT SIDE SHOW ACTS—MAGICIAN,** Knife Thrower, Punch, Ventr. girl, for Sword Box and Posting. Open May 1. Write Ted La Velda, 122 S. Logan, Lincoln, Ill. ap12

**WANTED—STILL MAN FOR SIX SUPER** service stations in suburban Chicago for the months of May thru September; steady qualifications and salary expected for steady summer employment. Address: Refiners Pride Super Service Stations, 7300 Randolph St., Forest Park, Ill. ap12

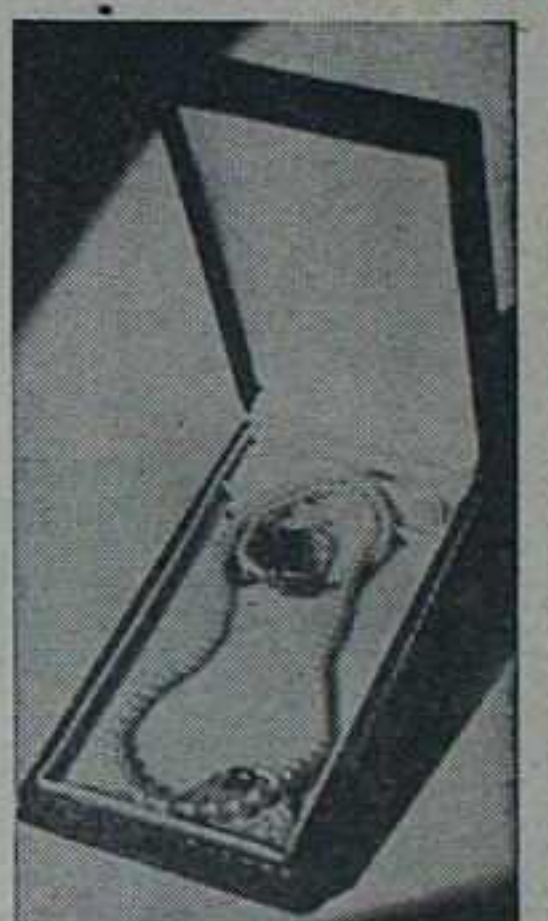
**WANTED—TROMBONE, TWO TRUMPET** Men, two beat Drummer, Brass Bass Man; others write; Vocalists preferred. Paul Moorhead Agency, 777 Insurance Bldg., Omaha. ap19

**WANTED—HAMMOND ORGANIST FOR** outdoor revue; must cut shows; no drunks; season's contract to right party. Wire care Western Union, Troy, N. Y. Open April 17, rehearsal April 14. ap12

**WANTED—GOOD PIANO MAN; IDEAL JOB** for married man; 3 1/2 hours, 6 nights; weekly salary \$80; very good band; you must play good Latin, jazz, Dixieland and commercial but no corn or micky; have been here 2 years. Call or wire Charley Wood, 800 E. 14th St., Odessa, Tex. Telephone 7-0553.

**WESTERN MUSICIANS, DRAMATIC PEOP-** le, sister team for stage, radio, dance; 25,000 wait station. Wire Harry Evans, Lexington, Neb. Send photos, quote lowest home every night. ap19

**SPECIAL OFFER PEARL SETS**



TERRIFIC VALUE \$2.00 DOZ.

Ronson Type Cigarette Lighters, all chrome, cut to \$4.50 per doz.  
Top Secret Plastic Waflets, each in box, nice display to each doz.—\$4.99.  
Ladies' & Gents' Benrus Watches...\$14.95  
Other Brands, 13 Jewel..... 8.50  
Other Brands, 7 Jewel..... 4.50  
Ladies' & Gents' Watch Sets from 7.90

**Swiss Chalel ELECTRIC CLOCKS**

Beautiful 4 color clocks, 60 cycle electric movement, A.C., very attractive, with moosehead on top, 800 available.

SLASHED \$1.90 Ea. TO ONLY \$1.90 Doz. Lots

Three Samples, \$6.00  
OTHER TERRIFIC VALUES AVAILABLE IN WATCHES, CLOCKS, SILVERWARE, etc. Minimum order \$5. 10% Deposit, Balance C.O.D.

**GAY & CO.** 448 N. Prior, St. Paul, Minn.

with it since 1907

**ENGRAVERS**

No. 100 Men's All Aluminum Idents \$13.40 Gr.

No. 14 All Aluminum Grab Bag Idents (Not Second) \$8.00 Gr.

3 Phones: Essex 5-8877-8-9  
"Originators of the All-Aluminum Idents"  
**MILLER CREATIONS** 7729 Avalon Chicago  
DAY & NIGHT SERVICE

**LARGE RUBBER MONKEYS \$3.50 DZ.**

3 MOTOR JET BOMBERS \$21.00 GR.

SPECIAL 10 GROSS GOOD SLUM \$9.00

DEPOSIT, PLEASE

**M. G. NOVELTY CO.**  
19 S. WALKER ST.  
OKLAHOMA CITY, OKLA.

**10c SALE NOW ON**

Unheard-of values during this special 10c sale. You can sell \$3.00 bottle Vitamin Tonic for 10c, a \$2.00 bottle Perfume for 10c, \$1.50 Cologne Concentrate for just 10c each. Sell \$1.00 Cologne Stick, \$1.00 Hand Lotion, \$1.50 Sachet Powder, \$1.25 Household Spray and dozens of other equal values at 10c each. Sale for April only. Write or wire for full information.  
**GOODIE COMPANY,**  
400 N. Bishop Dallas, Texas

**ANDREWS & GEORGE COMPANY, INC.**

1416 ALASKAN WAY SEATTLE, WASHINGTON

Item	Packing per case	per doz.	per case	Item	Packing per case	per doz.	per case
Crawling Baby	30 doz.	\$1.52	\$45.60	Naughty Dog	40 doz.	\$1.48	\$59.20
Dancing Couple	40 doz.	.74	44.40	Pick Chick	120 doz.	.39	46.80
Duck with Frog	40 doz.	.79	47.40	Small Porter	80 doz.	.71	56.80
Jackey & Horse	40 doz.	1.06	62.40				

TERMS: CASE LOTS ONLY, 25% with order, balance C.O.D. All prices F.O.B. Seattle.

**Salesman Wanted**

Traveling to Souvenir and Resort Places, Conventions or Amusement Parks, to take along sideline of Embroidered Souvenir Handkerchiefs.  
**Reply Box 745**  
Billboard 1564 B'way, N.Y.C.



# FIRST... Headquarters for "SMART SHOPPERS"! See Us FIRST!

## 13 PIECE BAMBOO FISHING SET

Consists of: 9 ft. Enduro-Cane Pole in 3 sections with tapered ferrules; 4 ft. double braided stringer; 4 piece assembly-winder, line, cork float and hook; 3 Pflueger Snelled Hooks with Nylon Leaders; minnow net. Cellophane self display unit, individually boxed.

Sample \$3.25

298-22 Lots of 6 ..... \$2.80

## GLASS CASTING RODS

4-4 1/2 ft. Stainless Steel Guides. Detachable offset handle. 1 year Guarantee against breakage.

298-025 Lots of 6 ..... \$2.50 ea.



## 16-Pc. Starter Dish Set

Dramatic 22K gold stamped border design. Colonial picture. 4 saucers, 4 plates, 4 cups, 4 desserts in attractive 2-tone display box.

Each \$4.50

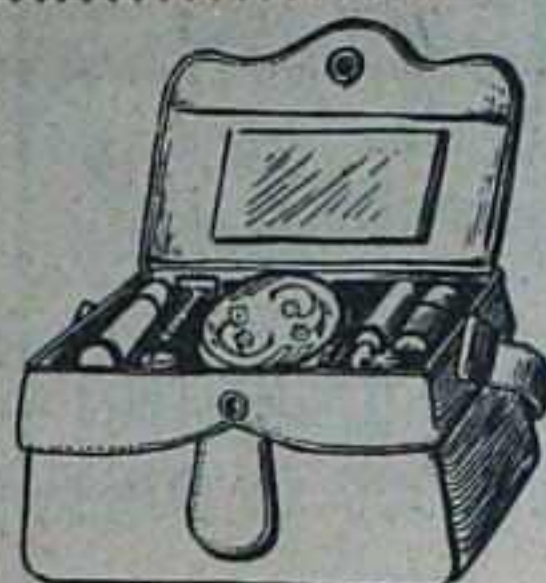
No. 58-1350—Lots of 6.....\$3.75



## New Beacon TIGER BLANKET

Be FIRST with this sensational new blanket. Extra double weight. Realistically tiger striped in brown, beige and cocoa contrast with deep brown border. 54" x 72"

Sample \$3.95  
No. 68-649 Lots of 30 ..... \$3.50



## FITTED PURSE by Evans

Beautiful black faille or imitation plastic alligator strap purse with gold type trim. Includes tiny razor, blades, toothed compact, lipstick holder and perfume bottle. Fitted top lifts up, displaying carrying compartment. Retail for \$20.

Sample \$6.50

No. 79-80—Lots of 6.....\$5.95



## ELECTRIC FRYING PAN CLOCK

Smart wall clock, glistening copper toned. Floral design in face. 14" long, 6 1/2" face diameter. Retail for \$5.95.

Sample \$3.25

No. 16-711—Lots of 6.....\$2.75 ea.

(Plus 20% Fed. Ex. Tax or Resale Certificate)



## FUN TO WATCH! KIT-KAT KLOCK

### KIT-KAT KLOCK

The Eyes Move! The Tail Wags!

Luminous dial, mouth, eyes. Perfect for children's room, kitchen or den. Tail wags constantly. Eyes move. Precision movement assures accurate time keeping. Retail for \$13.95.

Sample \$8.37

No. 1800—Lots of 6 ..... \$7.95  
(Plus 20% Fed. Ex. Tax or Resale Certificate)



## HANDY CAR SNAC

Enameled metal steel case fits snugly over back of front auto seat. Handles can be faced together for easy carrying. Complete with two 1-qt. vacuum bottles, 5 nested plastic cups. Large food compartment.

Sample \$6.95

No. 97-25—Lots of 6.....\$6.50



## Picnic Set in Metal Case

Sturdy metal case holds 4 plastic sectional plates, 4 cups, 2 vacuum bottles. Sectioned case. Gothamware plastic in four bright colors.

No. 9205 ..... Each \$7.25

Lots of 6, each ..... \$6.75



## Colorful Electric MERRY-GO-ROUND CLOCK

Beautifully illuminated merry-go-round revolves while clock is running. Precision self-starting electric movement. Walnut or Onyx plastic case. Retail \$15.95.

11-920—Merry-Go-Round ..... \$9.57

11-551—Swinging Playmates 9.57

11-335—Swinging Bird ..... 8.97

11-119—Swinging Girl ..... 8.97

(Add 20% Fed. Ex. Tax or Resale Certificate)

## HEALTH-O-METER SCALE

Famous nationally advertised Health-o-Meter scale, compact in size, accurate in weight. Capacity 250 lbs. Factory tested and sealed. Heavy seamless shell. Dust-proof. Fully guaranteed. Retail for \$6.95.

\$4.50

Lots of 6, each.....

Sample \$4.75



## 8-PC. METAL DRESSER SET

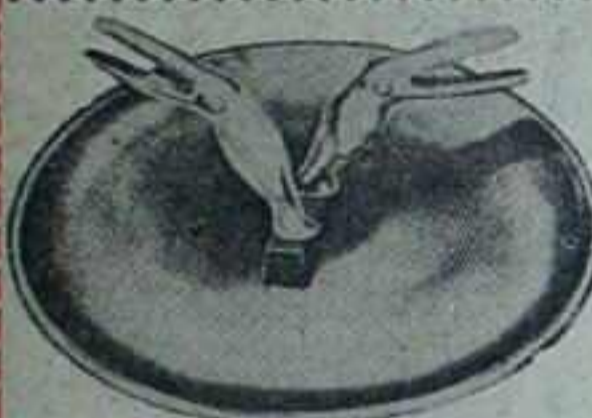
Glamorous ensemble with 7" comb, brush, 12" pear shaped mirror, powder jar, cream jar, lotion bottle, perfume atomizer. In satin lined hinged display box.

\$4.95

78-8A, Sample \$5.50..... Lots of 6

78-5A, 5 pc. set, \$3.15..... Lots of 6

78-3A, 3 pc. set, \$2.15..... Lots of 6

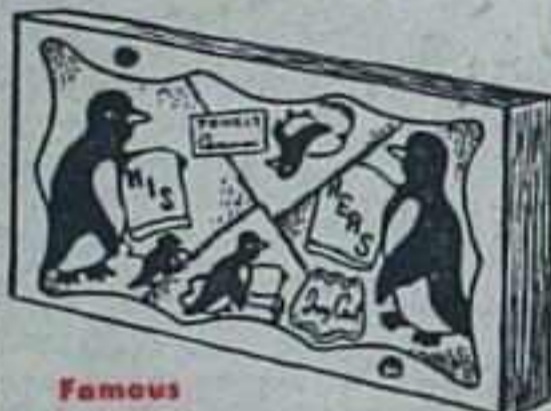


## CROW ASH TRAY

Smart 5 1/4" diam. ash trays. Glistening chrome finish, corklined bottom, crow holders snuff out cigarettes. Gift packed in white box. Retail for \$2.50.

No. 91-25, Sample \$1.95. \$1.50

Lots of 12



## Famous CANNON BOXED TOWEL SET

Consists of 2 hand towels, 2 wash cloths—beautifully patterned. Comes in floral, Mr. & Mrs. or His & Hers. Guaranteed color fast. Sample \$2.25.

No. 65-44, Lots of 6.....\$1.80

# FIRST DISTRIBUTORS

Wally Finke & Joe Kline  
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Hi Hat Feather Dolls, 6", new stock	12.00 Gr.
Hi Hat Feather Dolls, 7", Red Boots	14.00 Gr.
Hi Hat Feather Dolls, 9", Red Boots	22.50 Gr.
Hi Hat Feather Dolls, 12", Red Boots	34.00 Gr.
Hi Hat Feather Dolls, 15", Red Boots	6.50 Dz.
Squirr Dolls, Hot Novelty Item	1.25 Dz.
Sexy-Latex Hula Girls - New Numbers	3.00 Dz.
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Flags, 8x12 Confederate	1.75 Dz.
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**CIRCUS & CARNIVAL**

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**FAT WOMAN DWARF WITH SMALL MU-**sical act; would like to join a Midwest Village. Address C-39, care Billboard, Cincinnati 22, O.

**PALMIST DESIRES WORK—GORGEOUS,** enchantingly beautiful; weird psychic manner; do half and half; age 39. Rose Davis, phone 9535, Avella, Pa.

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**AT LIBERTY—TROMBONE, DIXIE, READ,** fake; Los Angeles area preferred; one night or seven, don't care; double fiddle. Write or phone Musician, 752 Harvard Blvd., Los Angeles, Calif. Phone Dunkirk 3-6173.

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**PIANIST—READ, IMPROVISE, STANDARDS** and fake; all around pop style; available one week's notice; married. Bolick, Hotel Clermont (Orch.), Atlanta, Ga.

**PIANIST—ARRANGER, DOUBLING OR-**gan; N.Y. radio, TV, show experience; would like work in or near Cincinnati after May 15. Len Gordon, 1057 Morris Ave., New York 26, N.Y. ap26

**PIANO PLAYER AND CHARACTER WO-**man; all essentials, experienced; reliable people. After April 7 address Gloomy and Bess Garn, Princeton, Wis.

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**TRUMPET AND VOCALS—NAME BAND** experience; 28, single, K. C. Smith, 1137 N. Sacramento, Chicago 25, Ill.

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## I LIKE IKE

DECALS 4x2 1/2 Inches

Everyone wants them now for car windows and luggage. Be first to sell these brilliantly illustrated decals—like Ike.

100 DECALS \$5.50  
on Attractive Postpaid Self-Selling Card Cash With Order

Orders Filled in Order Received. Special Prices to Distributors.

**ERNIE'S ENTERPRISES, MFG.**  
725 Pine St. St. Louis, Mo.

### GENUINE CHINA TABLE LAMPS

Beautifully hand-decorated. Red, Green, Chartreuse or Blue. Complete with large pleated effect plastic shade, braid trim to harmonize.

Over-all height 22" approx  
No. 1 Asst. (illustrated) \$2.15 ea.  
No. 1-G Asst. Same Lamp with 24K gold trim \$2.40 ea.  
No. 1-M Asst. Same Lamp with marbled lustre finish in doz. lots \$2.65 ea.  
SAMPLES: \$3.50 Ea.

2000 similar to illustration except base is plain in solid colors \$1.95 ea.  
FACTORY CHOICE ASSORTMENT. 25% dep., bal. C.O.D., F.O.B. Chicago.  
**FRANKLIN INDUSTRIES, INC., Mfrs.**  
2100 So. Morgan St., Chicago 8, Ill.  
SALESMEN WANTED.  
Write for FREE CATALOG



New Snapping Alligators on Key Chain mounted on Snappy Card. Good seller and premium item. 2 samples, 25¢ stamps.  
**UNGER SUPPLY CO.**  
455 So. Wells St. Chicago 7, Ill.

### LADIES' FULL FASHIONED 51 GAUGE, 15 DENIER, DUPONT NYLON HOSE, \$6.50 Doz.

Packed 1/2 dozen of a size and a shade to a box. Latest shades.  
Terms: C.O.D. Immediate Delivery.  
**GAINOR HOSIERY CO.**  
414 Transportation Bldg., Detroit 26, Mich.

**SELL THE STYLE GUILD LINE**

The Smartest Packaging... EVER!!

The Fastest Pitch In Jewelry

"Wedgewood Blue for '52!"

Smart 5-Piece Rosebud Set Fashioned for Flattery Distinctively Different Hamilton Gold Plated

Ask Your Wholesaler To Show You The Complete STYLE GUILD Line!

### ANOTHER FRANCO HIT!—NEW GOOFY GOGGLES!



SEEING IS NOT BELIEVING. These comic glasses have magic lenses that fool its victims. Packed individually 12 to an attractive display box.

DOZ. \$3.60 GROSS \$41.04

DON'T BE FOOLED BY INFERIOR MERCHANDISE! We are the originators of the SHOCKING BOOK. Patents Pending.

EACH \$1.60 — DOZ. \$18.00 — Sample \$2.00

Jobbers and Large Quantity Users, write for special prices.



## FRANCO-AMERICAN NOVELTY COMPANY

1209 Broadway New York 1, N. Y.

### Cash In on Slate Scarfs!

These beautifully designed, multi-colored, hand-screened Pure Silk STATE SCARFS SELL ON SIGHT!

A natural for souvenairs, motels, conventions, special occasions. Full 33 x 36 inches. Special Price: \$7.50 per dozen.

ORDER TODAY! FREE DELIVERY! Name the STATE, we've got it!

25% deposit with order, balance C.O.D.  
**L. P. TRADERS, INC.**  
66 Court Street Brooklyn 2, New York

### CONFEDERATE HATS



Write for quantity prices  
Heavy crepe with durable black visor & strap. Gold colored side buttons. Confederate Gray and Yankee Blue ass't. Min. order, 4 doz. 25% deposit, balance C.O.D.  
**K.O. KIDS' Boxes on Suction Cup. Dz. \$3.00**  
**TRICK-E-BILFOLD—Money hops from one side of magic folder to the other. Dz. \$2.40**  
**SILVER LOVING CUP ON BLACK BASE. Dz. \$2.45**  
Send 10¢ for Catalog of 500 Fast Sellers.  
**GORDON MFG. CO.** 110-c East 33 St. N. Y. 10, N. Y.

## NAME BRANDS THAT MAKE SELLING EASY

COMPLETE LINES  
Dormeyer Products; William A. Rogers; Oneida and International Silverware; Betrus, Bulova and Cort Watches; Seasons and Telechron Clocks; De Wald Radios; Deteco Scales; Silex and Casco Irons; Juice King Squeezers; Eken Products; Weavever, West Bend Aluminum; Elgin American Pearls and Compacts; Richelleu Pearls; Hickok Wallets; Eversharp Pen Sets; A.S.B. Lighters; Remington Shavers; Parker Pens; Peppercell Sheets and Pillow Cases and many others.

### EXTREME DEALERS' DISCOUNTS

ALUMINUMWARE  
WATERLESS COOKWARE SETS  
Eureka 14-Piece ..... \$10.25  
Honor Craft 18-Piece ..... 16.75  
Woosterware 17-Piece ..... 16.75  
Many other sets available.

### "SIVAD" FINE FASHION JEWELRY

Over 100 different styles and combinations manufactured to the highest standards of the jewelry industry. All sets fully guaranteed for one year, 85¢ & up.

**NEW!!! 1952 CATALOG**  
More Than 250 Name Brand Items. Beautifully Illustrated. Sent Free on Request.

Immediate Del. Continuous Supply.

**ALL ORDERS SHIPPED IN 24 HOURS**

Wholesale Only

**H. B. DAVIS CO.**  
326-A West 26th St., New York City AL 5-6666 FREE PARKING

### BALL PENS

Under 10¢ and low as six cents in quantity. Printing extra—send for Price List. Samples postpaid: Ten for \$1.00 or two for 25¢ (coin).

**TOMSON PRODUCTS, 4344 10th St., L. I. City 1, N.Y. RA 9-7890**

**LUNCH COUNTER GAME (SKILL) START ROUTE.**  
Gigantic collections. \$59.40 doz. Samples \$7.50 ea., shipped ppd. 25% deposit on C.O.D.'s.

**LEGALSHARE INDUSTRIES**  
Box 929  
Long Beach 3, Calif.

"Wishing Well!"



# TIMED, TESTED & PROVEN SALES WINNERS!

## OWL WALL CLOCK

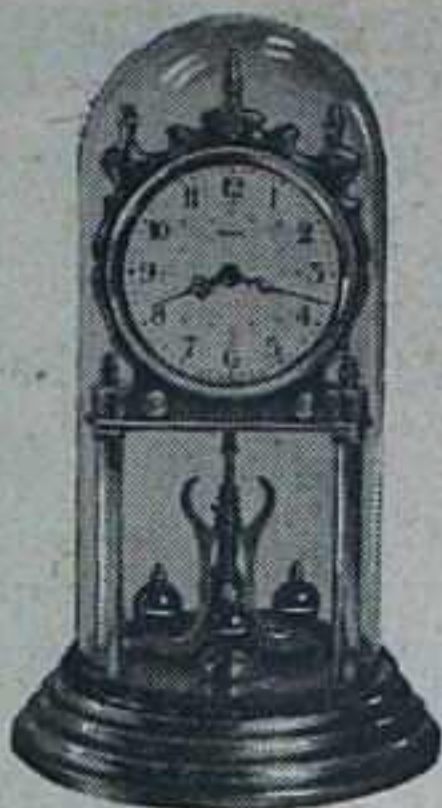
United self-starting "Action" Clock with plenty of eye appeal! The eyes of owl are constantly in motion. Owl is mounted on brightly colored plastic plaque for easy hanging on any wall.

FOR THE FIRST TIME AN "ACTION" CLOCK AT THIS LOW PRICE!

#556 \$4.00 Ea. in Samples  
11" Tall Dz. Lots \$5.00 Each



## "PERPETUA" ANNIVERSARY CLOCK



For the first time, this international favorite can be yours in the low price field. It is a beautiful replica of a well known famous antique. You will be attracted by its sparkle and oscillating action. The four cornered pendulum turns back and forth constantly.

Beautifully designed, all gold plated base & case. Mounted under crystal clear glass. UNBELIEVABLE ACCURACY. Powered by dependable United self-starting movement. Satisfaction guaranteed.

#980 \$12.00 Ea. in Samples  
13" Tall Dz. Lots \$13.50 Each



## BOWLING BALL LIQUOR SET

The newest novelty sensation of the year! Simulated marble onyx type ball, mounted on black enamel trophy base. Top of trophy has gold plated figure of bowler.

Open top as illustrated and you have a liquor dispenser. Assorted color-decorated whiskey glasses, set in chrome Lazy Susan tray. Pump holds full fifth of your favorite beverage. Red plastic Pump Button. Rotates tray and fill glasses by pressing chrome Pump down once... a liquor every time!

#4052B \$7.85 Ea. in Samples  
Dz. Lots \$8.50 Each

#4052C—Also available in limited quantities in high lustrous Chrome Finish Ball. \$8.10 Ea. in Samples, Dz. Lots \$9.00 Each

## Original HORSE CLOCK

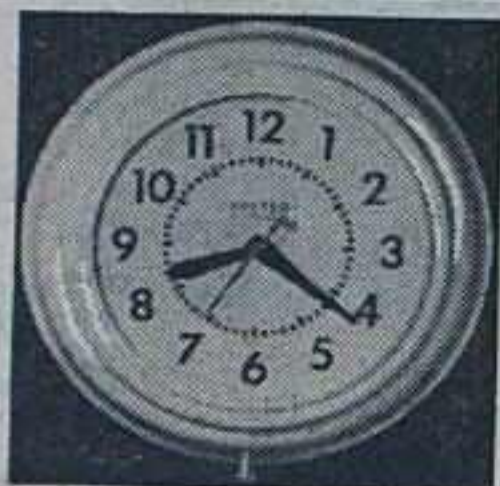
Gold & Silver Two-Tone Finish  
17" Long, 12" Tall

Lacquered Gold-Plated Horse with lustrous Head, Tail, Hoofs and Bridle Reins. Will not tarnish.

ONYX-TYPE BASE IN YOUR CHOICE OF LIGHT OR DARK COLOR

Dependable United Self-Starting Electric Clock, manufactured under Westinghouse license. Gold-plated trimmings around clock dial with matching silver Western trim (Cow boy Hat, Boots, Gun, Lariat, etc.). Same as above with wood base also available.

#215C \$8.25 Ea. in Samples  
Dz. Lots \$9.00 Each



## UNITED KITCHEN CLOCK

Self-starting Westinghouse licensed movement. Enameled metal case in choice of two colors—red or white. A dependable, easy-to-read kitchen clock at a bargain price!

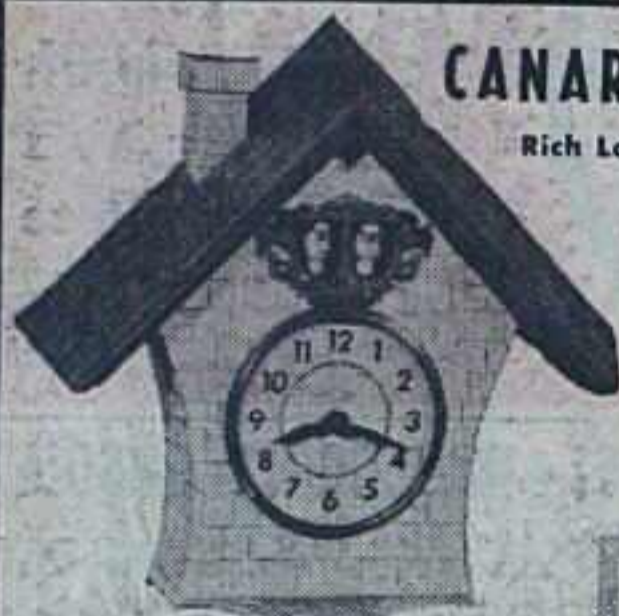
#102 \$2.65 Ea. in Samples  
7 3/4" diameter Dz. Lots \$3.25 Each

#102C—Same as above in High Lustrous Chrome Finish \$3.25 Ea. in Samples, Dz. Lots \$4.00 Each

## CANARY COTTAGE CLOCK

Rich Looking • Bright • Dependable • Continuous Action

All plastic, house-like body has white "shingled" roof and red or green house with matching chimney. Twin yellow birds always are in motion bobbing in and out of decorated attic window. Dependable United self-starting electric clock manufactured under Westinghouse license. A clean and smart-looking sales winner!



#105-B—10 1/2" High, 10 1/2" Wide  
\$4.50 Ea. in Samples  
Dz. Lots \$5.00 Each

## SWEETHEART CLOCK

Action • Flash • Appeal

Boy and girl swing continuously over picket fence. Painted cottage scenic background illuminated by electric sunlight (turned on by switch in back of clock). Dependable United Self-Starting Electric Clock manufactured under Westinghouse license. Onyx-type case, blonde or mahogany, mounted on 24K gold-plated base. Guaranteed immediate delivery.

#780 12" High \$8.00 Ea. in Samples  
8 1/2" Wide Dz. Lots \$9.00 Each

#781—Same as above with electrically controlled Swiss Music Box, plays without winding. Operated by separate switch.

\$10.35 Ea. in Samples  
Dz. Lots \$11.00 Each



12" High, 8 1/4" Wide

25% deposit, balance C.O.D. If not for resale, add Federal Excise Tax.  
NEW SPRING CATALOG NOW READY. If not on our mailing list, write for yours today.

## CUTLER & COMPANY, INC.

928 Broadway, New York 10, N. Y. Telephone: OREGON 3-6330

Don't Miss Our Other Ad. Page 129



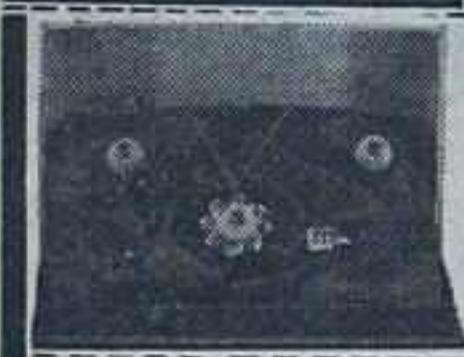
## 4-PC. IMPORTED PEARL SET

Today's Biggest Value!  
\$9.00 doz. sets  
#433 (Attractively Boxed)



## WOVEN PEARL NECKLACE

1 1/2" Wide—7 Strands—Adjustable Pearl Clasp. "A Briskman First"—Big Money Maker—Packed 2 Doz.—6 Ass't'd Styles & Designs—\$6.75 per doz.



## 3-PC. JEWELRY SETS

Ass't'd Styles & Stones. Attractively Boxed. \$8.00 doz. sets #5366



## 3 STRAND ADJUSTABLE CHOKER

Ass't'd Style Earrings—Attractively Boxed. \$12.00 doz. sets #7094

25% deposit, balance C.O.D. "SATISFACTION ASSURED"

MILTON L. BRISKMAN, 117 Market St., Philadelphia, Pa.

## Another GUARANTEED SALES EXCLUSIVE!



Hand Braided STRAW Jewelry! Nothing like it anywhere. A natural for Spring... Summer and Fall. Earrings... Necklaces... Bracelets... Matching Sets. All Colors with exquisite Metal and Stone Ornamentation. Light in weight. Many different designs. EVERY ONE A BEAUTY. "NUF Said!" \$6.75 to \$18.00 dozen.



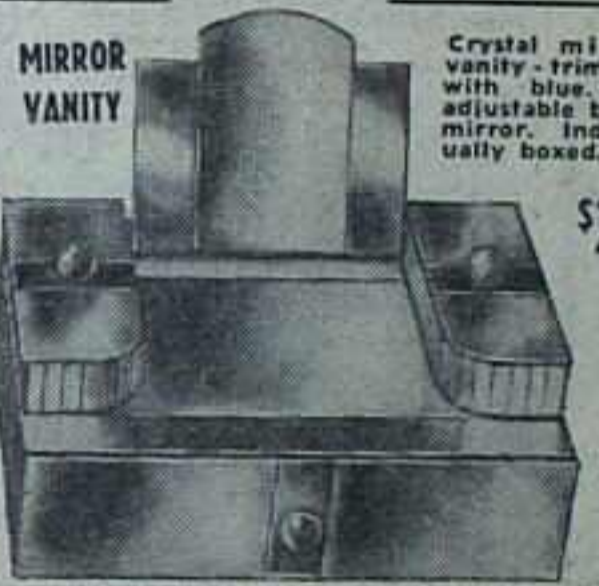
Have you tried our sensational BUTTERFLY WING Jewelry?

Also: SIMULATED TURQUOISE, MOSAIC, ROSE CORAL and BOX SETS of all descriptions.

Be sure to try our \$25.00 or \$50.00 sample assortment of jewelry. Money refunded when merchandise is returned if you are not satisfied.

We stand behind our name—No Sales Final—Money back guarantee on all purchases within 10 days if not satisfied. State your business—25% deposit with order, balance C.O.D.

Catalogue Upon Request  
Guaranteed Sales  
2 East 23rd St., Room 202  
New York 10, N. Y.



## MIRROR VANITY

Crystal mirror vanity—trimmed with blue. An adjustable back mirror. Individually boxed. \$2.25 ea.



## PANTHER TV LAMP

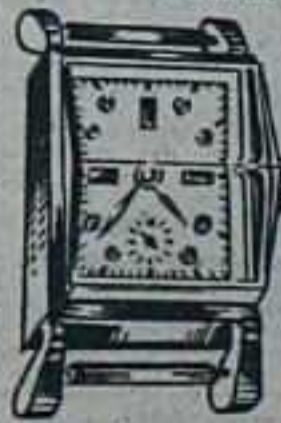
High-Gloss American China. Graceful, ornamental, no-glare lamp. Black, brown, or green. Individually boxed. 8" high by 11" wide \$2.25 ea.

SYLVAN CO., 767 Milwaukee Ave., Chicago 22, Ill.

## We Are Overstocked!

While Present Quantities Last, we are offering for only \$9.90 ea. Men's Name-Brand Fully Guaranteed, Reconditioned Watches.

No. not 7 jewels, but 15 and 17 Jewel Watches, assorted.



- BULOVA
  - BENRUS
  - GRUEN
  - ELGIN
- Min. Order—4 Watches  
THIS OFFER IS GOOD ONLY UNTIL OUR PRESENT SUPPLY IS EXHAUSTED!  
Leather Straps, 25¢ addl. Gold-Filled Expansion Bands, \$1.75 addl.

## CLOSE-OUT—SCATTER PINS!

Assortment of Dancing Girls, Rhumba Dancers, Birds, Dogs, etc. One pair of each in a box at the amazing price of only \$5.00 for assortment of 1 doz. pins, completely boxed. Send for Sample Order Today... include postage.

WHOLESALE Only, 25% dep., bal. C.O.D. For Complete Line of Nationally Advertised Jewelry and Watches, Write for CATALOG.

## J. ENGEL & SON

59 E. Madison Chicago, Ill.

## WAGON JOBBERS

Opportunity to handle our 1952 line of Key Chains, etc. Write for particulars.

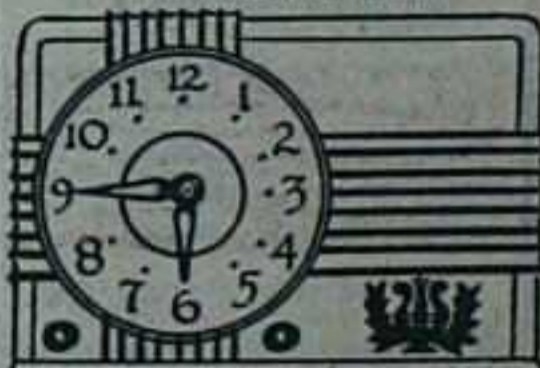
ROPONT NOVELTY CO.  
(Manufacturers)  
4 Luna St. Providence 4, R. I.

## CLOSE-OUT!

7" x 5" Ivory Plastic Radio Cabinet

## CLOCK

with wind-up movement



Only \$3.00 LIMITED QUANTITY!  
Included Tax

We carry a complete line of Carnival Merchandise, Costume Jewelry, Fishing Sets from \$3.60 up. 25% dep., Bal. C.O.D., F.O.B. Chicago 1107 S. Halsted St.

BELL SALES CO. Chicago 7, Ill.

## IMPORTED GLASS WIND CHIMES

Here's money in the wind! When hung in the breeze these toned glasses, artistically arranged, produce soft tinkling music. A natural for the home or apartment, garden and patio.

Dimensions approx. 4 1/2" wide, 10 1/2" long. Individually boxed, immediate delivery. \$21.00 gross, f.o.b. Los Angeles warehouse. Cash with order, credits to approved accounts.

Large assortment novelty, specialty items available. Write to QUON-QUON COMPANY Dept. A, 1823 South Hope Street Los Angeles 15, California

## WALKING ANIMALS—FIRST QUALITY

- Lg. Walking Bear \$4.50
- Small Walking Bear \$3.50
- Lg. Walking Chimpanzee \$3.50
- Lg. Walking Elephant \$3.50
- Lg. Walking Lion \$3.50
- Hopping Squirrel \$3.50
- Wire Dog \$3.50
- Jumping Dog \$3.50
- Jumping Rabbit \$3.50
- 25% deposit, bal. C.O.D., N. Y. C.

DOVAL SALES 158 W. 23 St. New York 11

## YOU'RE MISSING SOMETHING



Only \$10.95 Retail  
Your Price \$7.50 and Less  
Huge Christmas volume available to you. One Los Angeles Dept. Store sold over 2500 units this year. Many other outlets sold more than 2000 units each. Plenty of virgin territory—get your share of this vast market for the EAGER BEAVER ball-bearing bench saw. Full 2-inch cut, tempered comb, blade, rip fence, indexed mitre gauge. Retail \$10.95—send \$7.50 for demonstrator (we prepay all shipping costs). Satisfaction guaranteed. Write for free details. SIERRA TOOL COMPANY, Inc. 10747 Chandler Blvd. North Hollywood, Calif.

## Sell Ultra-Blue SIGNS

\$7. BRINGS BACK \$55. 100 Signs, 7" x 11" \$7. (Cash With Order) Make in orders for these fast-selling "Eye-Catcher" Display Signs from every kind of retail store—large or small—in big town or small city. More than 2000 different, snappy COMEDY, GENERAL, RELIGIOUS SLOGANS. Marvelous full or spare time money-maker! OR SEND ONLY \$1 FOR 15 SIGNS THAT SELL FOR 50¢ EACH! 15 Samples Ultra-Blue Store Signs, 7x11 \$1.00 15 Samples Ultra-Blue Religious Signs, 7x11 \$1.00 15 Samples Ultra-Blue Comedy Signs, 7x11 \$1.00 Above Samples Mailed Postpaid. L. LOWY 812 Broadway, Dept. 472 New York 3, N. Y.

## PITCHMEN—SPECIALTY SALESMEN

SELL THE PACKAGE THAT SELLS ITSELF!

Absolutely the Best Buy in 18"x30" 100% P.L.A.S.T.I.C. RAYON. Six colorful Pastels.

1001 Uses—Just Rinse to Clean. Can be used Over and Over again.

\$43.20 per gross FOB NEW YORK  
10% with order, balance C.O.D. SAMPLE PACKAGE \$1.00 includes Full Demonstration FREE.

STANMAR 157 E. 31st St. N. Y. C. 14, N. Y.

## BRASS NICKEL TRICKS

(Nickels to Dimes) \$5.00 per doz.

Jobbers, Write BEAUMONT BROKERAGE Box 8535, Cole Station, Los Angeles 24, Calif.



## THROWING KNIVES

\$12.60 Doz.—\$14.00 Doz.

Present Specialty Co. 212 Essex St. Boston 11, Mass. (Free Catalog #22)

## Loading Costume Jewelry Mfr. Wants SALESMEN

for Carnivals, Parks, Auction Outlets, etc. To sell concessionaires fast-selling line of Twin Scatter Pins and Earring Sets. Promotional priced at about \$2.75 Ds.

BOX 742, The Billboard New York 24 1564 Broadway



### FUZZY-WUZZY!

**BIGGER THAN EVER FOR:**  
**CARNIVALS**  
**BEACHES**  
**FAIRS AND RODEOS**  
**BARN DANCES**  
**Largest Stock on Hand**  
**—Immediate Delivery—**  
**No Delays.**  
**IN THREE GREAT NUMBERS:**

- #1—As pictured, with gay color stripe for adults.  
 Prices—\$3.50 doz.; \$27.00 a hundred; 5 hundred lots, \$25.00 a hundred!
- #2—As pictured, without color stripe, for adults.  
 Prices—\$3.00 doz.; \$23.00 a hundred; 5 hundred lots, \$21.00 per hundred!
- #3—As pictured, in kiddies sizes, exclusive with us.  
 Prices—\$2.75 doz.; \$21.00 a hundred; 5 hundred lots, \$19.00 a hundred!

Send a buck today for postpaid samples of all three! Clip this ad and save for future reference. At these prices ad will not be repeated.

TERMS: 25% deposit, balance C.O.D. to all!

WRITE! WIRE! PHONE HOLLYWOOD 2-7265

### TROPICAL TRADER

Box 37, Hollywood-in-Florida

### HIGH QUALITY — LOW PRICES HUGE PROFITS TO YOU

- 3 Blade Photo Knife ..... \$ 3.00 doz.
- 2 Blade Scout Knife, carded 3.25 dz.
- 4 Blade Scout Knife, carded 6.50 dz.
- 7 pc. Household Knife Set, \$5.00 retail value ..... 1.90 set
- 6 pc. Oxhead Steak Knife Set, \$10.00 retail value ..... 6.00 set
- 4" Pinkie Shears, individually boxed ..... 13.50 dz.
- 9 1/2" Heavy Trimmer Pinkie Shears, \$7.00 retail value 21.60 dz.
- 8 pc. All Purpose Tool Knife Set, \$10.00 retail value ..... 3.00 set
- Cub Hunter Knife w/ Leather Sheath, carded ..... 3.00 dz.
- Cub Hunter Knife w/Leather Sheath, carded ..... 3.25 dz.
- Push Button Knives, fish tail type ..... 6.00 dz.
- Push Button Knives, fish tail type w/crossbar ..... 6.50 dz.
- 5 in 1 Combination Tool Screwdriver, \$2.00 retail value ..... 7.50 dz.
- Gold Plated Chain Knife ..... 3.00 dz.

**BEST NEEDLE VALUE IN U.S.A.**



- 70 All Gold Eye Needle book w/threader ..... \$ 7.25 gr.
- Army-Navy Needlebook (slightly rusty) 2.00 gr.

### IMPORTED SPECIALS

- Expansion Watch Bands, chrome, \$ 3.25 dz.
- Expansion Watch Bands, gold plated ..... 4.25 dz.
- Expansion Idents—chrome ..... 6.00 dz.
- Chain Idents—chrome ..... 3.00 dz.
- Pistol Lighters—large ..... 6.00 dz.
- Midget Chrome Lighters ..... 2.50 dz.
- Lipstick Lighters ..... 12.00 gr.
- Midget Cameras ..... 12.00 dz.
- Automobile Lighters ..... 7.50 dz.
- Automatic Bell Hop Table Lighters ..... 8.50 dz.
- Pearl Table Lighters ..... 3.00 dz.
- Snake Skin Midget Lighters ..... 3.00 dz.

25% deposit, bal. C.O.D., F.O.B. N. Y.

DOVAL SALES, 158 W. 23rd St., New York 11

### SENSATIONAL PURCHASE!



**HANDSOME \$1.79**  
**3-PIECE CARVING SET**  
 25 or more Sample \$2 prepaid

Ivory or Dark Catalin Handles. Stainless Steel Mirror finished hollow-ground blade. Sharpening steel and knife with stainless steel guard, in satin-lined box.

"AMERICAN MADE"  
**ALL-STAINLESS STEEL GENT'S EXPANSION WATCH BANDS**

1 Year Guarantee  
 Individually Carded—Cellophane Wrapped—\$7.50 price tag.

**SPECIAL GET-ACQUAINTED OFFER!**  
**99¢** ea.  
 12 or more, Reg. \$1.25 value!

25% dep., bal. C.O.D., F.O.B. Chicago.  
**LEE DISTRIBUTING COMPANY**  
 29 E. Madison St. Chicago 2, Ill.  
 Phone: ANdover 3-5260

GIVE TO THE RUNYON CANCER FUND

### RINGS ARE BACK!

Cash in on National Ad Program  
 You can and will profit—stock only trade marked rings in 1/30 14K, 9/20 12K, or sterling silver.  
 #2319 GENUINE 1/30 14K, R. G. P. Choice of Ruby, Sapphire, Emerald, Aquamarine or Fire Opal. Color center with white stone trim.  
**\$6.00** per doz.

FREE CATALOG featuring 100 styles of rings.  
**TITANIA GEM** We sell only best quality stones loose or mounted in 10K or 14K solid gold, 35 styles for men and ladies.  
 Merchandise offered for resale only.  
**DES MOINES RING CO.**  
 1155 26th St. Des Moines 11, Iowa

### SPECIAL! HORSE CLOCK

Full Size, 17 1/2" x 11 1/4"  
 in Two-Toned Bronze or Gold Finish with popular electric movement.  
**\$5.60** Ea. in Lots of 6  
 Sample, \$6.25.

Send for free 1952 catalog, 25% deposit, balance C. O. D., F. O. B. Brooklyn, N. Y. Open account to rated concerns only. If not for resale add federal tax.

**HOUSE OF BRONZE**  
 1497 Myrtle Ave., Brooklyn 37, N. Y.  
 GLENmore 6-1840

### MAGIC FOLDER

The Hottest Item Out Today  
**STOP PAYING BIG PRICES**  
 My price \$3.50 per doz. Sample 50¢ in stamps. Money back if not HOT SELLERS. No Postcards. We are same party who introduced the Western Saddle Horses. **GET BUSTY, BOYS!**  
**C. GAMEISER**  
 33 Frankfort St. New York 30, N. Y.

### NEW LOCATION SPECIALS

NOTE OUR NEW ADDRESS

- CHARM KNIVES. With brass beaded key chain. Miniature single steel blade, pearl effect handle. 2 dozen on display card. Gross complete ..... \$ 7.80
- BLADES. First quality, double edge, 5 to a box. 10,000 blades ..... \$35.00. 1,000 blades ..... 3.75
- NEEDLE BOOKS. Best values obtainable. Biggest flash. 3 price ranges. Gross, \$4.95, \$7.20 ..... 8.40
- DIME BANKS. Metal holds \$5.00 in dimes. Big 15c seller. Gross ..... 8.40
- BALL POINT PENS. Full large size, regular pen shape, with brass clip. Retail 25c. Gross ..... 8.40
- PAPER WEIGHT. Ball shape, with flowers imbedded. Beautiful souvenir; each boxed. Gross, \$21.00; dozen ..... 1.95
- SCREW DRIVER KIT. 5 in 1. Precision made. All complete in plastic pouch. Gross sets, \$78.00. Dozen sets ..... 6.75
- CIGARETTE LIGHTER. Imported. Fully automatic. Terrific sellers. 2 price ranges. Dozen, \$7.20 ..... 9.00
- NECKLACE AND EARRING SET. Assorted. A great costume jewelry set value. Attractively gift boxed. Sample, 95c. Gross sets, \$108.00. Dozen sets ..... 10.20
- JEWELRY SETS. Various price ranges. Biggest values in the country. All gift boxed. Samples, \$1.45, \$1.95, \$2.95. Dozen sets, \$15.00, \$21.00. PEARL NECKLACE. 16 inch, single strand, with filigree clasp. Gross, \$12.00. Dozen ..... 1.20
- LOVING CUPS. Gold or silver finish. Gross, \$21.00. Dozen ..... 1.95
- EASTER RABBITS. Mechanical, with cart on wheels. Gross \$33.00. Dozen ..... 2.95
- EASTER CHICKS. Plush-like, bright colors. Gross ..... 4.50
- SQUIRT DOLL. Very big novelty item. Gross, \$13.20. Dozen ..... 1.20
- DOLLS. 24-inch. Beautifully dressed. Retail 15.00. Sample, \$3.95. Dozen ..... 39.00

Send orders direct from this ad, or other competitor ads, with their prices. Our prices guaranteed lowest, for 36 years, for shrewdest buyers. New Catalogs in June 1951 other big values. Visit our New Store, warehouse and show rooms. Deposit of 25% or full payment with all orders.

**MILLS SALES CO.**  
 Cut-Rate WHOLESALERS Since 1916  
 26 West 23d St., New York 10, N. Y.

### BRAND NEW WATCH SPECIALS!

**MEN'S 14K GOLD PLATED SHOCK-RESISTANT WATCH \$5.00**

- Shock-Protected
- Anti-Magnetic
- Jeweled Movement Inscribed on Back of Case
- Rhinestone Dial
- Exceptional Value
- Fancy matching Expansion Band
- Sweep Second Hand



**MEN'S SHOCK-PROTECTED ANTI-MAGNETIC JEWELLED-MOVEMENT WATCH**  
 Inscription on back of case.

Complete with Fancy Matching EXPANSION BAND  
**Special \$4.50**

- Brand New
- Jeweled movement
- Radium Dial
- Sweep Second Hand
- Unbreakable crystal
- Removable Pins
- Stainless Steel Back



10% Dep., Bal. C.O.D.  
**BURTON SALES CO.**  
 843 W. Madison St., Chicago 7, Ill.

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**PDQ CHAMPION PHOTOMASTER**  
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**DISPLAY CARD** with each dozen

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 Comes complete with plastic pouch.  
 Has a blade for every size and type of screw. Vise-grip chuck locks blades securely in place.

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Flying Birds ..... \$ 9.00 gr.	14 Cat Balloons ..... \$ 7.50 gr.
4" Feather Dolls ..... 7.20 gr.	9 Cat Balloons ..... 5.50 gr.
6" Feather Dolls ..... 12.00 gr.	11 Animal Print Balloons ..... 5.50 gr.
7" Feather Dolls ..... 18.00 gr.	24" Balloon Reed Sticks ..... .75 gr.
9" Feather Dolls ..... 27.00 gr.	4 Dart Balloons ..... .75 gr.
12" Feather Dolls ..... 36.00 gr.	9 Round Balloons ..... 3.60 gr.
5" Fur Monkey ..... 6.00 gr.	524 Airship Balloons ..... 3.60 gr.
7" Fur Monkey ..... 8.00 gr.	Ladies' Swagger Cans ..... 9.00 gr.
9" Fur Monkey ..... 14.40 gr.	China Head Swaggers ..... 12.00 gr.
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Small Hawaiian leis ..... 3.60 gr.	Union & Confed. Hats ..... 3.60 dz.
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**Big Profits**  
 Own your own business stamping key chains, name plates, social security plates. Sample with name and address, 25c.

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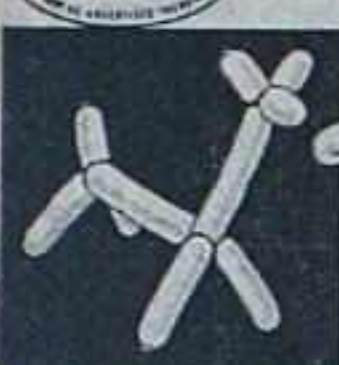


# Pitch Men: Make More Money This Spring!

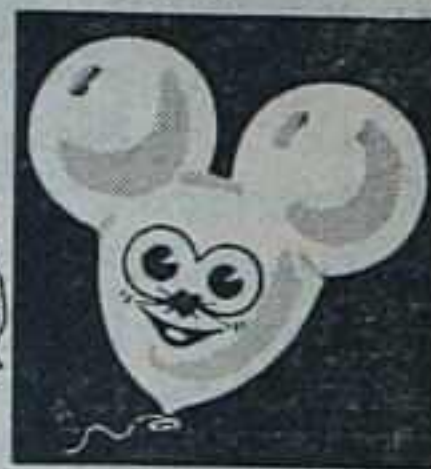
## PIONEER Qualatex Balloons

They're bright, gay and sales-catching—real profit items for your spring stock.

- Easy to blow up, easier to sell! Float a bunch of them—kids and adults can't resist 'em. Ask your wholesaler for balloons shown here, and other hot PIONEER items—or write The PIONEER Rubber Company, 107 Tiffin Road, Willard, Ohio.



"Make it yourself" balloon animal novelties made with 418-A Airships. Our 418's are tough, free from flaws.



10-M and 15-M Mouse Heads, ears inflate.



9-P and 11-P Patriotic Balloons for Memorial Day, Flag Day, Fourth of July. Two-color red and blue prints on white balloons.



ORIGINAL The Mysterious WONDER MOUSE

J & J SALES CO.  
32 BROMFIELD ST.  
BOSTON 8, MASS.

MOUSE WORKERS, PITCHMEN  
**ATTENTION**  
The Mysterious Wonder Mouse  
Made of Plastic

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. Packed in attractive 3-colored boxes. Prompt shipment.  
\$7.20 Per Gross  
25% with order, balance C.O.D.

Genuine Swiss 2 Button Chronographs  
Guaranteed New  
\$3.75 each  
lots of 6 or more  
Control buttons to start and stop sweep second hand. Polished chrome case, leather strap, 2 tone dial. Sample \$5.75. Full line of Pinlevers and Precision Rebuilds. Ask About Big Discounts to Volume Users.  
25% Deposit on C.O.D. Orders. Wholesale Only. No Retail. Send for big catalog of fast selling items.

**World Wide Watch Co.**  
181 Canal St., New York 13, N. Y.

NEVER BEFORE AT THESE PRICES  
**RINGS**  
\$1.50 PER DOZ.  
\$14.40 PER GROSS  
FOR FAIR WORKERS COUPON OPERATORS GRAB BAGS SLUM SPINDLES GAMES, ETC.

These rings formerly sold from \$36.00 per gross up. Cash in, order now. Be first in your territory. Whether for straight sales or as giveaways, you will score with these rings. Nos. 102, 103 & 104, adjustable shank. All numbers available in white or gold finish. Other styles from \$9.00 to \$36.00 per gross. Order by number or send \$3.00 for complete sample assortment postpaid. Special trial offer, one gross assortment, \$15.00 postpaid, 25% deposit with all orders.  
In Columbus, Ohio, see our complete line shown by our distributor, STEPHEN JEWELERS, 44 E. LONG ST.  
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Ladies' Multi-Colored EMBROIDERED HANDKERCHIEFS

Artistic hand made with colored scalloped edge. Amazingly sheer. 50¢ retailer — full 7" sq. size.  
\$42.00 Gr.

WE EMBROIDER ANY MOTIF AND LETTERING you want (buildings, animals, landscapes, etc.). Just send a colored sketch or post card. A "natural" for resorts, souvenirs, celebrations.  
If you would like an example of our beautiful work, send 50¢ for a sample handkerchief.  
25% deposit, bal. C.O.D.  
**Lenggenhager & Seun**  
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**MAKE MONEY**  
With the Clearview Nameplate Press  
Designed for stamping letters and figures on all types of Social Security plates, mail box name plates, tags, checks, keys and scores of other identification purposes. Write for details!  
**THE CLEARVIEW CO.**  
177 Stanton St. New York 3, N. Y.

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ATTENTION, DEALERS AND JOBBERS  
For Lowest Prices write Today for complete Price List.  
**Mid-West Fireworks**  
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**COMPOSITION NUGGET JEWELRY** LOOKS LIKE GOLD  
WATCH CHAINS and CHARMS, DUST CONTAINERS, SCARF PINS, UNMOUNTED NUGGETS, ETC.  
FREE CATALOG  
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**EDGAR'S** RED BLUFF, CALIF.

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for the Newest in charms. Best source for volume buyers.

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See our ad PAGE 129 for FRONTING ITEMS  
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INDIAN TYPE JEWELRY  
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**WATCHES**  
Bulova—Elgin—Benrus  
Waltham—Swiss  
Expertly Reconditioned. Send for FREE Catalogs.  
**PLYMOUTH JEWELRY CO.**  
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# Pipes for Pitchmen

By BILL BAKER

HOWARD E. ZARLINGTON... has his med show clicking to good business at Texas locations, according to a recent communication from Landrus, the Magician. Writing from Menard, Tex., Landrus says, "Zarlington has been in ill health in the past four years but is on the show lecturing and working acts. He's selling Tatlax Products, which are manufactured in Waco, Tex. Business at the three-week stand in Lakey, Tex., was splendid and the local engagement started slow because of drought conditions. When rain came, however, business perked up. Zarlington's show plays the year 'round, making halls in the winter. In the summer it plays under a 50 by 80-foot tent. It has a seating capacity of 700. In addition to Zarlington, who is owner-director; the show line-up includes Mrs. Zarlington, business manager and advance agent; Bonnie Zarlington, Howard Zarlington, Tex and Toni, Tex Joiner and Landrus."

"WHILE IN... Newark, N. J., last week, I dropped into one of the chain stores and had the pleasure of talking to Irene Roth, who was getting her share with horoscopes," letters Tom Kennedy from Columbus, O. "Also watched a few other workers; one with foot aids, another with a metal cleaner and someone else with a pie crimper (whatever that is). Coming West, I stopped off at Harrisburg, Pa., for about an hour, and saw a fellow working a pen set. He seemed to be doing okay. The next day, in Youngstown, O., I saw my old pal, Eddie Gillispie, holding a big tip in one of the stores there. Since I had no time to lay over, he will know this is why I didn't stop and cut up a few jackpots. In the same store was another fellow with a glorified flukum layout in tubes. Across the street, in another store, Sir Edward had his horoscope flash, but he wasn't around when I passed thru. Came into Columbus the following day, and expect to be here for the next week or two. Left Detroit about a month ago and conditions are really rough there. A few of the 40-milers are still around the Motor City, but they were there 20 years ago, when Dave Rose, Harold Newman and I were holding down parking lots. They will be there 20 years from

now or until the Grim Reaper beckons. Spring is just around the corner. But the days when a pitchman could set up in a doorway or a street corner are just about a thing of the past, whether it be spring or summer. Med shows can still pull the big tips, but the guy working off a set of tripes wouldn't gather a tip in the rural sections at any time. This is where the med doctor gathers his moola, but not the fellow who works out of a suitcase, propped up on three broomsticks. Most of the latter are going into chain stores. Some make the grade, while others don't. I read a recent article exposing card sharps by Mickey MacDougall in one of the Hearst publications. Seems that Mickey has been doing quite well for himself the past few years. We split time together on a Saturday back in 1931 or 1932, on a parking lot at Hammond, Ind. I was working a glass cutter knife and he was pitching the stripper card deck for a dollar. We hired one of the home guards to stick for us, each of us giving him a deuce for the day. If Mickey sees this, I wonder if he remembers the incident. Haven't seen him since that time. More anon!"

JIM BROWN... circus clown and balloon specialist, cards from Lindenhurst, L. I., N. Y., that he's having a lot of fun and chalking up a bit of a profit at the Aunt Jemima Parades in New Jersey, New York and Pennsylvania.

HENRY H. VARNER... who is still confined in Room 206, Medical Building, Akron City Hospital, with a hand injury, writes that the weather there has tapered off and spring is in the air again. He says that he has received numerous cards and letters of cheer from his many pitch friends. He expects to be permitted to return to his home in about four weeks.

LANNY LA RUE... who operates the Nomoingro Company, Corpus Christi, Tex., letters that he has invented and readied for the market a gadget for the relief of pain caused by ingrowing toenails.

LEO (HAPPY) HELLER... director of the Showmen's Testament Fellowship, with headquarters in Romeo, Mich., and former pitcher, writes that his Magical Gospel Hour is highly successful as church programs go. "I'm not setting the world on fire but there is plenty of work for me," Happy writes. "I wonder who the lucky boy is who is working balloons at H Street between 8th and 9th streets, N. E., Washington. If no one is, then someone is missing some long green. I've pitched on that corner and gotten away with it because I was a resident of that area in 1946. D. C. laws require that one keep moving and keep quiet unless you have a doorway or are working a parking lot. I had a keister slung across the front of me, tray style. The reader was only \$8.50 then."

JOHN ROGAN... well known to pitchfolk, is confined in a tuberculosis hospital in Pittsburgh.

R. BLISS MacDONALD... veteran showman and pitchman, currently in Municipal Sanitarium, Otisville, N. Y., letters that he has been in seven of these hospitals in the past four years. "I was sent here from Welfare Island, where many showfolk wind-up, broke and friendless," MacDONALD pens. "There are some big names among them and pitchmen are too numerous to mention. There are three other pitchmen here and they seem to run out of money same as me, but somehow we seem to manage. I hustle pen and pencil sets, jewelry sets, etc., and help out all I can. This isn't too much, however, because the customers here are limited. After being around as long as I have in show business (30 years) a person acquires an uncanny sense of recognizing anybody who is with it by his talk or mannerisms. Some of course just play the iggy and don't want anyone to know about their being showfolk."

COLEMAN NEWSTEAD... and not Newstead, as was reported in a recent issue, is confined in Ward D-306, Hines Hospital, Hines, Ill., and would like (Continued on page 141)

GABBY HAYES  
**YAHOO!**  
Here's the sensational "GABBY HAYES PROSPECTOR'S HAT"  
\$18.00 gross each in an individual envelope

**SPECIAL PLUSH OFFER**  
30" Plush Bear \$24.00 Per Doz.

Whips ..... \$12.50 gross  
Red, White & Blue Batons, with bells ..... 15.00 gross  
Novelty Head Cans ..... 11.40 gross  
Swagger Sticks .. 8.40 gross

We are repeating our offer on the items below because of the tremendous demand.

7" Hunting Knife with stag handle and leather sheath 3.75 dz.  
Felt Beanie Hat with feather, "seconds" .. 4.80 gr.  
12" Feather Doll, hat, can, bead, tinsel .. 23.00 gr.

One of America's oldest and most reliable suppliers of Carnival and Concession merchandise.

Send for free early-bird catalog.

All orders shipped same day received, 25% deposit required on all C.O.D. orders.

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**MEDICINE MEN!**  
The House That Quality and Service Built  
For real repeaters at lower prices, write today for quotations on our complete line of Tonics, Herbs, Liniments, Salves, Corn Medicines, Foot Creams and Powders, Tooth Powder, Vitamins and Mineral Tablets, B-Complex Liquid Vitamins and Powdered Vitamins. We specialize 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!**  
**CELTONA MEDICINE COMPANY**  
Established 1918  
1016 Central Ave. Cincinnati 2, Ohio

**ELECTRIC PENCIL**  
Professional Model No. 3. Great money maker for you wherever crowd appears. Guaranteed one year. Sold on five days' approval. Original patented 1931. Avoid clumsy imitations. Favorite of pitchmen, 5 & 10% insurance agents, Libraries, etc. Engraves fine, medium or wide, big lettering in gold, silver or colors, "with just a twist of the wrist" on leather, silk, wood, plastics, cards, books, etc. With six rolls of superior imitation gold full rolls 1"x80", postpaid for money order \$7.25. Extra six rolls \$2.50. SPECIAL—One roll of pure genuine 24 karat gold, \$2.25. New Burgess Vibra-Tool, for metal engraving, complete, \$9.95.  
**R. E. STAFFORD, Electric Pencil**  
3340 N. Meridian St., Indianapolis 8, Ind.

**Mother's Day Carnations**  
Red, White and Pink  
\$35.00 per 1,000  
\$4.00 per 100  
50% deposit, bal. C.O.D. We have all material for making Artificial Flowers and Wood Fibre Corsages, Fruit Trees and Monkey Trees, Plastic Dolls and Chenille, all sizes. Send for List.  
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Importer & Manufacturer  
1429 Locust St. St. Louis 3, Mo.

**OAK-HYTEX BALLOONS GET THE MONEY!**

WORKERS AVAILABLE for these fast sellers

No. NM-10 MULTI-COLOR ASSORTMENT INCLUDES Slim Jims Spirals-Nobbies Serpentine \$8.50 Gro. Plus shipping charges

Sold by LEADING JOBBERS

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**Oak Balloons**  
For Immediate Shipment. Write for FREE Catalog.  
**STATE NOVELTY CO.**  
618 W. St. Clair Cleveland 13, Ohio

TV is ALL of SHOWBUSINESS Only THE BILLBOARD covers ALL of SHOWBUSINESS



# Merchandise Topics

# Dressing Room Gossip

Continued from page 94

## New York

Porcelain mend sticks for the repairing of chipped porcelain on plumbing fixtures, stoves, refrigerators, etc., are offered the demonstrator trade by Nelson Green. Price is \$1. . . Coonskin hats at \$7.20 a dozen are offered by the Charles Brand Novelty Corporation as a tie-in with Senator Ke-fauver's campaign for the presidential nomination. The Brand firm considers the item hot for use around campaign headquarters and as prizes at carnivals and resorts. . . Cuttler & Company, Inc., is introducing to the premium and prize user field its club bags, \$60 per dozen, featuring saddle stitching, checked cloth lining with inside pockets and full-length zipper with brass lock key.

Aimed at the souvenir, motel and convention trade are State scarfs of L. P. Traders, Inc. The multi-colored, hand-screened silk scarfs measure 33 by 36 inches and are offered souvenir workers at \$7.50 per dozen. The firm carries scarfs for every State in the Union. . . Guggenheim, Inc., is offering 30-inch plush bears at \$24 per dozen. The firm also carries a large line of novelties and pocket accessories, such as key chains, porcelain figures, balloons, ball point pens and plastic cigarette cases, at attractive prices. . . Schattur Novelty Company has introduced "I Like Ike" caps to tie in with the coming political campaign. The Civil War style cap is made of Navy blue twill. It has a red peak and an "Ike" button above the peak. The top of the cap bears the likeness of General Eisenhower. The price is \$7.20 a dozen or \$80 a gross.

## Chicago

Alba Art Studios, manufacturer of the Timelite phone, combination clock and cigarette lighter, announced that it is moving show-rooms and factory to new and larger quarters at 2216 South Michigan Avenue. Mr. Zaret invites the entire trade to the grand opening on May 1. . . M. K. Brody has announced that its new 64-page general catalog is now off the press and ready for distribution. . . Cook Bros. is showing the newest thing in TV indoor aerials, the new Tenna-Ship, in the shape of a boat. It is an extremely decorative piece.

## Detroit

Gainor Hosiery Company is putting out a new plastic leg for hosiery display. The item is 18 inches, knee length, and said to be useful as a sales tool for hos-

tery workers. This firm, formerly known as Gainor Sales Company, is putting out a new spring and summer catalog featuring a line of women's full-fashioned Du Pont nylon hosiery, carried in 14 styles.

## From All Around

Baby bath seats with suction cups to hold them in place and sponge rubber cushioned seat are offered by the Wallace, Davis Company, Hamden, Conn. Other features are a wide aluminum backrest and chafe-free plastic belt. The item, retailing for \$3.95, comes in a strong, reusable polyethylene bag. . . Kipp Brothers, Indianapolis, reports a new line of jumbo rubber animals that squawk when squeezed and inflate to 18 inches tall. The line includes dogs, cats, horses, rabbits, fawns and ducks. Price is \$7.80 a dozen or \$90 per gross.

Low-priced lamps in figurine, hurricane and colonial styles, at prices from \$1 to \$1.50 each, are offered the prize trade by Kandelite Lamp Manufacturing Company, Philadelphia. The flashy items come in a variety of colors. . . Bristow Novelty Company, Owensboro, Ky., has a line of Confederate flag decals to sell at 10 cents retail. The firm also handles a complete line of State decals. . . The Sunburst necklace and earring set has been made available to jewelry workers by Sterling Jewelers, Columbus, O., at a new low price of \$10.80 per dozen sets, gift-boxed.

Pearl Sales Company, El Paso, Tex., has a line of heavy Mexican rings in six designs. The firm also has military rings symbolic of all branches of service. In addition, Pearl Sales is pushing its Mexican embroidered jackets, men's silver buckles and tie holders, and Mexican hand-tooled men's belts and wallets.

## Ringling Program

Continued from page 94

acrobats; The Rassos, equilibrists; The Cycling Chaludis; The Haslevs, trampoline.

Display 12.—Helmuth Gunther, Dieter Tasso, the Bakers, juggling.

Display 13.—The Reckless Rodry Brothers, aerial gymnasts.

Display 14.—The Good Old Times, spec.

### Intermission

Display 15.—Flying Artonys, Flying Concellos, Flying Comets, flying return acts.

Display 16.—Clown walk-around.

Display 17.—Mardi Gras spec featuring Roberto de Vasconcellos, Visconde Ponte da Bara, Luciana and Friedel, Franz Ackler, dressage riders.

Display 18.—The Renowned Riggittis, the Balancing Bisbinis, unsupported ladders; the Renis-Ferroni Duo, center ring, rollover; Kareff Manus, trapeze balance.

Display 19.—Africa Squeaks, clown production.

Display 20.—The Loyal Troupe, featuring Justino Loyal; Parents Troupe, bareback riding.

Display 21.—The Bokara Troupe, teeterboard; The Fredonia Family, foot juggling; The Gimmas Troupe, acrobats; The Freddi Troupe, teeterboard-Lilli Kohler and the Abbott Girls, acrobats.

Display 22.—Camillo Mayer Troupe, highwire.

Display 23.—Gold Dollar Moon, finale featuring Daredevil Connelly, the man in the moon, and Merle Evans' marching band.

Additional listings of personnel and other statistical data will appear in next week's issue of The Billboard.

## Pipes

Continued from page 140

to read letters from friends. He's known to members of the pitch fraternity as Push.

FOLLOWING a lengthy silence in this corner, I. W. (Hi) Hightower asks from Atlanta as to the whereabouts of all the big shots in Pitchdom. He says that he hasn't seen a good pitcher in several years. He adds that he's still clicking along at 52 and wants to get going on a good health book pitch.

Moore and the writer were guests at Fort Hood Air Base when show played near-by Killeen, Tex. Bob Moore and Bill Harris are busy people around the lot and in the performance.

An extremely pleasant visit was exchanged when Wallace Bros. was in a neighboring city and Betty, Tom and Joe Hodgini were able to spend some time with their cousins, Mr. and Mrs. Ted Hodgini and children. Teresa Morales, Sylvia Gregory and Miguel Dacal were very nice to us. Visitors included Albert White, Gene Lewis, Mr. and Mrs. Si Rubens, Skinny Goe, Jackie Toliver, Joe Hodgini, Hanna Griebing, Merle Evans, Betty and Benny Fox, Bill Valentine and Roger Voges. — JOE HODGES HODGINI.

## Ringling-Barnum

Rehearsals wound up in Sarasota March 24, which gave everyone a couple of days to do last-minute packing before we left for New York on the 27th. The train pulled out of winter quarters at 1 p.m. amid a crowd of friends and relatives who stayed behind. Father Elslander, following the traditional ceremony for many years, blessed the circus train as we left. Short stops to feed and water the animals were made at Florence, S. C., and Washington. All new acts arriving from Europe were hurried to Brooks Costume Company for fittings. On the Sunday before we left Sarasota, March 23, Charlotte Bell and Frank Kora were married at the Catholic church with Father Cronin officiating. A reception was held after the ceremony with many of their circus friends attending. Harry Ray, make-up man with Paramount, visited Sarasota and renewed acquaintances with his many friends. Grayci Genders celebrated her birthday the past week. —MARY JANE MILLER.

## Polack Eastern

CLARKSBURG, W. Va., proved big. Despite the small building and the fact that the show was crowded, everything went smoothly, thanks to Nat Lewis. Shrine sponsored promotion was handled by Clyde and Nelda Harrison and Al Perry and crew.

Ted Haussman returned to Lansing, Mich., for a hurried visit, with his father, Pop Haussman. With a day off in Clarksburg, personnel attending the movies included Nina Unis, Cucciolo, Sammy Wardino, Don Dorsey, Bob Lorraine, Harriet Lewis, Courtney Harrison, Nate Lewis, Hans Goetschi, Harold Conn, Ernest Hitchcock, Lani Harrison, Bea Konyot and Lucien Norberty.

Bill Naylor has taken over the press. Floree Galt has returned to Canada. Phil Phillips Jr. Motored over from Spencer, W. Va., to visit the writer and entertain several members at supper. Jo and Slivers Madison were hosts at a spaghetti dinner for Ralph and Mary Lang. Mrs. A. E. Howell is still in Montifiore Hospital, Pittsburgh. Sandy Dobritch returned to the show after a week's illness.

George Forman visited, as did A. K. Peterson, old-time trombone player. He is a piano tuner in Clarksburg. Bunny Guerre celebrated her first birthday March 27. Henry Kyes' new nickname is Sleepy-Time. Walter Clausson is teaching his five bears new tricks for the act that he is framing for next year with Goldilocks.

Pia, Sandy and Sasha Dobritch joined the train gang. Jani, Rosi and Bobby Harrison, the Zoppe Troupe, the Dobrich's and many others left their trailers behind in Clarksburg on the jump to Norfolk. Samuel F. Corge entertained several show members at his Cadillac Club each night after the show. Visitors included Carl Reid, Phil Phillips Jr., George Forman, A. K. Peterson, Samuel F. Corge, A. H. Neville and family, Doc Berry and Maud Holmes. BOB LORRAINE.

## Hagen Bros.

Jack Banta is the papa of a five-pound girl and Medea and the baby are reportedly doing well in Oklahoma City. His sister, Mildred Spiva, visited the show several times with her husband, George, and their friend, Sergeant Kenny. She worked web and ladder in Waco. Ruth Ratley celebrated her birthday in Waco. Jim and Virginia Conley celebrated their 14th wedding anniversary April 1. The web girls have huge plume head-

resses with the plumes supplied by Jim.

Bertha Drane is back following a recent illness. Organist Bill Ward missed one night show and Fancher Pierce again displayed his versatility by playing the show on the calliope. Jim Conley's mother is visiting for a week. Jimmy Mason is assisting Mrs. Stewart in the grease joint. Paul, Mildred and Donna Pyle caught the Wallace Bros. show recently. Among visitors were Benny and Betty Fox, Ben Davenport, Jean Allen, Whitey Haley, Ruth Graham, Jerry Hartley's cousin, Mr. and Mrs. Charlie Smith, Mr. and Mrs. Gerald Smith and sons, Mrs. Johnny Stevens, Jack Turner, Armless, Wonder Frank Coleman and Leland Antes, CFA and owner of Moose Bros.' Miniature Circus.—JOHN TOY.

## Orrin Davenport

Our 18th week and we're still going strong in Columbus, O. Show is at State Fairgrounds Coliseum and advance sale of the week-end was good. Sioux Falls, S. D., and Dayton, O., units combine here. Preston Lambert takes over announcing and equestrian director duties here. Izzy Cervone returns to the band after a vacation in Florida. A special show was given Tuesday (1) at Ohio State Prison. Performers donating their services were the Antaleks; Ruby, Naomi and Harry Haag; Irvin Romig, Joe and Marjorie Cordell; Bobbie Nelson, assisted by Riley, Kinko, Helen Haag and clown alley, with Joe Lewis, Jack Kippel, Jack Le Claire, Dukie Anderson, Jimmy Davison and George La Salle. Property department also donated services, with Charles Jones, Mabel, Ralph Winarski, Happy, Bad Eye and Poysner on the beam. Visitors were Gene Haerlin, Earl Keiger, Leonard L. Flitton, Judge Schlafman and Paul Woods, all of Dayton; Karl Klein, Al Ross, Mars Bennett, Carol Cook, Lynn Livingston and Jane Folsom.

Charlie Sander gets a big laugh when he comes out of the car gag with his stilts on. When a quickie clown number pops up in the show, old reliable Kenneth Waite, always has something in sight. Eva May Lewis, tho very ill, still did her act.—DICK LEWIS.

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McMahon, John Mack, Robert L. Madam Thelma Mahon, Jack Cleve Malkowski, Mrs. Malloy, Eulaine Maloon, Conole Mannans, Jay Marston, Jean D. Marquis, George Martin, June Martin, Sam Mayer, W. B. Mayor, Betty Jane Mead, William Mehl, Harry G. Menke, B. F. Mercer, Clarence R. Merritt, Ray Miller, Cash & Gerty Miller, D. S. Miller, Irvin C. Milles, Ruth Miligan, H. J. Mitchell, Louis Moody, Richard Virgil Moore, Alva M. Moore, James Moore, Mrs. W. L. Moore, Mrs. Helen Morgan, George Morisak, Charles T. Morris, Allen Morris, Margaret Morris Sr., William Mortensen, Arthur Mortensen, Ray Murphy, K. C. Murray, Charles Myerholts, Jim Myres, Harvey E. & Mrs. Nabor, Dalsey Naramore, Mrs. Charles E. Nation, Ernest Neese, Petee Neil, Ruby Nelson, Mrs. Maxine Nelson, Milton (Sword Swallower) Newcomer, Mrs. Lucille Noruschat, Fernando O'Diamonds, Capt. O'Donnell, Patrick Oliver, Jack Ollis, Mrs. Kay Ollis, Kay Welms Olson, Charles O'Riley, Jimmie Orth, Joe Paanacker, Gerritt Pacheco, Maria Palmer, Joseph V. Parshall, R. J. Parshall, Robert Pearson, James H. Peiz, Gene & Mrs. Perkins, Lonnie Perry, John Raymond Peters, Frank E. Peters, W. E. Royal Peterson, Paul A. Phillips, Connie Bruce Phillips, Donovan L. Pluman, Howard Earl Pluzar, Bickie Poole, Theodore Poore, George Porter, Mrs. Florence Porter, Mrs. Mita Priddy, Harrison Princeps, Rhea Prinderkast, George Prokop, Edw. Psaroudakis, Mrs. Eustathia Ptaslog, Gus (Capt. Rogers) Ramish, Mrs. Gertrude Randolph, William Ranko, Mrs. Margie Reed, Anthony Reed, Curley Reeder, Ivan C. Reeder, Russell Renton, Al Renton, Mrs. Deane Reynolds, Johnny Rice, Mrs. Frances Rice, Warren H. Ritz, Jr., Harry Robbins, Clarence Rockman, Albert Rogers, Mrs. Madeline Roland, Miss Rusty Rondell, Ronald Rutter, Harry & Mrs. Rose, Eugene (Fish Pond) Rose, Martin R. Rosenfeld, Janice Rosenfeld, Jimmie Rosenfeld, Mrs. Sol Rosenfeld, Sol Russ, Frank Rutter, Harry & Mrs. Ryan, Dick (American Legion Rodeo) Salerno, Mrs. Mary Sanders, Joseph Q. Schenk, John P. Schernpf, Herb Scott, Andrew Scott, Mrs. E. M. Seman, Eddie Shamshak, Nick Sheeder, Mrs. Jean Sheridan, John T. Sherman, John & Sherrow, Mrs. Mrs. Shriber, Harry Sinclair, Jordan Sinclair, Luther Slaughter, Mrs. Smetzer, Katherine L. Smith, Mrs. Bert Smith, Bert & Mary Smith, Mrs. Dorothy Smith, Jack Henry & Phama Smith, Karl M. Snyder, Mrs. Mary Snyder, Carl D. Spollenberger, George S. Sovern, Michael Sowden, Jack H. Sparks, Jesse Spears, Jr. George Spencer, Charles E. Spiller, Mrs. E. Judy Spiller, Evelyn W. Sprague, Ralph Stanley, George G. Standy, Ely Steklar, Mrs. J. G. Sterling, Mrs. Shirley Stokes, Vannoy L. Stoltz, Leroy Strain, Sallie Mack Strickland, Smokey Striegel, Robert Paul Struble, Robert H. Struble, Orange F. Styles, Evelyn Sudean, Eddie Summers, Silas London Swan, W. L. Swank, Ruth Swanson, Robert Swensky, William Taffel, Joe Taylor, Charles A. & Taylor, Chester Mrs. Thompson, Capt. Harry J. (Whale Exhibit) Thompson, Two-Headed Cow Tinkus, Diana Tobell, Allen Tobin, Royal Tomponendale, Lawrence & Mrs. Troita, Mitch Tuttle, Robert Virgil Tyndale, Bill Utah Exmo. Shows Vagge, Milo Van Horn, Henry Van Scoyk, Marshall Laverne Veza, Domingo Vickers, Jr. James Ward, J. Robert & Juliette Watson, John B. Watts, Dr. T. Weakley, Charles H. Weaver, Mrs. Anna Weiner, Sam H. Welbes, Mrs. Mildred Weller, S. E. White, Corky White, Jimmy White, Robert E. Whiteside, Ambrose Wilder, Hugh L. Williams, Mrs. Eva M. Williams, Glendon Williams, Mark Williams Jr., Michael Williams, Bastus Williams, Carl L. Wilson, Dixie Wilson, Joe Wirsaki, Ralph Winship, Blanton & Hazel, Lois McCrary Woods, J. S. & Mrs. Wozniak, Mrs. Frank Wright, Charley Wright John Wallace Wright, Ray Youngs, Al Youngs, Hal Zebe & Mandy

MAIL ON HAND AT NEW YORK OFFICE 1564 Broadway New York 36, N. Y.

Alemann, Carmen De Barnett, Ben Barrett, Herb Bragdon, Jack Canley, William Carroll, Bud & Rose Cale, Oliver Cooper Craig, John Davis, Sammy Diavolo, Darcevil Florence, Alfred Freely, Bob Johnson, George G. Johnson, "Hunkie" Miller, James Millet, Albert Normanpton, H. Ragona, Ninette Marchese Ain Reynolds, Ray Ryan, Lillian Lane Scheel, G. R. Shabl, Bob Thiele, J. H. Wallace, Doc Wallace, J. K. Willes, David Whitmer, Kenneth

MAIL ON HAND AT CHICAGO OFFICE 188 W. Randolph St. Chicago 1, Ill.

Barnett, Robert F. Barrett, Roy Bloom, Billy Broadwell, Marcus J. Coon, Hank Criss, Johnnie Delmar, Jack Dolor, M. Durham, Tom Denunote, Donald F. Froman, Jane Halstead, Virginia G. Harrington, Joseph LaSalle, Geo. Meyer, Hank Muto, F. McSpaden, Dick Ollis, Paul Peiz, Gene Selts, Virgil Thurman, Brad W. Tushrow, D. B.

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Alberts, E. J. Arendell, Mr. & Mrs. Barr, E. E. Barr, Mary Barry, Howard V. Basinet, Dwight & Betty Bean, Jesse Beatty Jr., Albert Bell, Adron Bennett, Mrs. Boucotte, Mary Boudreau, A. A. Boudreau, Mrs. G. Braconnet, H. L. Braconet, Claude Breeden, Claude M. Briner, Charles Emery Bryer, Jr., Ollie Burge, Janet Mary Burge, Lloyd Burison, Joe Burro, L. H. Caldwell, Sam Canipe, Mrs. Flora Canipe, Walter Chapman, Archie H. Clark, Ray C. Cochran, Perry Cole, Fred R. Conway, Blanche Conway, Lewis L. Cooney, J. M. Coomes, Mattie Cowboy Mac Cummings, Bertha Crafo, J. M. Creighton, Mr. & Mrs. Ernie Cutler, Boots Davenport, Ben Davis, Harry T. Deer, Marx Delmar, Mrs. Jack Denton, Mr. & Mrs. Dillon, Dick Easley, Jim Edgar, Rorer Farrant, William L. Feston, Chuck Foss, John G. Friedenheim, Morris Froman, Jane Fulton, James Gale, Mrs. W. D. Gaylor, Sammie Gilbert, Bob Gregory, R. W. Gregory, Robert Guppli, Ralph C. Hazer, J. M. Hall, Mrs. Ruth Harbert, Wayne Harris, Sol George Hart, Johnny Haskin, Ralph James Hathaway, Cherald A. Haubach, Raymond Burrell Hayes, Leo Haywood, Mrs. C. H. Howe, C. J. Hox, Pete Hunt, Mr. & Mrs. E. Hunter, Clarence Impeduglia, Vito Isenhower, Mr. & Mrs. George Jackson, J. G. Kelenoff, Isaac Kelly, Pat King, W. N. Kirkland, Philip Krieger, Albert Lamb, L. B. Larabee, El Layne, D. D. Tex Lee, Miss Anna Lewis, George F. Logsdon, Billy Logsdon, David Loveless, Ted McCoy, Mac McGuire, Arthur R. McHenry, Myron F. Marchand, Mrs. Tony Marchand, Mrs. Mary Mattox, Mrs. Georgia Martin, Joe Martin, Mr. & Mrs. L. E. Mayberry, Wayne Menke, B. F. (Beal) Middleton, Mrs. Ann Middleton, Odell Milanes, Joe Moore, Joseph Moreno, Geraldine Nolan, Tilo M. Moss, C. Randolph Mulholland, James P. Nelson, Arthur Christ Neizler, Emil Herman Nolan, Jack E. O'Malley, Jimmie O'Leary, Dorothy O'Leary, George Parrish, Dale Patterson, John Pels, Mr. & Mrs. Gene Peppers All States Shows Perry, Robert Peterson, Ernest A. Pierce, Carl Pierce, Wendell Pope, George Pope, Earnest H. Ramsey, Ted Reed, Ivan C. Rendelle, Harry J. Reynolds, Duke Riles, Tex Robinson, Mr. & Mrs. Ralph Rooney, Frank Rothwaks, Seymour Ryan, Mrs. Margaret Salerno, Mrs. Irene Schiller, George Schiminokki, Mrs. Ella Schmidt, Stanley Schnedkoth, Arthur Schuita, Slicka Sharpton, Charles Carroll Shipley, Leonard L. Shradar, Kenneth Sidwell, Ernest Simon, Leon J. "Stumpy" Sleeman, George Smith, Curley Smith, Henry Norman Smith, William D. Spears, Roy Sprague, Ralph James Stanko, Thomas Stanley, George Stein, Blackie Steinfeldt, Walter Stevens, Mrs. C. H. Stoddard, Jack C. Jr. Stokes, Morris G. Stout, M. R. Sylvia, Leonard Turner, Leonard Dee Vandenberg, L. T. Vandermyn, Jack Vanska, Frank Vinton, Jack E. Ward, Harry C. Warren, Mr. & Mrs. Webster, Fred Wells, Jean Wells, Mrs. Dora West, Ralph Wetherbee, Harold Wilder, Mrs. Margaret Wildrick, Elmer Williams, Harry T. Winters, C. L. Wolfe, Clyde Young, Geo. E.

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## Calendar for Coinmen

April 7—Illinois Amusement Association, monthly meeting, 208 North Madison Street, Rockford, Ill.  
 April 8—Automatic Phonograph Owners' Association, monthly meeting, Sheraton Gibson Hotel, Cincinnati.  
 April 8—California Music Guild, monthly meeting, 311 Club, Oakland.  
 April 8—Amusement Machine Operators' Association of Dade County, monthly meeting, El Comodoro Hotel, Miami.  
 April 9—Music Operators of Northern Illinois, monthly meeting. Site to be announced.  
 April 10—Michigan Automatic Phonograph Owners' Association, monthly meeting, Macdabees Building, Detroit.  
 April 10—Phonograph Merchants' Association, monthly meeting, Hollenden Hotel, Cleveland.  
 April 10—Summit County Music Operators' Association, monthly meeting, Mayflower Hotel, Akron.  
 April 10—Washington Music Guild, Inc., monthly meeting, 3110 M Street, Washington.  
 April 14—Washington Coin Machine Association, monthly meeting, Hub Enterprises Building, Washington.  
 April 14—Wisconsin Phonograph Operators' Association, monthly meeting. Site to be announced.  
 April 16—Westchester Operators' Guild, Inc., monthly meeting, American Legion Hall, White Plains, N. Y.  
 April 17—Progressive Music Guild of South Jersey, monthly meeting, Walt Whitman Hotel, Camden, N. J.  
 April 20-24—National Association of Tobacco Distributors, annual convention and exhibit, Palmer House, Chicago.  
 April 21—Amusement Machine Operators' Association of Greater Baltimore, semi-monthly meeting, Mandell-Ballow Restaurant, Baltimore.  
 April 22—Western Vending Machine Operators' Association, monthly meeting, Unique Cafe, Los Angeles.  
 April 22—Automatic Music Operators' Association, Inc., monthly meeting, Park Sheraton Hotel, New York.  
 April 28—Phonograph Owners' Association, monthly meeting, Broadview Hotel, East St. Louis, Ill.  
 April 28—Central States Phonograph Operators' Association, monthly meeting, 621 Main Street, Peoria, Ill.  
 May 6—Westchester Operators' Guild, Inc., first annual banquet, Bill Reiber's Restaurant, Elmsford, N. Y.  
 May 6—Central Association of Music and Coin Machine Operators, bi-monthly meeting, Bellerive Hotel, Kansas City, Mo.

## MATERIAL SHORTAGES HURT BUT

# Varied Playfields Seen Boon to Spring Play

CHICAGO, April 5.—Despite the shortages of key materials which have hampered normal output of new games, products of seven major manufacturers of amusement machine products have gone all out to present one of the most varied assortments of new units in the past decade. In effect this represents a strong step which should be reflected in heavy spring play for the operator. In the past when a wide variety of games were on location, collections usually increased since there was little chance for the players to get tired of seeing too much of the same games.

The plants here were not forced to come up with so many pieces simultaneously for demand for the limited supply of games had remained steady since the first of the year. However, several of the manufacturers pointed out that if the same old playfields were kept in production over a pro-

tracted period, interest in the amusement trade as a whole would decline and all three levels of the trade—manufacturer, distributor and operator—would lose out in the end.

### List Types

Currently, two firms, Keeney and United, are concentrating on shuffle bowling units; Bally has a new in-line scoring game; Chicago Coin has just introduced a novelty basketball game; Gottlieb, a baseball five-ball; Exhibit Supply, a new type shuffle game with a pool theme; Williams, a baseball novelty unit, and Genco is winding up a game featuring dual action on the playfield and backglass.

The four of the games could be classified as five-ball units and the remaining three shuffle games, actually each of the seven games differs greatly, either in construction, method of play or theme and the over-all result should prove a hype for spring play in locations in all sections of the country.

Descriptions of the current games follow:

Keeney's Super Deluxe League Bowler—a four player shuffle bowling game which permits each participant to shoot for a matching as well as high score.

Bally's Atlantic City—an in-line scoring game which has spot, double score and extra ball features.

Chicago Coin's Whiz Kids—a five ball with high score point

score and animated basket shooting. Firm is also producing 4-Player Derby developing animation from a four horse race.

Gottlieb's Hit 'n' Run—a five ball with new scoring features, ball traps and based on baseball play.

Exhibit Supply's Twin Rotation—a shuffle pool game introducing play based on an optical illusion.

Williams' Slugfest—a baseball novelty unit with both a playfield and in-a-backboard diamonds on which players actually run bases when hits are made.

Genco's Springtime—a five ball game with alternating play on playfield and backglass and a new type carry-over feature.

## Chicago Coin Begins Output On Whiz Kids

CHICAGO, April 5.—Chicago Coin Machine Company has started production on a new five-ball game based on basketball. It features animated playfield action and is called Whiz Kids.

Because of the static location of its kicker bumpers, flippers, rollover bottom and special lanes, Whiz Kids offers players the opportunity of making replays until the final ball drops out of play. Key to play is a series of five numbered bumpers (1-5) which must be hit in sequence and an A-B-C series. Players completing these combinations are in a good position to gain replays by later skillfully guiding balls thru special scoring lanes. One of the new ideas introduced on the new Chicago Coin game is an animated basket shooting unit. When this unit is activated by a hit on top or bottom, manikin player in the unit shoots a basket. Actually there are two of these units, one for visitors' team, the other for the home team.

Players can make replays on Whiz Kids in five different ways. These are by high score, a score of over 60 points on visitors' scoreboard, a score of over 60 points on home-team scoreboard, guiding a ball thru the special lane when lit and dropping a ball in the extra special hole when it is illuminated.

Chicago Coin's 4-Player Derby also is in production at the plant here.

## STRONGER MARKETS

# Used Machine Prices Show More Stability

CHICAGO, April 5.—The variable condition of the used game, venter and juke market prevalent last fall and winter appears to have straightened itself out in the past few weeks, according to the latest listings in The Billboard's Index of Advertised Used Machine Prices. The probable reasons behind this growing stability of price on older equipment are: (1) More balance in supply and demand; (2) a growing standardization of demand by foreign operators and distributors; (3) reduction of inventory by some operators who purchased unusually heavily at the start of the Korean outbreak.

### Variations

Where last fall prices on most coin machine equipment and especially games were subject to wide variations, for the past few weeks they have remained stabilized. Most distributors in major trading areas claim the stronger price structure is due to a better supply of older games which have remained in constant demand. Last fall and winter there was a typi-

cal overabundance of games for one or two weeks and then a period when few if any of the popular pieces were available.

The second factor, based on the foreign market, was explained by leading exporters here and in the New York area this way: With embargoes curtailing many of the key overseas outlets several foreign operators were buying equipment in spurts with an eye on the growing seriousness of world economic conditions. This crisis appears to be passing and now foreign firms are buying equipment on a steady basis.

The third influence, reduction of inventories, was bound to make a showing in the used markets. Operators and distributors, who bought much more than they needed in the fall of 1950, gradually began unloading. While output of new equipment has been reduced steadily the past year, most of the coinmen realized that by holding their stocks much longer it would decline sharply unless new production was completely stopped.

## Direct Reading Of Score Keys United's Game

CHICAGO, April 5. — Sample shipments of United six-player Super Shuffle Alley were started here this week, Sales Manager Billy DeSelm announced. The new shuffle bowling game introduces direct reading of scores thru the use of individual horizontal totalizers in the back box.

The new shuffle bowling game has a formica playboard, giant disappearing pins and 20-30 scoring. Its stepped-up action is aided by rebound action. Another key point of the new six-player is a backbox unit which registers high score for the week.

Of major interest to operators is simplified service afforded thru the use of the six totalizer units, one registers the score for each player in the game. This also is a playing aid since players can tell their individual scores at a glance.

## L. A. Distrib In Game Show

LOS ANGELES, April 5. — Lyn Brown, head of the Lyn Brown Distributing Company, held open house at his headquarters on West Pico Boulevard Monday (31) to show Exhibit Supply's Twin Rotation, which was shipped by air from Chicago. Refreshments were served thruout the day to the operators attending.

The company handled the Big Bronco horse for Exhibit and will also distribute the Twin Rotation in California, Oregon, Washington, Nevada and New Mexico.

The actual showing was handicapped by the late arrival of the game. Brown had scheduled the event to start at 10 a.m. and run thru 2 p.m. but the unit was not delivered until 2 p.m.

## 1952 Catalog Ready

MILWAUKEE, April 5. — Ned Torti, head of Wisconsin Deluxe Company, announced this week that firm's 1952 catalog covering all types of premiums is now ready for operators.

See Page 155 for THE BILLBOARD'S NEW WEEKLY "WHERE-TO-FIND-IT" SERVICE

The Market Place for the Coin Machine Industry

Consult this new reader service for all of your special coin machine needs.

## Resume Output At Marvel Co.

CHICAGO, April 5. — Marvel Manufacturing Company, thru President Ted Rubenstein, announced deliveries on its overhead shuffleboard scoring line were resumed this week and production on a new wall type model will begin soon. Firm's normal output was interrupted for several weeks following a plant fire (The Billboard, March 1).

The overhead units known as Marvel's Scorer, are on coin-operation and register 15 points when two play shuffleboard and 21 for doubles play. The other unit is called Marvel's Horse Collar. It can score for the game Horse Collar as well as the 15 and 21 points for straight shuffleboard play.

## SLIGHT INCREASE

# DPA Sets Tentative 3d Quarter Quotas

WASHINGTON, April 5.—Tentative figures governing third-quarter allotments of materials to amusement game manufacturers indicate slight increases of steel, brass, copper wire and aluminum. In making the announcement, the Defense Production Administration stresses that the outlook for copper and stainless steel remain uncertain as both materials still are in short supply.

Under the controlled materials plan, estimated third-quarter allocations of materials will be 55 per cent of the 1950 base period, up 5 per cent from the current quarter. The increases in the third

quarter of brass, copper wire and aluminum also will be increased 5 per cent over the April-June period. Thus brass will be allocated on the basis of 35 per cent; copper wire, 40 per cent and aluminum 45 per cent of the 1950 base period.

DPA emphasized the the above figures are tentative there was little chance for changes.

## HORSE AIDS TV FILM PROMOTION

CHICAGO, April 5.—Exhibit Supply Company's mechanical horse, Big Bronco, played a key part in the room display of CBS Television Sales at the 30th annual convention of the National Association of Radio and Television Broadcasters. The meeting was held at the Conrad Hilton Hotel here this week.

The horse, used in conjunction with Exhibit Supply's Ride 'Em Ranch, was used to promote the sale of Gene Aury and the Range Rider TV films.

## Nebraska Free Play Game Showdown Nears High Court

LINCOLN, Neb., April 5.—The showdown on whether pinball games with a free play feature violate existing Nebraska statutes is headed for the State Supreme Court. Assistant Atty. Gen. Dean Kratz said he would file notice of an appeal from the Omaha District

Court ruling that "free games are not things of value" and therefore do not come under gambling restrictions.

Krantz stated that free game units are currently operating in Omaha as a result of the ruling but law enforcement officers in other parts of the State are prohibiting their use.

Free play games made a brief return in Lincoln some weeks ago but operated only a few days before being removed.

## Hirsch Gets Union Post

NEW YORK, April 5. — Joe Hirsch, whose resignation as manager of the Associated Amusement Machine Operators of New York becomes effective today, has been appointed business representative of the International Union of Electrical Workers, Local 465, a CIO affiliate. Union holds a pact with the operators covering workers in the industry.

Bart Hartnett is serving as acting manager of the operators' group.

## FEDERAL COIN TAX \$\$ DROP

WASHINGTON, April 5.—Coin machine tax receipts continued declining in February this year, according to figures released by the Internal Revenue Department. February collections amounted to \$266,088, a decrease of \$14,444 under February 1951. Thus far, the coin machine tax yield since July 1, 1951, has brought the government \$17,246,941—a drop of \$1,510,916 compared to the same period a year earlier.

Tobacco tax yield, however, has zoomed. February receipts totaled \$122,995,636, an increase of \$16,933,063 over the previous February.



## Wurlitzer Bows 104-Selection Juke; Plays 78s, 45s Mixed

Unveil Two Models, 1500-1550; Also New Single-Button Wall Box

CHICAGO, April 5. — Two models of a new juke box, featuring 104 selections and the playing of 78 and 45 r.p.m. records intermixed, were shown to operators Sunday and Monday (6-7) at "Wurlitzer Days" across the country.

Known as the 1,500 and 1,550, the models differ only in cabinet finish and have been redesigned mechanically and stylewise. The 1,500 lists at \$1,099.50 and the 1,550 at a slightly lower price.

A new single-button wall box, to handle 104 selections, also was shown but the price was not announced.

Greatest innovation of the new line is the WurlMagic brain which makes possible the playing of 7-inch 45 r.p.m. and 10-inch 78 r.p.m. disks intermixed and automatically without mechanical adjustment.

### Twin Playing Arms

Also featured in the new series are twin, vertical record stacks between which are located twin tone or playing arms—one for each speed. Twenty-six different-speed records can be put as desired any place in each stack.

## David Bender Joins Coven Sales Force

CHICAGO, April 5.—David G. Bender joined the sales promotion and advertising staff of Coven Distributing Company, Wurlitzer distributors, it was disclosed this week by Ben Coven, head of the firm.

Bender will work with the Coven sales force of Harold Saul, Carl Christiansen and Max Brier, Coven said. He described the move as one which would strengthen the sales department and would be even more needed with the advent of the new Wurlitzer juke box.

Bender has had over 26 years' experience in advertising and promotions. For many years he headed his own agency and at one time worked for the Myers newspaper chain here. He most recently was associated with Atlas Music Company.

Coven also disclosed details of the firm's renovation program which was finished this week for showings of the new Wurlitzer juke box. The firm's offices were moved into what had been the showroom area.

The office area was remodeled into a showroom and enlarged by the addition of an alcove where samples of new equipment can be featured under spotlights. The one-stop record department was consolidated with the parts and supplies department in the rear of the firm's quarters.

## Bryson-Kefauver Bill All But KO'd

Continued from page 16

ship of American Society of Composers, Authors and Publishers, whether a step of that sort would contribute anything. ASCAP witnesses were not sounded out by the subcommittee on this point.

At the subcommittee's executive session March 31, following a final public hearing the previous week, discussion centered on the original Bryson-Kefauver Bill and three suggested alternatives—removal of the present statutory mechanical royalty on disks, hiking the present statutory royalty, or establishing separate labels for juke box disks and home-use disks, with juke box disks to pay stiffer royalties. The meetings, it was learned, was sparsely attended, and the participants found it impossible to arrive anywhere near a solution. It was agreed that the problem is a complex one, requiring con-

As in past models, record trays move into playing position over a turntable in the center of the chassis shelf. As the turntable picks up the record, the WurlMagic Brain selects the proper turntable speed and tone arm. The tone arms are placed at either side of the record.

Twin playmeters are directly to the rear of the turntable and may be read from the front with either the plexiglas dome in the up or closed position. Each meter serves one stack, and registers up to 60 plays per record.

Another feature of the model is a coinbox twice the size of the old models. The box holds more than \$200 and is reached thru a locked door in the side of the cabinet.

The phonograph also offers what the company calls a "new simplified, high speed, fool proof record selector mechanism."

### Selector Panel

The vertical selector panel is located in the middle of the title strip bank and consists of the following components:

Four red blocks carrying the letters A, B, C, D are located in the lower part of the panel. These are flanked by two rows of numbered buttons, each running from 1 to 26. Pressure on a number and a letter in any sequence selects the indicated tune from each of four title strip panels.

The company said "errors in selection are cut to a minimum" (Continued on page 147)

## Foresee 3-Day MOA Convention-Exhibit For September 11-13

George Miller to Announce Time, Place in Near Future

OAKLAND, Calif., April 5.—All indications this week were that a Music Operators of America convention-exhibit definitely will be held in September, probably Thursday thru Saturday, September 11-13.

George A. Miller, president of the MOA, said Wednesday (2) that an announcement setting forth the date, time and place for the convention would be made in the near future. He said he definitely had decided a convention should be held in September and that a poll of MOA executive board members supported this conclusion.

Miller recently sent a questionnaire to all members of the MOA executive board asking them if and when a convention should be held (The Billboard, March 15). Of 11 questionnaires sent out, eight have been returned, Miller said, and all were in favor of a September convention.

Miller also said he definitely had decided that a MOA convention should be divorced from any association with the National Automatic Merchandising Association's convention. A majority of the questionnaires returned, he said, supported his views. The NAMA convention has been set for Chicago's Palmer House September 14-17.

Miller previously had stated he felt an MOA convention was necessary because of the need for

a public relations program—as proved by the Bryson Bill hearings—to bring all members of the music industry together to discuss common problems and to raise needed money to support MOA (The Billboard, March 22).

In line with these views, Miller said, a public relations program would be inaugurated in the near future. He currently has been in touch with public relation agencies as to the feasibility and cost of such a program.

Miller also disclosed that MOA representatives probably would appear in Washington in June to testify before Congress on price controls and a need for decontrolling the juke box industry.

## Hike Third Quarter Juke Metal Quotas

Tentative Figures Show Steel Up 5%; Brass, Copper, Aluminum Over 30%

WASHINGTON, April 5. — The Defense Production Administration has released tentative figures showing still greater allocations of steel, aluminum, brass and copper to juke box manufacturers for the third quarter under the Controlled Materials Plan.

Estimated increases in the necessary metals to the juke box industry have been set at the same level as increases to the radio and TV industry, according to DPA spokesmen. The supply of steel has been raised 5 per cent over the second quarter to 55 per cent over the base period of 1950.

Juke box manufacturers will receive from 30 to 35 per cent more brass, from 35 to 40 per cent more

## Interest High In Cincy Ops' Election Meet

CINCINNATI, April 5. — Increased interest in the Automatic Phonograph Owners' Association's annual election of officers to be held in the Hotel Sheraton-Gibson here Tuesday night (8) was noted at APOA offices in the Traction Building this week. APOA officials said that letters sent out last week to its members urging their attendance at the meeting obtained good response and that plans to take care of a full-membership attendance are being made.

As has been the custom in the past, candidates for the various official posts will be nominated and elected the same night. Charles Kanter, incumbent president, will launch the election at 9 p.m. A board of governors meeting precedes the balloting session by one hour under the agenda mapped this week. Following a vote taken at the March meeting, only association members will be permitted to attend the election session, APOA announced.

Group also pointed out that in order to participate in the balloting a member must have his dues paid in full by April 8.

## Weinand Visits Rock-Ola Reps

CHICAGO, April 5.—Art Weinand, vice-president in charge of sales for the Rock-Ola Manufacturing Company, was midway this week thru a trip to personally visit all the firm's West Coast distributors.

J. Raymond Bacon, executive vice-president, said the trip was necessitated by geographical distances which prevented the holding of regional meets for West Coast distributors. A series of such meets were held recently by the company in other areas.

Bacon reported that Weinand visited distributors in Seattle, Portland and San Francisco. Thursday and Friday he was in Los Angeles and headed for Tucson over the week-end. Following a stop at Denver, Weinand will return.

## Central Illinois Group Re-Elects All Incumbents

PEORIA, Ill., April 5.—All officers of the Central States Phonograph Operators' Association were returned to office Monday (31) at the group's annual election meeting.

They are Les Montooth, president; Bill Fleming, vice-president, and Charles Sisney, secretary-treasurer. Don Knot and Ralph Hagerman were re-elected to the board of directors.

Some 15 members attended the meeting in Montooth's offices, 805 Main Street. Montooth explained that altho only 15 were present many of the members were from outlying areas and represented other operators unable to attend.

Most of the discussion at the meeting centered on proposed amendments to the Bryson-Kefauver Bill relative to raising the statutory royalty on recordings. Montooth stressed that because of the Bryson bill hearings and the part played by the Music Operators of America, the group definitely was in favor of a large scale public relations program.

He said it was the feeling of the group that the Washington hearings demonstrated the need for such a program and the necessity for an organization like MOA and stronger local organizations.

In line with this, Montooth said his group plans to press a drive for more members to strengthen their own association and consequently the MOA. The drive may take the form of a contest, Montooth said, with the present members organized into teams to push the membership drive.

Montooth added that his group (Continued on page 157)

## Southern Calif. Org Revamped

OAKLAND, Calif., April 5.—Southern California members of California Music Guild were re-organized last week into a locally autonomous group called the CMG's San Diego division, George A. Miller, CMG president, disclosed Wednesday (2).

Thru this means, Miller said, the group would be able to make their own bylaws and conduct their own affairs. He explained that because of differences in locality, the problems faced by the Southern California members often are different from those faced by other members.

Miller, who also is president of Music Operators of America, emphasized that the Southern California group would continue to be an integral part of the CMG.

One of the first actions by the newly formed group will be an attempt to obtain dime play in the San Diego area from the Office of Price Stabilization.

## Chi Looms Important In Juke Export Field

By GEORGE LUEHRING

CHICAGO, April 5. — Chicago, already a major center of juke box export activity, looms even more important in this field for the coming year, according to distributors here.

Atlas Music Company, Seeburg distributors, and Coven Distributing Company, Wurlitzer outlet, report an expanding business in the exporting of used phonographs. Officials of both firms state the field is a growing one and getting better and better.

Officials of two large export companies, Trans-World Trading Company and O. O. Mallegg, underline the growing export activity in the Chicago area and predict that 1952 probably will be at least as good as 1951 and stands a good chance of being better.

Atlas Music Company has been in the export field for 15 years and Harold Schwartz, sales official, says the firm's current business is greater than ever before.

Ben Coven, head of Coven Distributing Company, says that while his firm makes no special effort to attract export business, foreign sales represent 5 to 10 per cent of the firm's total volume.

Atlas has shipped some 400 machines to all parts of the world in the past six months, according to Schwartz. He estimates that 60 per cent of all used equipment the company takes in finds its way into the export market. It emphasizes the fact, he says, that overseas markets are becoming a much greater outlet for used machines. The firm has been active in exporting to Canada and South (Continued on page 157)

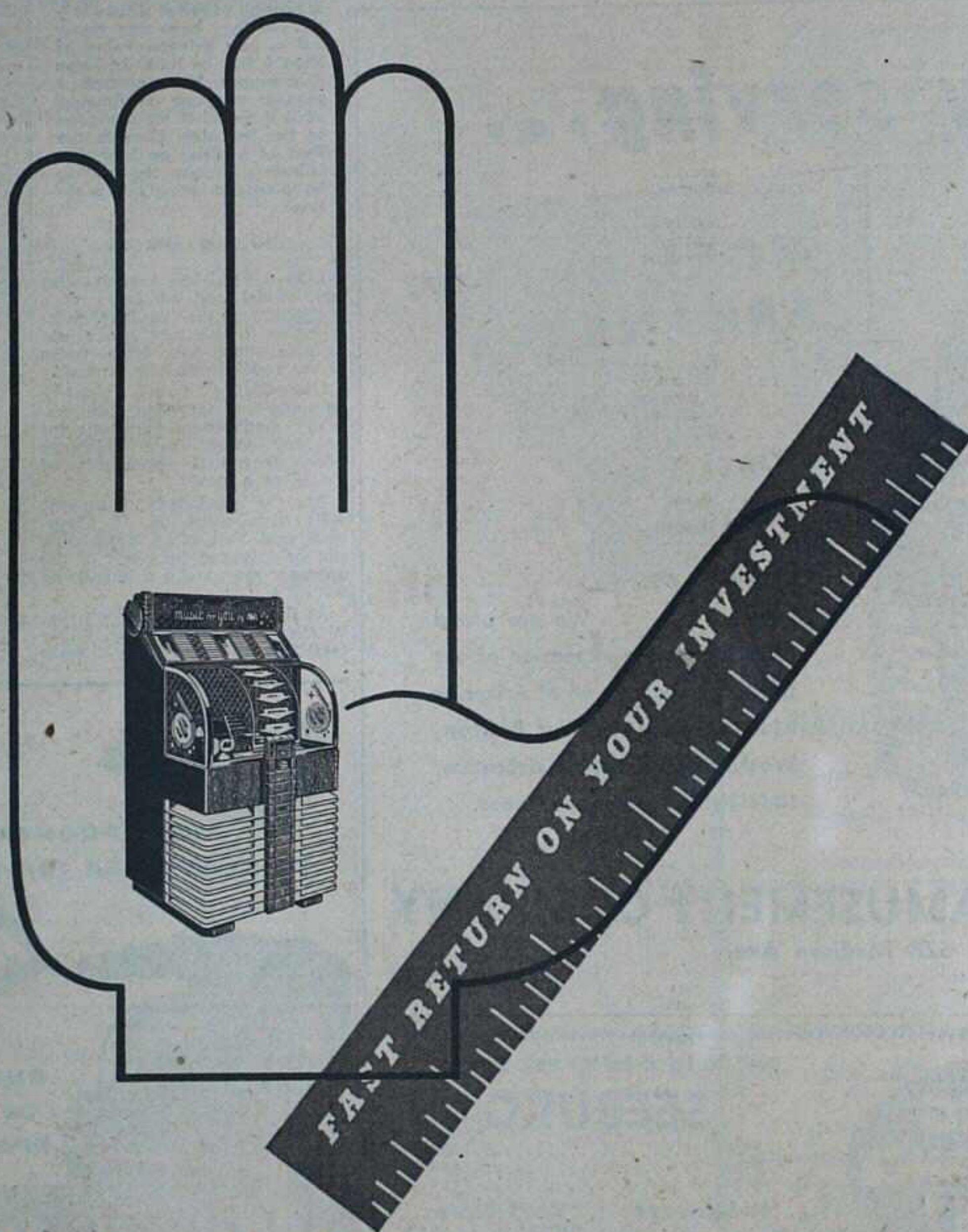
## Richmond Taxes Coin-Operated TV

RICHMOND, Va., April 5.—A \$1 yearly tax has been levied here on all coin-operated television receivers in hotels, restaurants and hospital locations.

## Charter S. C. Music Co.

COLUMBIA, S. C., April 5.—Jimmie Way Music Company has been chartered in South Carolina to conduct a general music business, including the handling of records. James L. Way is president and the firm's capital stock was listed at \$5,000.





## A Good Rule of Thumb!

The best rule of thumb for any music operator rests firmly on this question: "How fast will it pay back my investment and get me off the nut?" The nation-wide swing to A M I Model "D" indicates that music operators today give more and more thought to this basic rule.

**AMi** *Incorporated*

GENERAL OFFICES AND FACTORY: 1500 UNION AVENUE, S. E.; GRAND RAPIDS 2, MICHIGAN



THIRD OF A SERIES

# Lots of Miles Pose Cost Problem in S. D.

CHICAGO, April 5.—Wide discrepancies in the cost of operating because of vast geographical distances to be covered is the toughest problem facing South Dakota operators, according to Mike Imig, large-scale operator of Yankton.

The Billboard recently asked officers of juke box operator associations what chief problems face the industry in the coming year. Following is the third in a series of comments in answer to the question.

Imig, vice-president of the South Dakota Phonograph Operators' Association, puts the problem in this manner: "It seems out in this area where jukes and pins (Continued on page 156)

## JUNKING "YARDSTICK"

# L. A. Distribbs Use Juke's Age, Model

Wornout, obsolete juke boxes, taken in trades by distributors, have posed a mounting problem since 1946-'47. Do they have any resale value, any salvage value or should they be junked? Some distributors have started a regular program of junking such equipment for the good of the industry. Here is the first of a series on how distributors across the nation have been meeting this problem.

By SAM ABBOTT

LOS ANGELES, April 5.—The age, model and condition of a machine form the "yardstick" distributors in this area use to determine which juke boxes taken in on trades should be junked.

Unavoidably some obsolete equipment is taken in, but generally distributors here attempt to stay away from machines which show little opportunity of resale at a profit.

At the Nickabob Company, AMI distributors, H. O. Chapman said that often a machine can be salvaged for parts or the operator may make a hide-away out of it.

At the Paul Laymon Company, Wurlitzer distributors, Ed Wilkes told The Billboard that in some

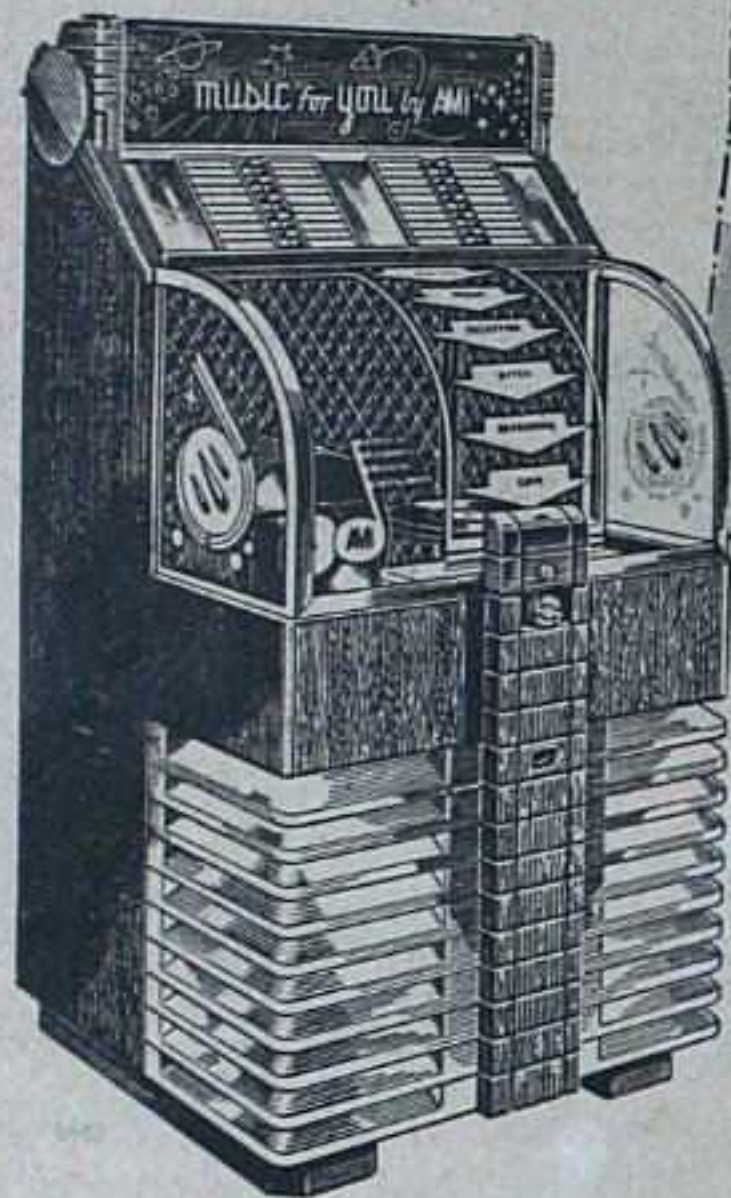
isolated cases it is profitable to break up a machine. Paul Laymon, the firm's owner, has supplied boys' clubs, church organizations and hospitals with phonographs, but even under that procedure there is a cost of repair to make the machine workable. Only a few machines at this firm have been actually junked as worthless.

### Groups Benefit

Hank Tronick at the Jean Minthorne Music Company, Seeburg distributors, said that his firm had no yardstick for determining whether a machine should be junked. If a machine is still usable and not salable, it often finds its way into some sponsored group's playroom. For example, Minthorne contributes such machines to groups sponsored by the police department.

Minthorne's firm has junked (Continued on page 157)

# Now serving...



We are proud to announce the expansion of our territory to include all of Arkansas with the exception of Benton, Washington, Crawford, Sebastian, Little River and Miller counties.

## SOUTHERN AMUSEMENT COMPANY

628 Madison Ave.

Memphis, Tenn.

Phone: 53609

**SPRING CLEARANCE SALE!**

**USED MUSIC EQUIPMENT**

Check This List of Post-War Music Equipment

### SEEBURG

- 148SL ..... \$289
- 147M ..... 169
- 146M or S ..... 139

#### Hideaways

- H246M ..... \$199
- H146M ..... 159

#### Wall Boxes

- 3W7-L56 ... \$44.50 (5-10-25¢, 3 wire)
- 3W2-L56 ... 17.50 (5¢ 3 wire)
- WI-L56 ... 10.00 (5¢ wireless)

#### ROCK-OLA

- 1426 ..... \$129
- 1422 ..... 99

#### WURLITZER

- 1015 ..... \$179

Write—Wire—Phone: 1/3 Deposit, Balance C.O.D.

#### AMI

- Model A ..... \$295
- Model C ..... 545

#### PACKARD

- Manhattan ..... \$119

#### MILLS

- Constellation ..... \$139

## MUSIC SYSTEMS, INC.

DETROIT, MICH.—10217 LINWOOD LANSING, MICH.—1224 TURNER  
CLEVELAND, OHIO—2600 EUCLID TOLEDO, OHIO—1302 JACKSON

EXPORT INQUIRIES INVITED—50 Cycle Motors Available.



**FIRST PHONOGRAPH TO PLAY OVER 100 SELECTIONS**



**ONLY PHONOGRAPH TO PLAY 45 AND 78 RPM RECORDS MIXED**

**WURLITZER SERIES FIFTEEN HUNDRED**



## POOLE DISTRIBUTORS, INC.

1022 COMMONWEALTH AVE. BOSTON, MASS.

The Finest Counter Model Juke Box Ever Made

# RISTAUCRAT S-45

A PROVEN profit maker in small spots all over the country. Try the S-45 in small spots on your route.



RISTAUCRAT, INC.  
1216 East Wisconsin Ave. Appleton, Wisconsin

# ROCK-OLA Rocket

BASIC ROCK-OLA TIME-TESTED TROUBLE-FREE CHANGER. FASTER, IMPROVED MECHANISM WITH FEWER OPERATING PARTS. PLAYS BOTH SIDES OF 25 RECORDS—OFFERING 50 SELECTIONS.

ROCK-OLA MFG. CORPORATION  
800 North Kedzie Avenue  
Chicago 51, Ill.





# THE BILLBOARD Index of Advertised Used Machine Prices

## • Music Machines

For this week's prices consult the used machine advertisements in this issue.

	Issue of April 5	Issue of March 29	Issue of March 22	Issue of March 15
<b>AIREON</b>				
Coronet 400.....	\$75.00	79.00	\$75.00	79.00
Coronet 500.....	129.00	129.00	129.00	129.00
Deluxe '46.....	49.00	49.00	49.00	49.00
Fiesta.....		69.00		
<b>AMI</b>				
Model A.....	245.00	295.00	245.00	295.00
	299.50	345.00	325.00	345.00
Model B.....	399.50	445.00	399.50	450.00
	450.00			
Model C.....	475.00	499.00	475.00(2)	499.00
	499.50	499.00	499.50	499.50
		525.00		
Hideaway.....		350.00		
Singing Tower.....				49.50
<b>CHICAGO COIN</b>				
Hit Parade 45.....	165.00	165.00	165.00	165.00
<b>EVANS:</b>				
Constellation.....		325.00		
<b>FILBEN</b>				
Maestro (30 record).....				179.50
<b>MILLS</b>				
951 Constellation.....	75.00			
Empress.....			39.00	39.00
Throne.....				49.50
<b>PACKARD</b>				
Manhattan 76.....	79.50	89.00	89.00	119.00
	100.00	119.00	89.00	119.00
	150.00			
Model 7.....		59.50		
<b>ROCK-OLA</b>				
Commander.....	39.00		39.00	39.00
Master.....	45.00			49.50
Playmaster.....				59.50
Premier.....				49.50
Rocket 50-51.....	495.00	495.00(2)	495.00	495.00
1422.....	99.00(2)	99.50	89.00	99.00(2)
	145.00	110.00	145.00	145.00
1426.....	129.00	149.50	129.00	159.00
	159.00	175.00		
1428.....		325.00	375.00	375.00
1428 Blonde.....	275.00			
1432.....		495.00		500.00
<b>SEEBURG</b>				
Cadet.....				39.50
Classic.....	49.00	49.00	39.50	49.00
Colonel.....	49.00	49.00	39.50	49.00
Envoy.....	59.00	59.00	39.50	59.00
Gem.....	44.00	49.00	39.50	49.00
H-146 M Hideaway.....	139.50	159.00	149.50(2)	150.00
	179.00	159.00	179.00	179.00
H-147 M Hideaway.....		169.50		200.00
H-148 M Hideaway.....	219.00	249.00	199.50	219.00
		249.00	219.00	249.00
H-246 M Hideaway.....	179.00	219.00	179.00	219.00
			175.00	179.00
			219.00	219.00
Hightone.....	59.00	59.00	59.00	49.50
Lo Tone.....				59.00
M-100-A 78 RPM.....		695.00	725.00	750.00
		749.50		750.00
Major.....	49.00	49.00	39.50	49.00
Mayfair.....	44.00		39.50	
Plaza.....				39.50
Regal.....	49.00	49.00		49.00
Rex.....				34.50
Vogue.....				39.50
46.....				100.00
47M.....		129.50		
146.....	110.00	150.00		
146 Hideaway.....	150.00			
146 M.....	149.00	149.50	139.00	159.00
146 S.....	149.50	149.50	135.00	149.50
146 SM.....	139.00	139.00	139.00	139.00
147.....	160.00			
147 M.....	179.00	179.50	179.50	180.00
			189.00	190.00
147 S.....	149.00	149.00	149.50	159.00
		159.00	165.00	149.00
			325.00	
148M.....		275.00	275.00	275.00
148 Blonde.....	275.00	275.00	289.00	289.00
148-ML.....	279.00	299.50	289.00	289.00
148S.....			300.00	
148 SL.....	289.00	289.00	289.00	289.00
1941 RC Special.....	59.00	59.00	59.00	59.00
1949 100 Records.....		695.00		
8200.....				35.00
<b>WILLIAMS</b>				
Music Mite.....	99.50	99.50	145.00	99.50
			145.00	145.00
<b>WURLITZER</b>				
CM-41.....				24.50
CM-61.....				24.50
CM-71.....				24.50
24.....	39.00			39.50
500.....	49.00	39.50	49.00	39.50
600.....				49.00
600K.....	49.00	49.00	49.00	49.00
600R.....	49.00	49.00	49.00	49.00
615.....				35.00
700.....	45.00	75.00		89.50
750.....	79.00	75.00	89.00	89.00
780.....	79.00	79.00	79.00	79.00
850.....	59.00	50.00	59.00	59.00
950.....	59.00	50.00		79.50
950-E.....		50.00		79.50
1015.....	170.00	169.50	169.50	179.00
	175.00(2)	175.00(4)	189.00	189.50
	179.00(2)	179.00	250.00	189.00
	189.50	250.00	250.00	189.50
	189.50	250.00	250.00	189.50
1017.....		150.00	150.00	179.50
				195.00
1017 Hideaway.....	150.00	195.00	145.00	149.50
1080.....	170.00	175.00	150.00	189.00
	179.00	175.00(2)		
		189.00		
1100.....	350.00	369.00	369.00	375.00
	375.00	395.00	350.00(2)	395.00
		369.00	375.00	
		395.00		
1250.....	475.00	475.00	424.50	475.00
		495.00	435.00	475.00
1942 RC Special.....		50.00		495.00
Victory.....	39.00	39.00	39.50	39.00

## Wurlitzer Bows 104-Selection Juke Machine

• Continued from page 144

since either the letter or the number (button), whichever is pushed first, locks until the selector combination has been completed. Then the selection is registered."

The cabinets of the new models are of approximately the same height as the 1400 series but are approximately two inches wider. The 1500 has a grained, rubbed walnut cabinet. The 1550 has a choice of textile leather covering in mahogany, blond, red and blue colors.

### Plexiglas Dome

The record stacks and tone arms are visible thru a plexiglas dome. The back of this compartment has been decorated with an eye-appealing background. Immediately below this compartment are the four title strip panels.

The title and selector panels are set at an angle and the complete unit can be removed by taking out four screws and removing four multi-prong plugs which connect it to the selector mechanism.

The speaker grille below the title-selector panels is made of rigidized bright aluminum, covers the entire speaker and its baffle, and extends across the entire front of the cabinet. Protecting this speaker grille is another of six vertical bars across which is fixed a large scroll "W" in a blue finish. The corner pilasters are made of plexiglas and have been narrowed and decorated with musical instruments outlined in white. Pastel colors have been applied to the inside of the pilasters to render them scratch and fade-proof. A metal mop strip runs around the bottom of the cabinet's base.

### New Chassis

The chassis, of entirely new design, is mounted on a machined, cast metal base. Dual, reversible turntable motors are suspended in free floating rubber shock mounts.

Access to the mechanism is gained thru the dome which lifts up and latches into place. Access to the cabinet interior is thru a removable rear panel. The entire chassis, mounted on a three-point caster suspension augmented by two wooden horizontal members, slides out of the back.

Any number of coins up to 20 plays may be deposited in the coin banking mechanism, which can be adjusted for dime, three-for-a-quarter, six-for-a-quarter play or other combinations.

### Wurgler Description

The phonograph is equipped with a combination amplifier and junction box to save space. This unit is equipped with a fader and matching transformer for connecting auxiliary speakers. As in the other models, a socket is provided for the Wurlitzer volume level control.

Ed Wurgler, general sales manager, describing the 104-selection, said, "We did not pick this particular number of selections in order to be able to offer just a few more tunes than other phonographs."

"By adding four more selections it was possible for us to even up our selector panels and to handle our electrical system so that our new wall box model 5204 operates by the push of a single button rather than by a combination of button and number."

### Streamlined Wall Box

The wall box (Model 5204) has a streamlined metal casting with Unichrome finish and a molded, curved plexiglas window. Flanking each side of the window are 13 unnumbered buttons and directly beneath the window are four small levers which, when swung sideways, move the title strips like pages in a book. A patron deposits his money and presses the button alongside the title of the tune he desires to hear.

The Wurlitzer stepper (Model 252), an auxiliary piece of equipment used in wall box installations, has been redesigned and simplified. A single "one-unit" stepper is all that is required to record all plays as they are registered on the remote control wall box and transmitted to the selector mechanism of the juke box.

An adjustable wall plaque is offered by the company, as in the past, in conjunction with its new wall box. The unit can be used with either the Model 5100, 8-inch speaker or the Model 5110 12-inch speaker.



## EVANS' JUBILEE 40/45 • EVANS' JUBILEE 40/78

20 RECORDS—40 SELECTIONS  
45 RPM

20 RECORDS—40 SELECTIONS  
78 RPM

### REVOLUTIONARY NEW CABINET DESIGN

- featuring
- PICTURE WINDOW VIEW OF RECORD CHANGING ACTION
- ★
- IMPROVED INDIRECT KEYBOARD ILLUMINATION
- ★
- GORGEOUS "LIVING RAINBOW" LIGHTING . . .
- LOCATION-LENGTH VISIBILITY for LOCATION-WIDE ATTRACTION!
- ★
- QUICK SERVICE FACILITIES

Contact your Evans Distributor NOW! Assure earliest possible delivery and a future of more carefree, more profitable operating!

### WATCH FOR IT!

## EVANS' CENTURY 100/45

50 RECORDS—100 SELECTIONS  
45 RPM

## H. C. EVANS & CO.

1556 W. CARROLL AVE.

CHICAGO 7, ILLINOIS

## THE GREATEST MONEY MAKER OF ALL TIME



## WURLITZER SERIES FIFTEEN HUNDRED

Plays more than 100 Selections

Plays 45 and 78 RPM records mixed



See the WURLIMAGIC BRAIN in action

## WILLIAMS DISTRIBUTING CO., INC.

1117 UNION AVE.

MEMPHIS 3, TENN.



## First 1952 Quarter Sees Bottle Venders Flock to 6c Price

### Breaking of 80c Case Standard Spurs End of Traditional 5c Peg

CHICAGO, April 5.—Odd-cent and, to a lesser extent, dime pricing of vended bottle soft drinks has seen its greatest increase during the past three months. Following hikes in the per case cost, up from a base of 80 cents to 96 cents and \$1.20 in many instances, major brand bottlers across the country told retailers to adopt the 6-cent bottle as the new price standard.

Because retailers were usually quick to put the 6-cent peg on counter sales, and in self-owned bottle machines, bottler-operated venders with the exception of those in industrial plants, schools and institutions, were converted en masse to odd-cent operation. This conversion to the 6-cent price is still in process in the

larger bottle routes where upwards of 1,000 machines must be changed over. In the case of the individual bottle vender owner (location-owned equipment) the change-over cost averages \$22.50 per machine.

A report on price trends in the cup soft drink venter field will appear in an early issue of The Billboard. Nickel, 6-cent, dime pricing, where used and trends in such usage, will be pointed up.

Leading the case price boost parade were Coca-Cola, Seven-Up and Dr. Pepper bottlers; various other name brand bottlers were not long in deserting the old 80 cents per case level. The first big

moves toward the 96-cent case and higher price bracketed the country, with bottlers in the Southwest and East starting the ball rolling. The trend, since the big impetus in January, soon began moving inward, from both Coasts, until currently the Midwest and North also have their share of odd-cent soft drinks in the "nickel bottle."

#### Nix Nickel

Keynoting the move toward higher bottled drink prices, A. G. Beaman, president of the American Bottlers of Carbonated Beverages, recently told a State bottlers convention that the nickel drink was "on the way out." He pointed out that thru most of the country today, bottled drinks in 6 and 12-ounce sizes are selling at from 6 to 10 cents. He predicted that the majority of retailers would be selling their bottled soft drinks for an average of 7 cents in the near future.

"Already, over half of the industry has had to raise prices from 96 cents to \$1.20 a case," Beaman declared (The Billboard, March 1).

According to Beaman, another factor tending to push the price of bottled drinks up are expected increases in the price of sugar.

First of the Coke bottlers to move to the 96-cent case price, in Texas and Pennsylvania, explained their action by citing continuing cost increases in supplies and labor. They pointed out that under the new case price the re-

(Continued on page 153)

## REVEAL TENTATIVE METAL BOOSTS FOR 3D QUARTER

WASHINGTON, April 5.—The Defense Production Administration released tentative figures this week showing the actual percentages of increased steel, aluminum and copper allocations to the vending industry for the third quarter under the Controlled Materials Plan. Altho it was still possible that the figures could slide up or down 5 or 10 per cent, DPA spokesman said the consumer durable goods division was using them as a basis for its calculations. They saw this as an indication that the allocation increases were relatively firm.

Steel allocations for vending machines in the third quarter have risen 55 per cent over the base period of early in 1950. Copper allocations for the third period of this year have jumped from 35 to 40 per cent; copper wire has gone up from 30 to 40 per cent; aluminum allocations have increased from 30 to 45 per cent and brass from 30 to 35 per cent.

DPA officials said least stable of the tentative figures probably were those for increased allocations of copper and stainless steel, both of which are in great demand.

## Cig Makers Join NY Ops in Tax Battle

### NATD Sparks Campaign to Get Public To Buck One-Cent Hike on Packs

NEW YORK, April 5.—Spurred by the National Association of Tobacco Distributors, Inc., all elements of the tobacco industry, from makers thru retailers and vending operators, last Thursday night (3), attended a protest meeting at the Hotel Statler here, to mobilize action against the threatened New York City 1-cent cigarette tax. Meeting will ask for public hearings before the city fathers, at a later date.

At an advance press conference, Joseph Kolodny, NATD managing director, termed the all-industry fight to defeat the new tax rise "a man-sized assignment," adding that in all probability, the fight at this stage would be lost. He pointed out, with great care

and emphasis, that it is not a question of whether tobacco makers and sellers believe in cigarette taxation, rather, it is a case of unjustified piling of one tax upon another to such an extent that the new 1-cent city tax is imposed, cigarette smokers will wind up paying 54½ cents out of every dollar spent for such smokes. Tho an old story to the trade, Kolodny was attempting to reach out and inform the general public, altho he was equally careful to point out that, industry-wise, neither he, nor NATD, was in any way desirous of mixing in matters beyond any trade organization's jurisdiction.

To directly inform and help

(Continued on page 153)

## MAKING MISSES COUNT

### Canteen Slogan Plan Builds Safety, Sales

CHICAGO, April 5.—The "missing letter" safety slogan program devised by Automatic Canteen Company about two years ago to stress industrial plant safety for employees has proved successful in two ways: it reduced accidents and it boosted candy sales.

Because it was found that workers usually ignore "standard" printed safety admonitions because of repeated use, Canteen introduced the "missing letter." This was employed in conjunction with a Canteen safety contest for plant employees and was originally introduced in the International Harvester Company plants.

The contest requires the plant worker to assemble a complete set of nine different safety slogan cards, one of which is placed at random on candy venter shelves. Presentation of a complete set of cards wins the plant employee a box of 24 candy bars.

The contest cards carry the slogan, "Safety pays all ways," with a two-line specific example carried below, such as "To make safety last, make it first." There

are nine different secondary slogans below the lead line, which keys the series thru the missing letter system.

#### Missing Letters

Missing letters occur in sequence, starting with the "s" in safety thru to the "y" in says. Thus, one slogan will have the "t" missing, read "Safe y pays all ways." When a worker has a collection of nine cards with a different letter missing in each one, he is eligible for the candy award.

In many instances, it was noted, employees pooled their cards and divided the candy bars they won. Others exchanged slogan cards with fellow workers to make complete sets of their own. The contest interest also created special interest in the safety slogan, which impressed the need for safety on the majority of the employees.

Canteen officials emphasized, however, that the contest produces best results only when used as a supplement to a plant's own safety campaign.

## Snively Offers Dispensers on Open Market

NEW YORK, April 5.—The Snively Dispens-O-Later, formerly distributed on a lease basis, is being offered for sale on the open market. Paul Sullivan, who has just been appointed national sales representative for Snively, announced that the juice-and-soup dispensers are available for immediate delivery at \$8,000 F.O.B., Lansing, Mich.

Sullivan, who was formerly assistant to Frank Finneran, vending chief for the Union News Company, is launching his national sales campaign around the two-way potentialities of the Dispens-O-Later in vending either food drinks or hot soup.

The soup adaptation for the machine, which costs \$30 extra and requires less than an hour to install, was first introduced in November, 1951, by Union News, and has met with success since then. Soup is vended in cold cups.

## LOUIS GOLDEN SPONSORS NEW RADIO PROGRAM

CLEVELAND, April 5.—Louis Golden, head of Ace Cigarette Company, began sponsorship of a new radio show last week promoting the American system of free enterprise. Called "Forward America," the 15-minute weekly ailer is broadcast over WERE.

The series will feature the extent of opportunities. Each program will salute a prominent member of Cleveland's community as a symbol of the "rags to riches" theme.

Golden is employing a unique method of promoting the show. He is placing a sticker giving the program time and station on each of his 1,300 venter outlets thru Cuyahoga County.

Because of initial reaction to the show, Golden is making plans to sponsor two programs a week.

## 73 Vending Ops List Varied Business Ills

NEW YORK, April 5.—With approximately 75 to 100 vending machine operators expected to attend the Tuesday (22) breakfast workshop-forum at the National Association of Tobacco Distributors' 20th anniversary convention in Chicago, the NATD's market research division announced results of a preliminary survey made to accumulate background discussion material for the forum.

Survey took the form of a single query questionnaire mailed to 100 geographically weighted tobacco distributors, who also operate vending machines. Those queried were given one week in which to answer the question: "What is the most acute problem facing you in operating vending machines?" Seventy-three replied. A breakdown of their answers follows:

Sixteen wholesaler operators replied that their worst problem was illegitimate competition from "undesirable elements," adding that many "easy money" outsiders, cut off by the new federal gambler tax and by other governmental crackdowns from former sources of income, have attempted to work their way into the cigarette vending industry.

Twelve replies pinpointed the difficulty of securing good, new locations as their worst problem, adding that "undesirable outsiders" using unethical business practices in elbowing previous

(Continued on page 152)

## Bitterman Moves To New Quarters

KANSAS CITY, Mo., April 5.—Bernard K. Bitterman has moved headquarters to 4709 East 27th Avenue here. New offices, showrooms and stockrooms provide more space than former quarters on Truman Road, it was announced.

Bitterman announced a complete line of Victor venders will be displayed. Stocks of all ball gum sizes, charms, candies and venter stands will be increased. In addition, the firm also will carry the new leaf chlorophyll ball gum line.

The Bitterman move was, ironically, facilitated by a local truck strike from March 7 to 31. As a result, the firm's stock of merchandise was depleted. Stocks are being immediately replenished at the new location, it was reported.

## Keeney Skeds Plant Exhibit

CHICAGO, April 5.—J. H. Keeney & Company has scheduled a special open house plant display of its cigarette, refrigerated sandwich and candy venders April 21-24.

The factory event will replace Keeney's participation as an exhibitor in the National Association of Tobacco Distributors' exhibit during latter's annual convention to be held this year at the Palmer House here on the same dates.

## OPS Grants Penny Hike For 21-26c Cig Venders

WASHINGTON, April 5.—Under a new Office of Price Stabilization ruling effective Monday (31), most cigarette operators vending at either 21 or 26 cents are permitted to add 1 cent to the pack price. Under the former OPS ceiling, operators were allowed 21 and 26 cents tops, depending upon State taxes, in the vended price.

In many instances, however, operators in the "four penny" refund States had continued to vend at a straight 20 or 25 cents per pack, absorbing the extra cent rather than institute the more complex and costly penny system.

#### OPS Ruling

The full text of the OPS ruling follows:

"This supplementary regulation allows sellers who distribute cigarettes from coin operated automatic vending machines and whose ceiling prices for such sales are 21 or 26 cents respectively, to adjust their prices to 22 or 27 cents respectively.

"At the present time the ceiling prices of sellers who distribute cigarettes thru vending machines are governed by the general ceiling price regulation as supplemented by Supplementary Regu-

lation 29. Because of the peculiar problems of cigarette vending machines, a regulation tailored to the specific needs of that industry is now being prepared. The issuance of that regulation awaits

(Continued on page 152)

## Candy Session At NATD Meet

NEW YORK, April 5.—National Association of Tobacco Distributors will include discussion of special problems in the candy industry during its annual convention in Chicago April 20-24.

The special session, called the Candy Round-Up, will be held 10 a.m., April 24, in the Red Lacquer Room of the Palmer House. Speakers, and topics covered, will be:

Smith Cady Sr., Chase Candy Company; "Selling Candy Profitably"; Wade Jones, New England Confectionery Company; "Easy Selling"; James F. Mulcahy, Bunte Bros.; "Profitwise Promotions"; J. E. O'Connor, Drake America Corporation; "Impulse Sales for Package Goods," and Walter R. Keeffe, Henry Heide, Inc., "Sales Helps."

## Stoner Sets NATD Display

AURORA, Ill., April 5.—Stoner Manufacturing Company will feature its full Univendor line in its exhibit at the National Association of Tobacco Distributors' convention April 21-24. Included in the display will be the Model 120 candy venter which was replaced in production in March following its discontinuance in June, 1951, due to the metal allocations.

Present at the Stoner booth will be Clarence Adelberg, vice-president; Burnhart Glassgold, sales manager, and R. W. Hunt, assistant sales manager.

The NATD convention and exhibit will be held at the Palmer House in Chicago.

## Fete Jack Beresin At Phila Club Meet

PHILADELPHIA, April 5.—Jack Beresin, president of ABC Vending Company, was presented with the Philadelphia Variety Club Great Heart Award Monday (31) at the Bellevue Stratford Hotel.

Making the award, club official Victor Blanc said, "We honor him for his work in many charities, but especially for his aid to underprivileged handicapped children."

The Variety Club is composed of men in show business. It sponsors the city's March of Dimes campaign and has built, and maintains, a camp for handicapped children in Worcester, Pa.



# Pistachios

3 SPECIAL GRADES FOR VENDORS

ask for ZALOOM'S

- 4 STAR JUMBO
- VENDORS MIX
- 3 STAR "BUDS"

Perfect. The Finest and Fastest Selling Pistachios. Red and White. DELICIOUSLY ROASTED AND SALTED.

Packed 5-lb. Moisture-Proof Bags. 12 5-lb. Bags to Carton.

RECOGNIZED DISTRIBUTORS IN ALL TERRITORIES WRITE US TODAY



JOS. A. ZALOOM & CO.

America's Original Masters in Roasting and Salting of Pistachio Nuts

8 JAY STREET NEW YORK 13, N. Y.

BEekman 3-7646

World's Smallest Midget

## WHISTLE

\$10 per M

- WORKS LIKE A CHARM
- VENDS LIKE A CHARM
- WATCH THE KIDS FOLLOW THIS LEADER!
- BEAUTIFUL. ATTRACTIVE

Two-tone colorful plastic, inch length whistles that everyone will really go for! Vends perfectly in any machine. ORDER NOW for quick delivery!

SIRENS: \$5 GROSS

Distributors Wanted

PAUL A. PRICE CO. 220 BROADWAY, NEW YORK 38, N. Y.

## CHARMS NEWER

From the World's LARGEST MANUFACTURER of CHARMS

- Playing Cards
- Silver Tippen
- Bullets
- New Cameos
- Compasses
- Photo Lockets
- Photo and Jewel Rings

Ours is the finest and most complete line in the country. Immediate delivery! Send 35¢ for complete samples for low, low, low Prices.

PENNY KING CO. 2538 Mission Street Pittsburgh 3, Penna.

## PITT PLANTS REVEAL CUP VENDER BENEFITS

PITTSBURGH, April 5.—Industrial management here in some instances is underwriting cup vender installations. The firms figure that automatic merchandising of beverages on plant premises saves management around 14 cents per employee per day, amounting to \$56 per day in a 200-employee plant.

A spot check of plant officials and operators re-emphasized the former's recognition of venders as a double benefit in dollars saved and in employee satisfaction. Plant management's thinking on vender underwriting and in dollars saved via venders is based on the following:

In some plants where drink sales are not in sufficient volume for an operator to install a machine, and where \$2-an-hour workers without access to a vender leave the premises for 15-minute refreshment breaks, management pays a specific amount each month to operators to install a machine. With vending equipment, management reports, selection and consumption time averages about three minutes per employee instead of 10 or 15 minutes during an off-premises snack break.

Cup drink vending, according to plant officials, thus saves about \$56 daily per 200 employees (where the hourly rate averages \$1.20). This is based on the average three-minute refreshment break rather than one or more 10 to 15 minute off-premises or cafeteria breaks per employee per day.

## Metal Men See CMP End By January; Cite Reasons

WASHINGTON, April 5.—Following two successive boosts in steel and copper and one in aluminum for the vending industry and for civilian industry in general during the second and third quarters this year, top metal experts were advising the abandonment of the Controlled Materials Plan by next January. It is pointed out that while copper, nickel and cobalt will continue scarce, government allocations of these metals should end by 1954.

In line with the bettered metals picture, top government aids are advising a slowdown on government help for expansion of steel and aluminum production. Thinking is that present production facilities for both metals are more than ample for military requirements. Civilian shares under the relaxed regulations will permit important increases in vending machine production, it was indicated (The Billboard, March 15, April 5).

Behind the "new look" in the metals situation is this fact: The stretching out of the weapons-building program means that the big push for armaments will not occur in concentrated form during 1953, but will instead be drawn out thru 1954 and perhaps, depending upon international events, into 1955. After 1955, it is expected that defense will go along on a high plateau of production, but will not be a deterring factor to output of civilian goods sufficient to meet demand.

## Nat'l Biscuit Adopts New Price Policy

NEW YORK, April 5.—Starting Tuesday (1) the National Biscuit Company adopted an F.O.B. New York price policy, replacing the former delivered price list on its six vendor packets. Prices for the 100-packet containers were slashed from 20 to 35 cents at the same time.

A. H. Wilcox, manager of the vending division, said that operators in the East, and especially those closest to New York, would enjoy substantial saving while those in the West Coast and Rocky Mountain areas would be paying about the same as before as the result of having to absorb freight charges.

Products and their new prices are Peanut Cream Patties; Creamy Delights Sugar Wafers and Creamy Delights Chocolate Flavors, each \$2.65 per container; Cheese Peanut Butter Sandwich, \$2.70; Fig Newtons and Hy-Time Creme Sandwich Chocolate Flavor, \$2.80. Minimum shipment is 14 cartons. Special price allowances are made on quantity purchases.

Now DELIVERING! Victor's New

### BABY GRAND CHICLE MACHINE

Holds 5 1/2 lbs. of Chicle Treats. Vends 2 for 1¢. Chicle Treats, 45¢ lb.—New Chlorophyll Chicle Chews, 60¢ lb.—210 to 1 lb.—25 lb. ctns. No changes or conversion necessary to vend Chlorophyll Gum.

Case of 4.....\$52.00 — Single.....\$13.45

### NEW VICTOR JUMBO 100 MACHINE

Case of 4.....\$58.00 — Single.....\$14.95

1/3 Dep., Bal. C.O.D., F.O.B. Boston. Complete Victor Line in Stock

CHAMPION NUT & CHOC. CO. 1194 Tremont St. Boston, Mass.

Benefiting for the second quarter will be over-all vender production. With greater copper, aluminum allocations forthcoming in the third quarter, electric model and refrigerated venders will see greater production, made possible by general increases to civilian industry of 10 per cent in copper wire and a 37 per cent production hike in aluminum output.

Looking over the changed metals conditions, vender manufacturers are now revamping their 1952 production estimates. Most feel that if the indicated allocations increases come thru on schedule, back-orders will see a gradual reduction instead of, as predicted earlier, a sizable build-up.

## STILL A BABY

## 'Printers' Ink' Sees Boom In Vending

NEW YORK, April 5.—In response to a query on vending machines, Printer's Ink, weekly magazine of advertising, management and sales, investigated and reported on automatic merchandising in its issue dated March 28.

Summing up its investigation, the magazine had to borrow a line from the late Al Jolson, "You ain't heard nothin' yet." Figures compiled by Vend magazine are used thruout the four-column story to substantiate the growth and optimistic future depicted.

The inroads of vending into retail selling are acknowledged by Howard Abrahams, sales promotion manager of the National Retail Dry Goods Association. However, Abrahams says retail stores feel more competition from super markets selling non-grocery items than they do from vending machines.

The success of the enterprising Filene's, major Boston department store, in the vending field is described. Store has been experimenting with U-Serv-U, a group of machines dispensing soft goods from bus terminals and airports, for the past year and a half. Success has been such that the firm is now seeking new locations for the units, the article says.

A photo of the Electric Merchant, manufactured in England by Skillman and distributed in this country by Telecoin Corporation, New York, is used to illustrate the article.

## Am. Tobacco '52 Sales Show Hike

FLEMINGTON, N. J., April 5.—Both unit and dollar sales of the American Tobacco Company for the first two months of 1952 were well ahead of those for the corresponding period last year, Paul M. Hahn, company president, reported to stockholders at their annual meeting here Wednesday (2).

All directors were re-elected. More than 75 per cent of the total eligible votes, a new record, were represented in person or by proxy.

WESTERN NORTH-MODEL 49 \$17.35 EACH  
25 to 100, \$17.15 Ea. 100 or more, \$16.95 Ea.

BALL GUM 144, 170 & 210 count. Pkd. 25 lb. ctns., 26¢ lb. 200 lbs. or more shipd. fr. prepaid. Cash w/order. Less 7%.

NORTH-WESTERN TAB GUM VENDOR \$25.95 Each  
25 to 100, \$25.45 Ea. 100 or more, \$24.95 Ea.

NEW SILVER KING ROTARY SUPER VENDOR  
Vends 7/8" King size ball gum. 100 pcs. to lb., \$12.95. 7/8" gum, 25 lb. ctns., 26¢ lb.

Rake's Deluxe Charm Mix—All the Better Items, \$8.50 Per M

RAZOR BLADE MACHINE Fits all standard razor blades. \$19.95 ea. 25 or more, \$17.50 ea.

Silver King Hunter Ball Gum Vender \$45.00  
Reconditioned and Refinished \$19.50

Heavy Iron Vender Stands, Weight 28 Lbs. Double Bar, \$1.40 Triple Bar, 1.75

Ajax 5¢ Hot Nut Venders, recond., incl. Stand and Cup Dispenser \$39.50

Master 1¢ Novelty Venders, Recond. Like New, Porcelain Finish, Screw Type Lock Top & Bottom \$8.50 Master 2¢, 1¢ & 5¢ Comb. \$10.00

Shipman Triplex Stamp Vender, fold-er type, vends 1¢, 3¢ & air-mail \$39.50

National Postage Service, roll type, vends 1¢ & 3¢ \$49.00

Write for Complete List New & Used Vendors, Accessories & Supplies Full Cash With Orders Less Than \$20.00; All Others 1/3 Deposit, Balance C.O.D.

## MAKE COIN MACHINE EXCHANGE

609A SPRING GARDEN STREET LOMBARD 3-2676 PHILADELPHIA 23, PA.



## PAYS 50% TO 200% STEADY PROFITS

Outdraws, Outearns and Outperforms All Others! Be penny-wise... and profit! American Scales pull better in stores, amusement places, entrances, corners, etc. You'll realize an immediate and never-failing income! Model 403 has 12 slots, one for each month of the year... more appeal for customers, more pennies for you. Guaranteed 5 years, built to last 20. Porcelain and baked enamel finish in red, cream and black.

- ★ 2 Machines in 1... Fortune and Weight
- ★ Fully Automatic & Patented
- ★ No Knobs, No Handles, No Trouble



Yours for Only \$25 DEPOSIT  
★ Mail coupon today for immediate delivery or further details, monthly terms as low as \$10.

AMERICAN SCALE MFG. CO. 3206 Grace St., N. W., Washington 7, D. C.  
Check one of the following:  
 Attached find check for \$25 payment on one model 403 scale. Ship at once.  
 Please send further details immediately.  
NAME \_\_\_\_\_  
ADDRESS \_\_\_\_\_  
CITY \_\_\_\_\_ ZONE \_\_\_\_\_ STATE \_\_\_\_\_

## Central Ohio Specials!!! USED CIGARETTE MACHINE BARGAINS!

- Get 'em while they LAST  
40 NATIONAL ELECTRICS, 9 Col. . . . . \$125  
5 Rowe Electrics, 8 Col., Diplomat \$125 950 National Mechanicals . . . \$ 89.50  
1 Keeney Electric, 9 Col. . . . . 150 930 National Mechanicals . . . 79.50  
2 Eastern Electrics . . . . . 155 2 PX Mechanicals (King Size) 125.00  
All Above on 25c Play

New Keeney Electric Cigarette Vender With Changer. Immediate Delivery. Write for New Low Prices.

USED CANDY MACHINES  
5 Mills Merchandisers . . . . \$89.50  
175 Bar, 5 Col.  
2 Rowe, 8 Col., 120 Bar . . . . 89.50  
1 National, 9 Col. . . . . 99.50  
(126 Bar, 9 Col.)

TERMS: 1/3 DEPOSIT WITH ORDER; BAL. C.O.D. CENTRAL OHIO COIN MACHINE EXCHANGE 525 S. HIGH ST., COLUMBUS, OHIO AD 7254

every conceivable kind of EQUIPMENT, SUPPLIES AND SERVICES has been sold in The Billboard WHAT DO YOU HAVE TO SELL! Write The Billboard, 2160 Patterson St., Cincinnati 22, Ohio





### Nat'l Ups Blade Vender Production

CHICAGO, April 5.—National Sanitary Sales has reported a step-up in production on its new DAV Razor Blade Vender, following its introduction during the Coin Machine Institute exposition here in February. Additional distributors are now being appointed and will be announced shortly, according to Paul Paradise, president. Sample blades are furnished without cost to operators, along with a premium catalog depicting the various premiums available thru coupons in each 25-cent package of vended razor blades.

### Appoint McDonald New Pepsi-Cola Plant Mgr.

NEW YORK, April 5.—Joseph McDonald has been named general manager of the newly opened Bronx plant of the Pepsi-Cola Metropolitan Bottling Company, Inc. He formerly handled sales for the New York City area since his association with the company in 1938.

The new plant will produce 630 bottles of Pepsi-Cola a minute, with an expected annual output of some 3,500,000 cases. Among those attending the ceremonies during the plant opening March 31 were Alfred N. Steele, president of Pepsi-Cola, public and civic officials and local business organizations.

**IF YOU ARE LOOKING FOR THE BIG MONEY ... THIS IS IT!**

Today's hottest money-maker. OPS are amazed at the earnings which are two to three times greater than ever experienced in this field. Big capacity . . . holds over 500 pieces . . . ten column . . . wide selection, tab gum, candy coated gum, 1c chocolate bars, fruit bars, fruit charms . . . fast, easy, front load servicing . . . positive, simple, fool-proof delivery . . . tested and proved on location.

**THE NORTHWESTERN CORPORATION**  
829 S. ARMSTRONG STREET  
MORRIS, ILLINOIS

# THE BILLBOARD Index of Advertised Used Machine Prices

## Vending Machines

For this week's prices consult the used machine advertisements in this issue.

	Issue of April 5	Issue of March 29	Issue of March 22	Issue of March 15
Acme Shoe Shine Machine...				
Advance Model D Ball Gum..			\$7.45	7.45
Ajax Hot Nut.....	\$39.50	\$39.50	39.50	39.50
Asco Hot Nut, 5c.....	19.50	19.50	19.50	19.50
Bayuk Phillies Cigar Mach., 75 Cigars .....		32.50	32.50	32.50
C-8 Electric .....	15.00	15.00		159.50
Columbus Duo, 5c.....	8.00	8.00		
Columbus 46Z, 1c bulk.....	8.00	8.00		
Columbus 46ZB, 5c bulk.....	8.00	8.00		
DuGrenier Candyman .....			62.50	62.50
DuGrenier Challenger 5c, (3 col.).....	22.50	22.50		
DuGrenier Champion (9 col.).....	75.00	97.50	97.50	97.50
DuGrenier Champion (11 col.).....	97.50	120.00	97.50	120.00
DuGrenier Model 5 (7 col.).....	85.00	85.00	89.50	89.50
DuGrenier Model W (9 col.).....	85.00	85.00	99.50	99.50
DuGrenier VD (7 col.).....			85.00	
Eastern Electric.....	155.00	155.00	155.00	155.00
Esquire 1c.....	6.95	6.95	6.95	6.95
Exhibit Card Vendor, 1c.....	15.00	15.00	15.00	15.00
Exhibit Foot Vitalizer.....			22.50	
Exhibit Ideal Card Vendor.....			119.50	
Foot Vibrator .....	119.50	119.50	119.50	119.50
Keeney (9 Col.) Elec.....	150.00	150.00	150.00	150.00
Kirk Guesser Scale.....			60.00	
Kwik Shoe Shine.....	69.50	69.50	69.50	69.50
Lehigh King Size.....	125.00	139.50	139.50	
Lehigh PX Electric (8 col.).....			159.50	
Lehigh PX-10 Col. ....	100.00		139.50	
Master 5c.....	7.45	7.45	7.45	7.45
Master Novelty, 1c.....	8.50(2)	8.50	8.50	8.50
Master No. 2 1c & 5c comb..	10.00(2)	10.00	10.00	10.00
Master No. 6, 5c.....	10.00	10.00	10.00	10.00
Mills Merchandiser.....	89.50			
Mint Pop .....	135.00			
Mutoscope Card Vendor (2 col.).....	29.50	29.50	29.50	29.50
NAB Biscuit Machine.....			95.00	95.00
National Elec. Cig. Mach. (9 col.).....	124.50	125.00	124.50	125.00(2)
National 6-18.....	105.00	125.00		
National 9-A (9 col.).....			75.00	
National 9-18.....	79.50(2)	79.50(2)	99.50	79.50(2)
National 930.....	100.00	125.00	100.00	120.00
National 950.....	70.00	85.00	85.00	89.50(2)
National PX (8 col.).....	7.45	7.50(2)	7.45	7.50(2)
Northwestern 33 Ball Gum.....		7.50	7.50	7.50
Northwestern 33 1c Peanut.....				
Northwestern Deluxe 1c and 5c.....	13.95	15.00	11.95	13.95
Northwestern Model 39, 1c.....			7.45	7.45
Northwestern Model 40 1c bulk.....	6.95	6.95	6.95	6.95
Pop Corn Set .....	49.50	69.00	49.50	69.50
Revelation Soda-Mat.....			395.00	
Rowe Crusader (10 col.).....	130.00	170.00		
Rowe Electric (8 col.).....	125.00	125.00(2)	125.00(2)	125.00
Rowe Imperial (6 col.).....	70.00	85.00		
Rowe Imperial (8 Col.).....	75.00	92.50	92.50	95.00
Rowe President (8 col.).....	115.00	145.00	135.00	145.00
Rowe President (10 col.).....	115.00	135.00		
Rowe Royal (6 Col.).....	97.50	97.50	97.50	97.50
Rowe Royal (8 Col.).....	80.00	95.00	115.00	125.00
Rowe Royal (10 Col.).....	130.00	95.00	115.00	
Shipman Duplex Stamp, 1c & 3c.....	22.50	22.50	22.50	22.50
Shipman 3-Way Stamp Vendor .....			39.50	
Silver King Bulk 1c.....	8.50	8.00	8.00	8.00
Silver King 5c bulk.....	8.50	8.00	8.00	8.00
Silver King Charm King, 1c.....	12.50	12.50	12.50	12.50
Silver King Hot Nut, 5c.....	19.50	22.50	19.50	22.50
Silver King Hunter.....	50.00	50.00	50.00	50.00
Siros Brush-Up.....			50.00	
U. S. Candy Vendor.....	60.00		80.00	80.00
Uneda, Model A (6 Col.).....	70.00	92.50	90.00	92.50
Uneda, Model A (8 Col.).....			85.00	85.00
Uneda, Model A (9 Col.).....	70.00	92.50	90.00	92.50
Uneda, Model E (6 Col.).....			70.00	70.00
Uneda, Model E (8 Col.).....	87.50	87.50	87.50	87.50
Uneda, Model E (9 Col.).....	87.50	87.50	87.50	87.50
Uneda (9 Col.) Model 500.....	75.00	97.50	97.50	97.50
Uneda (15 Col.) Model 500.....	79.50	90.00	79.50	90.00
Uneda Pak, Model E (4 col.).....			50.00	50.00
Uneda Pak Model 500 (7 Col.).....	130.00	99.50	130.00	99.50
U-Select-It.....	49.50	49.50	49.50	49.50
Vendall (8 col.).....			57.50	
Yu-Chu Ball Gum, 1c.....	6.00	6.00	6.00	6.00

Operated from Coast to Coast and 20 Foreign Countries

### "SILVER-KING" Vendors

Built for professional operators



VENDS NEW LARGE SIZE 1/4" "SUPER GUM" (100 to the Pound) or regular 15/16" size. Nut and Ball Gum, Candy, Charms Vendors, 1c-5c U.S. and Foreign Coins. "Hot-Nut" Vendors. Designed for sales compelling eye appeal.

**SILVER-KING CORP.**  
622 Diversy Parkway Chicago, Ill.

### Baby Grand, \$13.00 ea.



NOTE NEW ADDRESS  
**Bernard K. Bitterman**  
4709 E. 27th Kansas City, Mo.

### IN STOCK VICTOR'S



**\$13.45 ea.**  
4 or more, \$12.00 each.  
100 or more, \$12.00 each.  
**PARKWAY MACHINE CORP.**  
715 Enter St. Baltimore 2, Md.

### \$4,000 Commission

Is big money. It will be made by men in one month selling our new type non-coin-operated Dispenser. Operators and locations enthusiastic over their profits. Sells product never before sold through any Dispenser. IT'S DIFFERENT. 50 deals commonplace. If qualified as a promotional vendor salesman, experienced in selling routes write, stating type machines have sold. Give complete information by letter only. Write **BOX D-177** Billboard, Cincinnati, Ohio

### 30 DAY MONEY BACK TRIAL

## Northwestern Model 49

Try this famous vendor for 30 days. If it doesn't EARN MORE MONEY for you, return it and we'll refund your purchase price in full, plus freight both ways. You have nothing to lose and we know we will gain a satisfied customer.



GUARANTEED USED MACHINES	
DELUXE 1c and 5c Combination ..	\$12.95
MODEL 33 BALL GUM, PORCELAIN, 1c .....	7.45
MASTER, 5c .....	7.45
MERCHANDISE AND SUPPLIES	
ZENOBIA PISTACHIO Jumbo Queen .....	.65
ZENOBIA PISTACHIO Fancy Shell .....	.42
PISTACHIO 4-Star .....	.45
PISTACHIO Vendors Mix .....	.58
PISTACHIO 3-Star .....	.42
CASHEW, Whole .....	.48
CASHEW, Butts .....	.55
MIXED NUTS .....	.55
VIRGINIA PEANUTS .....	.36
SPANISH PEANUTS .....	.28
ALMONDS, 488 Count, 5 Lb. Vac'um Packed ..	.85
ITALIAN CHICK PEAS, Roasted and Salted .....	.25
RAINBOW PEANUTS .....	.28
BOSTON BAKED BEANS .....	.28
JELLY BEANS .....	.28
LICORICE LOZENGES .....	.25
M & M .....	.39
BALL GUM, All Sizes, (200 Lbs. Min.), Prepaid .. Per Lb. \$ ..	.24
ADAMS GUM, All Flavors, 100 Count ..	.42
WRIGLEY'S GUM, All Flavors, 100 Count .....	.47
SUCHARD CHOCO-LATE, 200 Count ..	1.20
HERSHEY'S CHOCO-LATE, 200 Count ..	1.20
Minimum Order, 25 Boxes.	

**NORTHWESTERN SALES AND SERVICE COMPANY**  
MOE MANDELL  
438 WEST 42nd STREET, NEW YORK 18, N. Y. • CHickering 4-0142  
4105 16th AVENUE, BROOKLYN, N. Y. • GEedney 8-3600

## MAKE BIG PROFITS with the Sensational

# Perfumatic



**NEW for '52**  
NON-ELECTRICAL

• UNLIMITED LOCATIONS  
• HIGH PROFITS

Makes Possible **75%-25% SPLIT**

THERE'S A LOCATION ... WHEREVER THERE'S A WOMAN

PERFUMATIC vends perfume automatically—brings tremendous profits—FAST! Holds 4 leading brands giving approximately 4,000 sprays per refill. Simple selection—individual 5 cent and 10 cent coin slots. Attractively colored cabinet—all steel construction with high-lustre chrome fittings. Convenient size, 13"x12"x6". Weight less than 20 lbs.—simple installation.

Easy servicing and high profits makes PERFUMATIC tops in popularity with operators.

CONTACT DISTRIBUTOR: **COLMA, INC.**  
287 PARK AVENUE, WORCESTER, MASS.

**Perfumatic of Canada, Ltd.**  
561 EGLINTON AVENUE WEST TORONTO, CANADA

### Dixie Cup Sees Gains in Vending; Stock Pays \$3.56

EASTON, Pa., April 5. — Expanding drink-vending machine business was listed as one of four markets promising expansion opportunities in the annual report of the Dixie Cup Company issued here this week. Expansion opportunities also were seen in the industrial, school and home fields. Sales in 1951 were the largest in the history of the firm, with gross billings adding up to \$37,432,869. Net income was \$2,715,875 and common stock earned \$3.56. Common stock paid \$3.82 in 1950, but taxes in that year took only 51 per cent of operating income as compared to 65 per cent in 1951.

### From LITTLE ACORNS mighty INCOMES grow!

**Don't Delay... Order NOW!**

**ACORN**

The only completely die-cast aluminum, precision built

**ALL-PURPOSE VENDOR**

- Vends all bulk mds.—nuts, gum balls, candy, charms.
- Polished, easy-to-clean merchandise chute.
- Tamperproof! Held by top lock and body clamps only.
- Guaranteed mechanically—weighs less than 7 lbs.

1c & 5c mechanism slides into place—no screws!

**OAK mfg. co., inc.**  
11411 Knightsbridge Ave., Culver City, Calif.

East & Midwest  
M. J. ABELSON  
Gen. Sales Mgr.  
1023 Fifth Ave., Pittsburgh  
Phone: AT 1-6478  
Pacific Coast Distributor  
OPERATORS VENDING  
MACHINE SUPPLY  
1023 S. Grand Ave.  
Los Angeles



**SMOKESHOP**  
"612"  
PACK CAPACITY

The NATION'S FINEST CIGARETTE VENDOR

Tear Out and Mail This Ad for Details

**AUTOMATIC PRODUCTS CO.**  
250 B West 57th St., New York 19, N. Y.  
Plaza 7-3123

**IN STOCK VICTOR'S**

New

BABY GRAND CHICLE TREETTS VENDOR

also JUMBO 100

ORDER TODAY

**VEEDCO SALES CO.**  
2124 Market St. Philadelphia 3, Pa  
Phone: LOcut 7-1448

**BUY BABY GRAND VENDORS FROM TORR ON 20 Weekly Installment Plan**

WRITE FOR DETAILS

**ROY TORR** LANSDOWNE, PENNA.  
Servicing and Financing Operators Since 1910

**BRAND NEW LUCKY BOY VENDORS**

**\$9.75** EACH MODEL

Lot of 5 \$9.50 Ea  
Lot of 11 \$9.35 Ea  
Lot of 25 \$9.00 Ea

4 1/2 and Charm Vendors hold 5 lbs Nuts, Ball Gum Vendors 800 Ball Gum Fully Guaranteed

1-3 Deposit Balance C O D

**BLOYD MFG. CO.**  
VALLEY STATION, KY

the new photo studio...

**AUTO-PHOTO**

Complete in 1 unit! Coin operated!  
Portable for easy location!

700% gross profit with the photo machine that offers 4 poses for 25¢ — at less than 3¢ cost per strip! Completely automatic — commercial type developing in just 2 minutes! Easy for the customer! Easy for the operator! Operate a Photo Studio on a major Profit Producing Plan. Write today for your brochure — "Picture Yourself in the Money".

9 POSES 25¢

- Attractive and Durable Studio
- Nationally Recognized and Used
- Delivers 4 prints, each 1 9/16" x 1 7/8"

Contact Auto Photo Co. for distributor nearest you

**Auto Photo Company** Dept. 104-1444 So. San Pedro St. Los Angeles 15, California

## 25-Year-Old Op Now Heads Major Route

**Ellman Buys Entire Control of Spacarb New York Distribs**

NEW YORK, April 5. — In a transaction completed last week, Larry Ellman acquired the remaining shares in Spacarb New York Distributors to become sole owner of the large, old-line cup vending route. Morris L. Gale, who owned a substantial segment of the company, sold his interest back to the corporation and relinquished his posts as vice-president and member of the board.

Ellman, who at 25 is probably the youngest operator to head a major route, announced the company soon will embark on an expansion program calling for the addition of substantial numbers of coffee, candy, cigarette and other vending equipment.

Spacarb New York, said to have doubled in size since 1949, now comprises some 175 cup machines, plus lesser numbers of other vendors.

The route, one of the first to be established here, was founded in 1939 as a wholly owned subsidiary of Spacarb, Inc. Ellman, who entered the industry with a route of 12 single-drinkers early in 1948, represented a group of investors who purchased the Spacarb operation from the parent company in June, 1949. In November of that year Ellman and Gale acquired the stock of the other investors and Ellman was named president.

## Supplies In Brief

WASHINGTON, April 5.—Commerce Department announced that the dollar value of confectionery manufacturers' sales, according to preliminary figures, increased 4 per cent over the level of last February. Sales hit \$84 million.

A selected group of manufacturer wholesalers, including chocolate manufacturers, reported percentages of change in poundage and dollar value by the type of product sold.

**Bottle Shipments Up**

WASHINGTON, April 5.—Shipments of both returnable and non-returnable glass containers for soft drinks increased from February, 1951, to February, 1952, returnable bottles jumping from 334,786 to 489,999 and non-returnable bottles growing from 10,656 to 13,043, according to the Census Bureau. February, 1952, shipments, however, showed a drop from January, 1952, when 511,277 returnable and 14,012 non-returnable soft drink bottles were distributed. Shipments for the whole glass containers industry were 8,663,000 containers in January, 1952, 4 per cent more than the 8,277,000 containers shipped a month later.

## USED MACHINE MARKET

### Cig, Bulk Units Top List; Price Steadies

CHICAGO, April 5.—Cigarette venders, followed by penny and nickel bulk machines, continue to hold first and second positions as most offered units on the used equipment market. Cup soft drink units remain most operator-wanted items on the used market (The Billboard, April 5).

Prices, which began a slow rise last year, have leveled off and for the past 10 weeks have held steady. With the improved metal supply for civilian industry during the second and third quarters, used machine prices are expected to be maintained due to an easing in new equipment deliveries. However, a definite decline in late model used machines is not seen as a likely possibility. Over-all demand will continue to remain unsatisfied by increased new vend-

year at least, it is indicated.

The used machine picture, presented by The Billboard's Index of Advertised Used Machine Prices, shows that following cigarette and bulk venders as top availability units, the most advertised equipment is, in that order: candy venders, shoe shiners, stamp machines and, tying as runners-up, cup beverage and cigar venders.

### N. Y. Candy Distribs Plan May Outing

NEW YORK, April 5.—Semi-annual week-end outing of the Candy Square Club of New York, Inc., a group of manufacturers' representatives, will be held at the Hotel Concord, Kaimesha, N. Y., May 9-11.

Co-chairmen of the event are Morton Singer, president of the Jersey City, N. J., wholesale confectionery firm bearing his name, and Abe Josephsohn, who also heads up a firm bearing his name located in New York.

According to the chairmen, the reservation list already numbers 500 and includes vending operators and candy manufacturers from as far west as Chicago. Special entertainment for the group is being planned by the hotel management, they said.

### Distributors—Salesmen

**Don't Delay—Write Today**

A few choice territories still available for **VENDOMATIC KING VENDORS**—a complete line to fill your operators' needs.

- CHLOROPHYLL KING ..... 1c
- NUT KING ..... 5c
- JUMBO KING ..... 1c
- GUM & CHARM KING ..... 1c
- CHARM KING ..... 5c
- NAME GUM KING ..... 1c
- CHICKLE KING ..... 1c

**VENDOMATIC KING VENDORS** are modern in design, small compact globe holds approximately 3# merchandise and finished in an assortment of attractive eye appealing colors.

Operators: Write for free colorful brochure and name of your nearest distributor.

### VENDOMATIC

2808 TAMPA ST., TAMPA, FLA.

READY FOR DELIVERY NOW!

1c or 5c

**ACORN**

ALL-PURPOSE BULK MERCHANDISER

Featuring the new **WHITE FLASH** BRUSH HOUSING

**Empire COIN MACHINE EXCHANGE**  
1012 Milwaukee Ave. • Chicago 22, Ill.



"The Magazine of Automatic Merchandising"  
Published by The Billboard

Receive a lot of help and pointers in your VEND. Thanks for everything.

**Max Dimand**  
Memphis, Tenn.

**VEND** 501

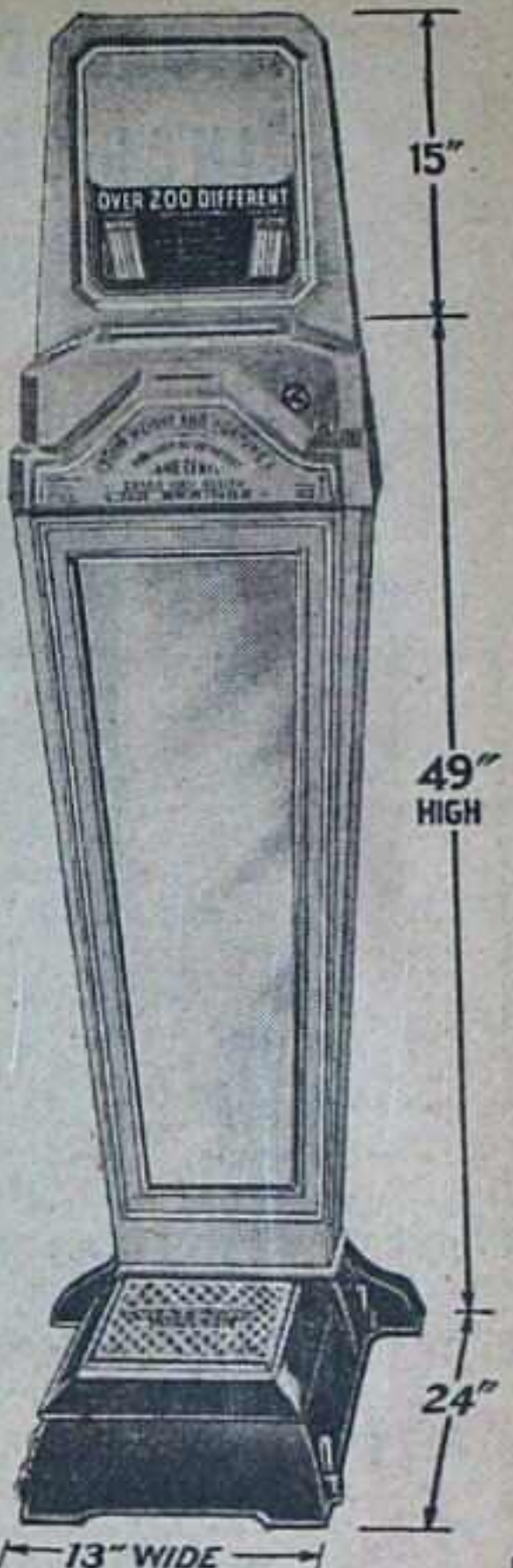
2160 Patterson St.  
Cincinnati 22, O.

Please enter my subscription to **VEND** Magazine for One Year for which I enclose \$3.

Name .....

Address .....

City ..... Zone ..... State .....



WEIGHT 165 LBS.

**\$25 DOWN**

Balance \$10 Monthly

400 DE LUXE **PENNY FORTUNE SCALE**

NO SPRINGS

WRITE FOR PRICES

LARGE CASH BOX HOLDS \$85.00 IN PENNIES

Invented and made only by

**WATLING**

Manufacturing Company

4650 W. Fulton St. Chicago 44, Ill.  
Est. 1889—Telephone: Columbus 1-2772  
Cable Address: WATLINGITE, Chicago

## SCALES

PRICES REDUCED  
**\$125.00 CUT TO \$89.95**

We have just been able to produce a better Scale and reduce the price, too. Now it is where it should be and if a scale like the one we have at \$89.95 will not make money, then you don't want scales. Look at this deal on 1 or 100 Scales.

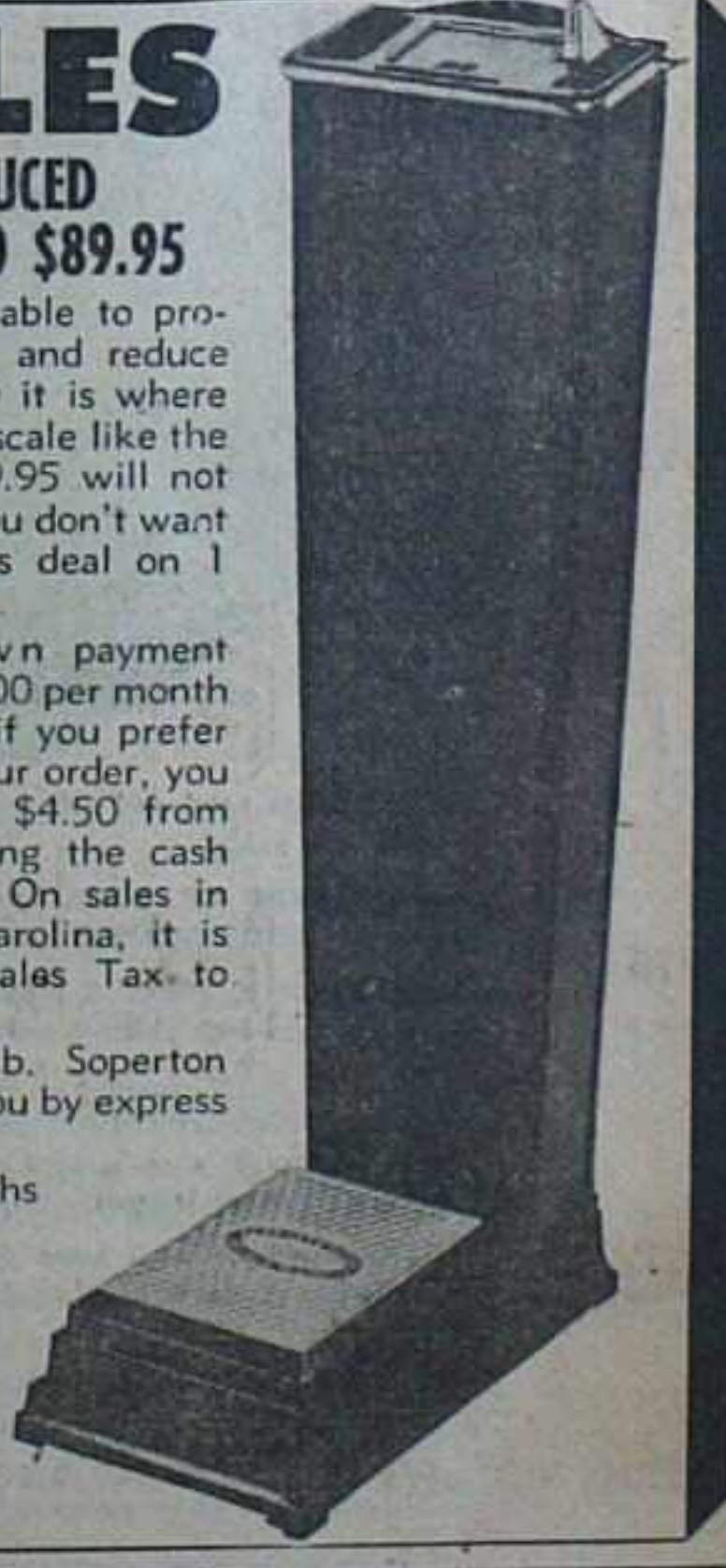
Price \$89.95. Down payment \$14.95. Balance \$5.00 per month for 17 months. Or if you prefer to send cash with your order, you may deduct 5% or \$4.50 from the list price, making the cash price only \$85.45. On sales in Georgia or South Carolina, it is necessary to add Sales Tax to scale prices.

All prices are f.o.b. Soperton and we will ship to you by express or freight.

A Scale crated weighs 100 pounds.

Get in touch with us for a Scale Deal.

**SPARK'S SPECIALTY CO.**  
SOPERTON, GEORGIA  
PHONE 33

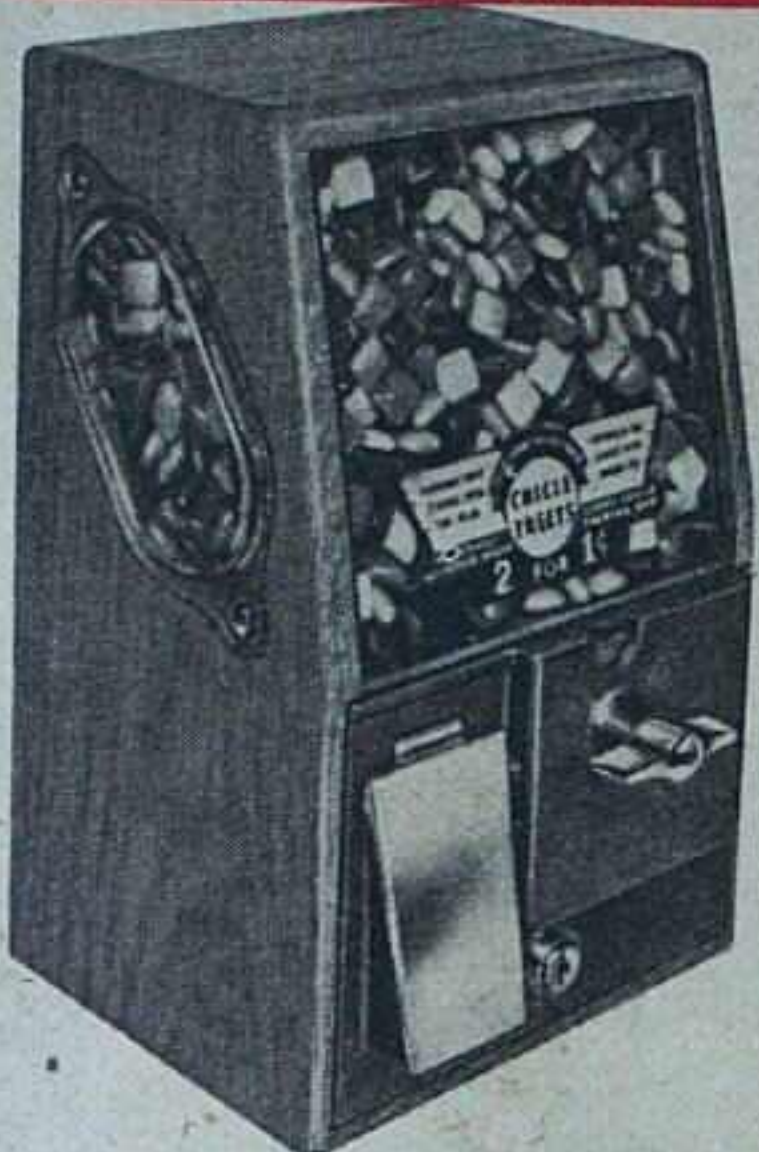


Use The Billboard Classified Pages for RESULTS!



# MORE PROFITS—STEADIER INCOME WITH VICTOR'S TWO SUPER SALESMEN...

## BABY GRAND & CHICLE TREETS



AT YOUR VICTOR DISTRIBUTOR TODAY!

—the right combination for greater profits and steadier income. CHICLE TREETS, the finest candy coated chewing gum, comes mixed in six flavors and six colors, 300 count per pound.

VICTOR'S BABY GRAND was especially designed for the vending of CHICLE TREETS and vends two for one cent (2 for 1c).

The vending of CHICLE TREETS in bulk makes it a more profitable and compact operation than tab gum vending —there are 300 CHICLE TREETS to the pound, and vending 2 for 1c gives you \$1.50 per pound. Also, there is no special loading: JUST POUR YOUR CHICLE TREETS IN BABY GRAND and YOU ARE OFF LIKE A FLASH.

VICTOR'S BABY GRAND is the most unique design in modern vending. Its small, compact and attractive appearance gets you in those choice locations you've dreamed about. The cabinet is of solid oak and finished natural. BABY GRAND holds 5½ pounds of CHICLE TREETS and takes in about \$8.25 each time it empties.

GET STARTED NOW — TODAY! A few of these very beautiful machines vending this high quality merchandise will convince you of a greater opportunity than you can visualize.

## VICTOR'S JUMBO 100



AT YOUR VICTOR DISTRIBUTOR TODAY!

Designed to vend and sell more jumbo-size ball-gum. 100 count per pound.

THOUSANDS OF LOCATIONS ARE AVAILABLE AND WAITING FOR THIS EYE-CATCHING SENSATION.

JUMBO 100 IS TRULY A MASTERPIECE. Its strong, sturdy appearance with colorful styling attracts attention beyond compare.

The combination of JUMBO 100 and JUMBO-SIZE BALL-GUM has sustained play appeal which means a permanent, profitable future for you.

JUMBO 100 will sell more JUMBO-SIZE BALL-GUM than any other vendor ever devised.

The outstanding JUMBO 100 cabinet is made of solid oak beautifully decorated in blue, red, yellow and chrome and holds 750 to 800 jumbo-size ball gum.

GET STARTED TODAY WITH THESE SUPERIOR SUPER SALESMEN.

**VICTOR** VENDING CORPORATION  
5701-13 W. Grand Ave.  
Chicago 39, Illinois

# OPS Grants Penny Hike

Continued from page 148

only the collection and analysis of appropriate data.

"One problem faced by the cigarette vending machine industry is so pressing as to require immediate treatment. On October 31, 1951, a number of cigarette vending machines had ceiling prices of 20 or 25 cents per pack, depending on the amount of the State tax. On November 1, 1951, an increase of one cent per pack in the federal excise tax was imposed and these machines were authorized to increase their ceiling prices to 21 or 26 cents. If they were to collect this extra penny, the vending machine operators would have been forced to change the coin mechanism in the machines so that they would accept 25 or 30 cents. Change would have been returned by placing four pennies underneath the cellophane of each pack of cigarettes.

"Only three pennies can be placed on one side of a pack of cigarettes, so that it would have been necessary for these operators to place two pennies on each side. It is more costly to place pennies on both sides of a pack of cigarettes; indeed, it cost approximately one cent per pack. Thus, it would have cost these sellers as much to collect the extra cent

per pack as they would take in, in increased revenues. Under these circumstances whether or not the seller raises his price by the allowable amount he is forced to absorb the increase in federal excise tax. To permit these sellers to recover the increase in excise tax that they now must absorb, this supplementary regulation allows sellers who distribute cigarettes thru coin operated automatic vending machines and who have ceiling prices of 21 or 26 cents to increase these prices to 22 or 27. The relief granted is, however, limited to those sellers for whom a 20 or 25-cent selling price results in less than a 5-cent margin, since sellers with higher margins can afford to absorb these increased cost under the industry earnings standard.

"In the formulation of this regulation the director of price stabilization has consulted with industry representatives, including trade association representatives, to the extent practicable and has given full consideration to their recommendation. In the director's judgment the ceiling prices established by this regulation are generally fair and equitable and are necessary to effectuate the purposes of Title IV of the Defense Production Act of 1950, as amended."

# 73 Vending Ops List Ills

Continued from page 148

operators out, have made a normally difficult problem that much worse.

Eleven operators blamed as their main headache unfair and excessive commission rates, offered as a come-on to induce location owners to switch operators. Here, again, unethical methods practiced by certain elements was pointed up. An added threat, the survey indicated, was the practice of seizing a location by commission cutting, after which percentage rates were raised right back up again, resulting in making many location owners suspicious of all vending machine operators, and in some cases, causing a good location to be permanently lost to the vending trade.

Seven wholesaler-operators pointed to vending machine manufacturers selling machines to questionable elements and helping to start them in business. While no reputable makers were pointed to by name, the seven operators claimed that high-sounding promises had been made to sell machines, and when normal business competition set in, these questionable new operators began commission-cutting and other unsavory practices.

Six operators claimed the shortage of qualified servicemen as their worst problem. Five operators volunteered the cost of inserting pennies as their big headache.

Four operators pointed to the narrowing spread between over-the-counter sales versus vending machine sales, due to rising local taxes, as their biggest problem.

Three operators offered the problem of general machine maintenance as their most acute worry, even tho the once-feared metals shortages had not mater-

ialized with any real severity.

Two wholesaler-operators said the servicing of coffee and other beverage machines was their main difficulty, pointing out that regular route men have difficulties when the route is small.

Two operators blamed theft and pilferage as their main problem, adding that most of it was perpetrated by small children.

One operator was mainly concerned about the difficulty of re-finishing and reconditioning his machines.

Since the spot survey only took the major reply of any one wholesaler-operator answering, many of the above answers appeared in duplication on all the replies quoted above.

# BARGAINS! CIGARETTE MACHINES

Spring Specials! Unheard-of bargains on machines just pulled off location. 20¢ or 25¢ vending. Kingsize included. All in excellent operating condition!

- 4 Col. A Model Uneeda Paks, 180 Pks. \$ 60.00
  - 8 Col. A Model Uneeda Paks, 240 Pks. 70.00
  - 9 Col. A Model Uneeda Paks, 270 Pks. 70.00
  - 9-500 Uneeda Paks, 350 Pks. 71.00
  - 6 Col. Rowe Imperials, 180 Pks. 70.00
  - 8 Col. Rowe Imperials, 240 Pks. 75.00
  - 8 Col. Rowe Royal Straight, 230 Pks. 60.00
  - 8 Col. Rowe Royal Shift, 200 Pks. 95.00
  - 10 Col. Rowe Royal, 380 Pks. 95.00
  - 8 Col. Rowe President, 380 Pks. 115.00
  - 10 Col. Rowe President, 475 Pks. 115.00
  - 10 Col. Rowe Crusader, 475 Pks. 130.00
  - 9 Col. DuGrenier Champion, 425 Pks. 75.00
  - 10 Col. FX Manual, 440 Pks. 100.00
  - 9 Col. National 9-50 Standard, 350 Pks. 70.00
  - 9 Col. National 9A, 350 Pks. 105.00
- On the above bargains, please enclose this ad with your order. The above equipment can also be had completely refinished and overhauled.
- 1/3 deposit required with order, balance C.O.D., F.O.B. Philadelphia. For further information contact
- CENTRAL VENDING MACHINE SERVICE CO.**  
3947 Parrish St. Philadelphia 4, Pa.  
EV 4-4244 BA 2-2710

# WHAT ARE YOU VENDING?

- Stick Gum? Ball Gum? Tab Gum? Bulk Merchandise?
- Mints? Stamps? Perfume.
- Combs, Sanitary Products or other Merchandise?

## ADVANCE

Is the Vendor for You

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

# VICTOR'S BABY GRAND



\$13.00 ea. 100 or more \$12.00 ea.

Vends CHLOROPHYLL GUM (Nature's Miracle Green) 1 Ball for 1c. Gum costs 60¢ per lb. Vends for \$2.10 per lb. (210 count). Capacity 5 lbs.

Baby Grand also vends

## CHICLE TREETS

2 for 1c. Gum costs 45¢ per lb. Vends for \$1.50 per lb. (300 count). Capacity 5½ lbs.

Beautiful decals free with each Baby Grand ordered. Be first in your territory with this new fast-moving merchandise.

WE ALSO HAVE JUMBO 100

Don't delay—Write today.

**H. B. HUTCHINSON JR.**

860 NORTH AVE., N. E. ATLANTA 6, GA.  
Tel.: Emerson 4390

# OUR PAINTS ARE NOW VENDERIZED

PREVENTS PEELING, FLAKING AND RUSTING!

## CIGARETTE MACHINES

- Silver Quarter Operation King Size Col. Included
- Uneeda Model 500, 15 Col., 425 Pack Cap. \$85.00
- 350 Pack Cap. 97.50
- Uneeda Model A, 9 Col., 270 Pack Cap. 95.00
- National 9-50, 9 Col., 370 Pack Cap. 100.00
- DuGrenier Model "W", 9 Cols., 308 Pack Cap. 85.00
- DuGrenier Model S, 7 Col., 310 Pack Cap. 85.00
- Rowe Imperial, 8 Col., 240 Pack Cap. 92.50
- Rowe Royal, 6 Col., 240 Pack Cap. 97.50

\$5.00 LESS for 20¢ VENDING

## NEW CANDY MACHINES

- Stoner Senior, 8 Col., 180 Bar Cap., 5¢ 10¢-25¢

WRITE

Vendall Candy

Parts and Mirrors available to all makes and models.

Conversions, any make or model to 25¢ or 30¢.

King Size Columns installed in all machines.

SEND FOR PARTS LIST



DuGrenier Champion, 7-9 cols. and 9-11 cols. Special cap. \$92.50

Uneeda Model E, 8 col. Special cap. \$92.50

ALL EQUIPMENT UNCONDITIONALLY GUARANTEED! TRADE PRICES! 1/3 Dep. With Orders. Balance C.O.D.

# 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

# AMERICAN LEAGUE NATIONAL LEAGUE BALL-PLAYER CHARMS



combining Plastic with glossy prints 72 assorted—both sides

Who will win the Pennants? Who will win the World Series?

Every day, at the games, on Television, on the Radio, in the Newspapers, millions will watch, listen, read, Live, Talk and Argue Baseball.

AND YOUNGSTERS will eagerly collect BALL-PLAYER CHARMS.

\$6.50 per 1,000 Jamaica, N.Y. Immediate Delivery

The ONLY PLACE where Youngsters can get Ball-Player Charms are from YOUR BALL-GUM MACHINES. That's to your advantage and opportunity.

We're set for a perfect Triple-Play From Eppy To Distributors & Operators To Youngsters.

PLAY BALL!

**Samuel Eppy & Co., Inc.**  
91-15 144th Place Jamaica 2, N.Y.



# Cig Makers Join N. Y. Ops

Continued from page 148

activate the public, 5,000,000 pocket-sized leaflets are being distributed thru retail outlets, attacking the 1-cent rise, and are available to vending operators for use in pasting onto machine fronts. Leaflets carry this theme: "Yes! Mr. Smoker! You will pay 54 1/2 cents in tax, out of every dollar you spend for cigarettes in New York City! That's paying thru the nose!" On the back fold, leaflet bears this legend: "Hi-ya, Champ! Yes, you New York City cigarette smokers are Champion tax payers . . . etc." At bottom below the above, leaflet urges smokers to do something about it. The back of the little leaflet further urges smokers to tell how they feel to elected city officials, from City Council President Rudolph Halley on down, and lists their names and the boroughs they represent. Leaflets carry imprint of the NATD and the Retail Tobacco Dealers of America.

### To Use Counter Cards

A much larger cardboard counter-sized card, begins with the headline: "Enuf is enough!!!" It goes into detail on just how much smokers pay Uncle Sam, New York State, and the city if and when the new city tax rise goes thru. The counter cards, which bear no association imprint, conclude by again urging the smoker to do something about it.

Perhaps the most important direct action being taken by anyone in the trade, occurred when the cigarette manufacturers, themselves, began attaching 26 to 30-second special radio spot

announcements to their plethora of radio and TV programs here, also reminding the public of the heavy cigarette taxes. Certainly the number of public relations "impressions" thusly being made upon cigarette-buying consumers runs into many millions.

The cigarette tax bill's status, at the moment, is bound up with the fate of the whole bundle of so-called "nuisance" taxes now awaiting final approval at City Hall. Before any of the separate tax bills making up the "nuisance bundle" can be passed, city law provides that public hearings must be called by the City Council, before it can okay any such bills. If the Council approves, then law provides that the Board of Estimate must itself, in turn, call public hearings, which, in practice, it has rarely done. If Estimate approves, and the bill goes to Mayor Impelleri, he, in turn, must call a public hearing before he can initial any such measure. Catch, in all of this procedure, is that public hearings serve no purpose, even if called, unless attended by spokesmen who are well-informed of the facts and who are as equally determined to impress legislators with a valid point of view.

### Pessimistic Outlook

Altho all sections of the trade remain pessimistic over the chances of defeating the 1-cent rise, all agree that the calling of the protest meeting was a healthy step taken in the right direction. The reaction of Mr. John Doe,

# Western Buyers Boost 10c Bars

SAN FRANCISCO, April 5.—Dime candy bars are the "coming thing," a candy buyers' panel agreed unanimously during the recent Western Candy Conference here.

The panel, consisting of vending machine, jobber, theater, department and variety store and drug chain representatives, predicated their prediction on the availability of greater value and better quality dime bars than most of those in the prevailing crop.

Majority of the panel members also urged introduction of multiple packs, permitting dime bars to be sold "in the same manner as a carton of cigarettes."

With 80 per cent of all candy bought on impulse, the panel agreed that while the price of bars is important, it is overshadowed by product quality.

cigarette consumer, to the leaflets, cards, news stories garnered by the press conference, and particularly, to the radio and TV spots, will be carefully watched. If the public does show signs of rising in anger against the tax rise, all-industry spokesmen, who are as yet undecided on taking more direct and specific action, will no doubt be heartened. Successful response here in New York, could very well act as the springboard for a nationwide campaign to call a halt to the ever-rising trend of cigarette taxation.

# Austin Names 3 Sales Reps

BALTIMORE, April 5.—Ernest H. Fox, president of Austin Packing Company, Inc., announced the appointment of three new representatives. L. B. Haley Jr. will cover Indiana, Illinois and St. Louis; Howard W. Heroux, New York State, and Abe Kaplan, Chicago and Michigan.

Other Austin representatives are Frank P. Larkin, New England; Fred I. Gisburne, New York City and Northern New Jersey; Sam Plon, Philadelphia and Southern New Jersey; J. W. Winter, Eastern Pennsylvania; Bill Beavers, Western Pennsylvania; Charles J. Beck, Ohio, and Walter Wells, Maryland and Delaware.

WASHINGTON, April 5.—Cash dividend payments in the food, beverages and tobacco business declined from \$24.7 million in February of last year to \$8.1 million the same month this year, according to the Commerce Department. The February decline was seen, however, as resulting from a marked shifting of regular February dividend disbursements to March payment dates.

January dividend payments also were shifted to March as a result of changed excess profits tax regulations which allow corporations to take full advantage of 1951 retained earnings. For this reason cash dividend payments by corporations issuing public reports amounted to \$181 million in February, a 15 per cent decline from the \$214 million paid out in the same month a year ago.

## MATCH FACTS

# How Gratis Book Grew Since 1827

NEW YORK, April 5.—The friction match becomes 125 years old Monday (7). The first chemical match was produced by a pharmacist, John Walker, in England in 1827. He called his invention Sulphurata Hyperoxygeneta Frict.

The wooden type match led the field until 1892, when an American patent attorney, Joshua Pusey, invented the book match. Today, more than 90 per cent of the 12.5 billion or more match books produced annually in the U. S. are presented without cost with various tobacco product purchases.

The free match book was also an American "invention." By selling advertising space on the covers, retailers' cost was reduced to the point where they could give them away. The system of free matches still exists nowhere else in the world except in the U. S.

Today, when the average American adult uses 143 match books annually, about every product manufacturer's sell and every service industry offers are advertised on match book covers. The books are currently rolling off each match producing machine at the rate of 27,000 books per hour.

## First '52 Quarter

Continued from page 148

tailer would realize a 2-cent profit per bottle instead of 1 1/2 cents under the 80 cents per case, nickel retail price. It was recommended that the retail price be upped to 6 cents per bottle or 30 cents for a six bottle carry-home carton.

The extent of the new odd-cent price trend in bottle sales of soft drinks was emphasized during the last several weeks by the continuing conversion of bottler owned venders. The Coca-Cola Bottling Company of Hartford, Conn., is well on the way to completing its price change-over on its 2,000 machines. The Bridgeport, Conn., Coke bottler is also winding up its 6-cent vender conversion program. Both firms started the change-over in January.

### Mixed in Chi

In Chicago, the nickel drink continues to hold an edge, in bottler operated and serviced machines, perhaps to a greater extent than in other areas. Spokesmen for Coca-Cola Bottling Company of Chicago, Inc., said that the single-coin price was being retained by most location owners: Dr. Pepper reported a three price range on bottle units it serviced (it does not operate its own equipment). This varies from a straight nickel to 6 cents and in some instances a dime. The vended price is up to the individual vender owner, Dr. Pepper's A. Reiner said. Most are charging the 6-cent price, after converting their machine, but a smaller number, including service station owners, have gone to a dime.

Over-all, consensus of bottlers is that the vender, and general retail market, must either abandon the nickel price or operate on a slimmer mark-up. The great bulk of locations and bottlers, are choosing the former and the nickel bottle of soft drink is moving toward the door marked "exit."

The last stronghold of the nickel bottle, the bottler's plant and other market vender installations, is the single market to cold-shoulder the higher price. Because they are bottler-operated installations, and because of fears of drastically curtailed volume resulting from odd-cent pricing, it is probable that they will soon be the only place where single bottle purchases may be had for one-twentieth of a dollar.

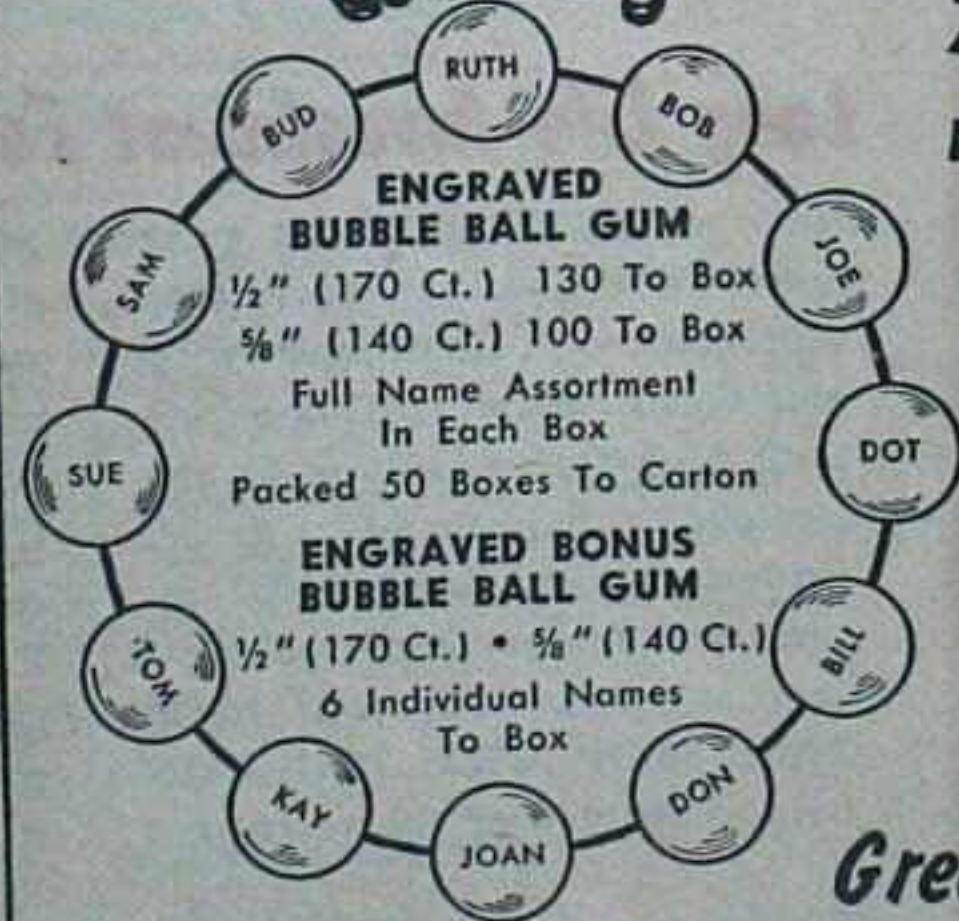
# They'll all go wild about this...

# Exciting New and Novel BALL GUM Idea!



## 74 personal names with

## 6 special bonus names



Youngsters will thrill at the novelty of a ball gum with their own name on it . . . at collecting the complete series . . . at getting the special bonus names. You'll thrill at the way your sales will skyrocket with this wonderful H. K. Hart innovation.

A quality product . . . fruit flavors all the way through . . . truly round . . . high gloss, long lasting, moisture resistant coating . . . soft, smooth base . . . easy to chew, easy to bubble . . . a beautiful colorful mixture with highest eye and taste appeal.

## Greatest Ball Gum Sales Stimulator in Years...

# H. K. Hart Standard Chew Ball Gum Now Trade Marked



This trade mark is now engraved on each piece of H. K. Hart Standard Chew Ball Gum . . . your guarantee of highest quality.

3/8" (140 Ct.) 100 To Box

## Free samples and prices on request!

# H. K. HART CONFECTIONS, INC.

540-B 39th Street, Union City, N. J.

Union 5-1119

L'ongacre 4-1155

### PEARL KNIVES, \$4.35 PER GROSS

Add Ohio's hottest ball gum premium to your charm vender. Quadruple your sales by using the world's finest miniature pen knife. Free sample on request. Terms: 1/2 deposit—Balance C.O.D.—Freight prepaid.

OHIO GUM COMPANY  
 P. O. Box 3431 Cleveland 19, Ohio  
 P.S.: At least spend a 3c stamp for a sample!



# Bank-Shot

AMERICAN'S NEW COIN-OPERATED SENSATION!



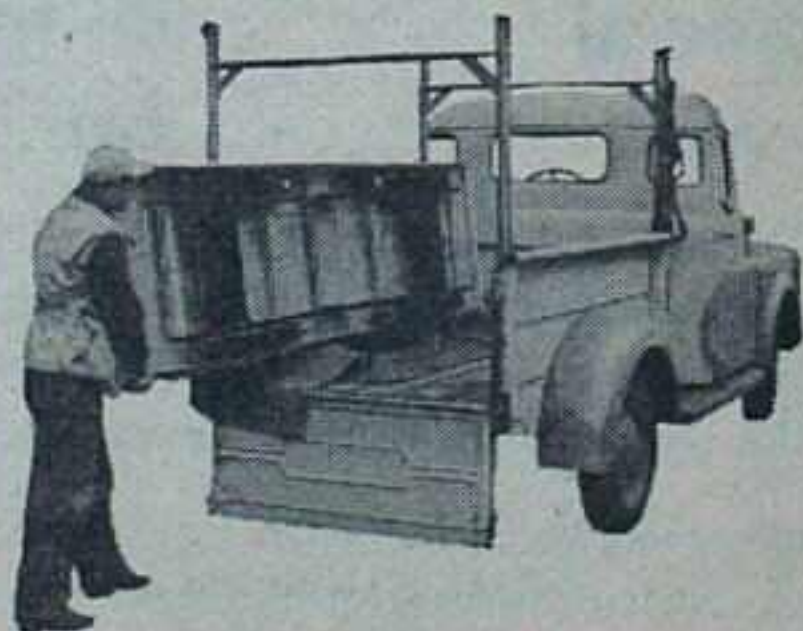
It's Here  
At Last!



## THE 9-FOOT BEAUTY

For a Million Locations

- ★ Simple Installation
- ★ Long Life
- ★ Minimum Servicing
- ★ Speedy Play



**ALL  
ONE  
UNIT!**

You have no handling or installation problems with BANK-SHOT. Its sturdy, fold-away legs permit transportation of as many as six units on an average pick-up truck. Installation takes but a few minutes. You have no maintenance problems either! No powdered wax . . . and no elbow grease . . . needed to keep the mirror-finished playing field lightning fast.

### Long Life Investment For BIGGER Profits!

Here, at last, is the dream game operators everywhere have been waiting for . . . American's really sensational new BANK-SHOT. Built to last . . . built to fit any location . . . built to reap a golden harvest of profit, BANK-SHOT assures you the maximum potential from every spot on your route. BANK-SHOT WILL MAINTAIN its popularity over the years—not

only for the usual few month's life of most machines. Its sturdy construction and warp-proof laminated maple playing surface (thanks to American's exclusive, patented Climatic Adjusters) saves cost of replacing equipment frequently. Furthermore, BANK-SHOT is a game of pure skill—man against man, not against a machine—and is legally acceptable in every state.

Bank-Shot Is an Exclusive Operator's Game and Is Sold Only Through Authorized Distributors

**WRITE, WIRE OR PHONE FOR COMPLETE DETAILS!**

### ATTENTION, DISTRIBUTORS!

A few choice territories are still available on an exclusive basis. Contact us immediately, stating territory desired!

★  
*American* SHUFFLEBOARD COMPANY  
UNION CITY, NEW JERSEY • UNION 5-6633



**COME IN**

**WATCH THE WURLIMAGIC BRAIN AT WORK ON THE NEW WURLITZER SERIES FIFTEEN HUNDRED**

**FIRST** Phonograph to play more than 100 selections **FIRST** Phonograph to play 45 & 78 RPM records mixed

**CENTRAL MUSIC DISTRIBUTING CO.**

2562 Harney St. Omaha, Nebr. | 1523 Grand Ave. Kansas City, Mo.

**HERCULOCKS\***

**"Tops" in LOCKS!**

Coin machine operators favor Herculokeys because of these outstanding features:

- CONSTRUCTION**—In addition to rugged manufacture and positive locking action, only the Herculokey has the Gear-Tooth keyway... a design that is virtually pick-proof and unlike any keyway now in use. Only the Herculokey key will fit.
- EXTRA PROTECTION**—Your key code is registered in our files under your name... reserved for your use. No danger of duplication or conflict in your territory.

Check into HERCULOKEYS now—for dependable security!

\*T.M. Reg. U. S. Patent Office

**ILCO**

**INDEPENDENT LOCK COMPANY • Fitchburg, Massachusetts**

**DON'T BUY SUBSTITUTE ALUMINUM DISCS ORDER DIRECT FROM MANUFACTURER MAKE SURE YOUR METAL TYPER MACHINES EARN TOP MONEY**

Original Parts and Supplies  
WRITE FOR PRICE.

**STANDARD METAL TYPER CO.**  
1318 N. Western Ave. Chicago 22, Ill.

**Subscribe Now!**

**52 BIG ISSUES, \$10**  
Including 8 Special Issues

"Since subscribing to The Billboard I find its Music section an invaluable aid in many ways. Now your new feature, Music Publishers' Record Scoreboard, has proved a great feature in assisting those like myself who are connected with writing and publishing as well as selling."

**NORMAN'S MUSIC SHOP**  
Norman Cohen  
4622 North Warnock St.  
Philadelphia 40, Pa.

**THE BILLBOARD** 926  
2160 Patterson St., Cincinnati 22, Ohio

Please enter my subscription to The Billboard for one year, for which I enclose \$10. Foreign Countries (except Canada), \$20. I understand this will include at least 8 Special Issues.

Name \_\_\_\_\_  
Address \_\_\_\_\_  
City \_\_\_\_\_ Zone \_\_\_\_\_ State \_\_\_\_\_  
Occupation \_\_\_\_\_

**THE MARKET PLACE**  
for the  
**COIN MACHINE INDUSTRY**

The National Exchange for Coin Machine Personnel, Products, Services and Opportunities

**CLASSIFIED ADVERTISING**

**Business Opportunities**

Coin-radios: new type console; write for full particulars and prices. Bradley, 1652 N. Damen, Chicago 47, Ill.

**Help Wanted**

Mechanic, thoroughly experienced in all types music, including Seeb. 100's, amplifiers, pins and shuffle games; no drinkers or drifters; start immediately; references. Jax Phonograph Co., 1432 Main St., Jacksonville, Fla.

Mechanic wanted—experienced on games and phonographs, located at Barstow, Calif.; good salary, immediate employment, permanent if satisfactory; write, giving references and experience. Smith Music Co., 312 Buena Vista St., Barstow, Calif.

**Parts, Supplies & Services**

Amplifiers, mechanical timers, cartons, hinges, etc.: 300 AMT 20-watt amplifiers, \$25 each (less tubes); 8,000 mechanical timers with electric shutoff switch, \$1 each; 300,000 white chipboard cartons, 1 1/2" x 3 1/2" x 2 1/2", \$5 M; 300,000 Stanley steel narrow buff hinges, 1 7/16" x 1 3/4", \$20; 700 chrome strips for decorative use, 1 1/2" x 3/8" x 22 1/2", \$1 each; money back guarantee; prices f.o.b. Detroit, All Metals Supply, 4417 Grandriver, Detroit, Mich.

Attention, Bulk Vendors—Pee Wee Boston baked beans, red hot, rainbow peanuts, Spanish salted peanuts, Virginia salted peanuts, burnt peanuts and cherry nuts; write for lowest prices and pack. Texas Candy & Nut Co., McKinney, Tex.

Heath Drop Chute and Switch, 5c, 10c or 25c play; Heath feather touch push pull type, 1c, 2c, 5c, 10c or 25c play; immediate delivery from stock. Heath Distributing Co., 243 Third St., Macon, Ga.

Old National slug ejectors worth \$8.05; trade them in on brand new ejectors for only \$8.45. Wico Corp., 2907 N. Pulaski Rd., Chicago 41, Ill.

Plastic signs and letters make spectacular indoor and outdoor displays; suppliers of complete plastic signs or letters; write for details. All Metals Supply, 4417 Grandriver, Detroit 8, Mich.

Salted almonds, cashews, mixed nuts, pecans, pistachios, redskin, Spanish, Virginia peanuts. Peerless, 538A Central Park, Chicago 24.

Stamp folders, direct from manufacturer; unlimited quantities, immediate delivery; write for prices. Veedco Sales Co., 2124 Market St., Philadelphia 3, Pa. LOcust 7-1448.

Universal phonograph covers: will fit all juke boxes; all-purpose weather-proof leatherette cover, with duck-back. Universal 1-Ball & 5-Ball covers, \$13.95 ea. Wico Corp., 2907 W. Pulaski Rd., Chicago, Ill.

**Routes For Sale**

For Sale—Money making phonograph and coin machine route; in continuous operation for the past nine years; very good territory; fine equipment, best locations; good reason for selling. Write Box M-7, The Billboard, Cincinnati, O.

**Used Coin-Operated Equipment**

A-1 Bargain: Cigarette and Candy Vending Machines, all makes and models, lowest prices. What have you to sell? Mack Postel, 2952 Milwaukee Ave., Chicago, Ill.

For Sale—Mills, Jennings, Pace, Watling Bells; beautifully reconditioned; Bally Clover Bell, used pin games, alleys, etc.; trades accepted; 12 years of reliable dealing. General Coin Machine Co., 225 N. Ninth St., Philadelphia, Pa. Walnut 2-4378.

For sale or will trade some of the following for overhead shuffleboard scoreboards: 2 1422 Rock-Olas, \$90; 1 1015 Wurlitzer, \$160; 2 750E Wurlitzer, \$85; 1 730 Wurlitzer, \$75; 3 850 Wurlitzer, \$40; 4 700 Wurlitzer, \$75; 5 800 Wurlitzer, \$60; 4 5c 3-wire Seeburg wall boxes, \$9; 2 8-ft. Cenco shuffleboard targets, \$125; Ali-Baba pin game, \$40; Tennessee, \$20; Trade Winds, \$30; Bally Hi-Roll, \$25; terms, 1/2 down, balance c.o.d. Bryan Bros. Music Co., 705 Washington St., Cadillac, Mich.

For Sale—50 Silver Queen 1c candy and gum vending machines, reasonable, practically new; made by Lawrence Mfg. Co. Dan Martin, 7510 Troost, Kansas City 5, Mo.

For Sale—28 used Pokerino tables in good condition, \$50 each; also Scientific skeeball, \$125. Box 183, Weirs, N. H.

Headquarters for gum vending machines: Mills 1c vendors (rebuilt and guaranteed by factory) dispensing Dentyne, Beeman's and Adams Chickets; new low price on both machines and gum, insuring steady profits. Write now. Hal R. Meeks, 55 West 42nd St., N. Y. 18, N. Y.

Mutoscope Hockey, \$49.50; Chicoin Pistols, \$74.50; Skeeball, \$57.50; Pollard Golf, \$35; Baffing Practice, \$35; Popcorn Vendors, \$22.50; ABT Target, \$14.50; Gripper, \$7.50; tax included; 1/2 deposit. McLennan, 2149 Campbell, Detroit, Mich.

Pokerino tables, refinished, new plywood playing surface, new silver, glass, perfect condition, \$95.00. James Travis, 204 N. 3rd, Millville, N. J.

Real low prices — U-Select-It Candy Machines, 72 bar size, \$27.50 each. Latest model, 8 column cigarette machines, Uneda quarter operation, \$55 each. Also real low prices on all other makes. Write what you have to sell. Harris Vending, 2717 N. Park Ave., Philadelphia, Pa.

Two Uneda 8-column Model E cigarette machines; quarter operation; \$40 each or both for \$75. O. T. Weaver, 1332 Arkansas Ave., Pittsburgh 16, Pa.

U-Select-Its, 54 bar, reconditioned, refinished, \$25; Rowe, Advance 1c gum machines, as is, \$5; list free. Albright Concessions, Warrenton, Mo.

Will trade Turf Kings (like new) for Music, Cigarette or any other coin machine equipment. Runyon, 123 West Runyon St., Newark 8, N. J.

14—5c nut vender, \$7; 4 Exhibit Card Vendors, 7 Exhibit Photoscope, Muto Drivemobile, \$50; Bally Rapid Fire, \$50; Rock-Ola Ten Pins, \$50. Valents, Perry, N. Y.

20 Popcorn Srs, \$60 each; 50 Silver King 5c vendors; all machines like new. Roy E. Giles, 2812 Cove Rd., N. W., Roanoke, Va.

**Want to Buy**

Want ABC's at \$225; Bright Lights at \$325; in good working condition. Pennsylvania Vending Corp., 1822 Carson St., Pittsburgh 3, Pa.

Want to Buy—All late model phonographs for cash; state quantity, condition and price in letter. Seacoast Distributors, 1200-B North Ave., Elizabeth, N. J.

Wanted—Keoney narrow wall electric scoring units for shuffleboards; new or used; state price. Shuffleboard Sales & Service, 5 Fernwood Ave., Rochester, N. Y.

Wanted—Rock-Ola 1422's, 1426's; also Chester Pollard football, any condition. William Sutton, 218 Lincoln Ave., Meadville, Pa.

Wanted—Used 7-column "5" model Du-Grenier cigarette machines; also "W" model; must be in good condition. D. J. Devine, Saugatuck, Mich.

**To Order Your Market Place Ad**  
**USE THIS HANDY FORM TODAY**

**1:** First, print or type your message here, figuring five words to the line. If you want a "display-classified" indicate in the margin what copy you want displayed.

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

**2:** Then check here for whether you want it to be a "regular classified" or the special, outstanding "display-classified" advertisement that gives your message extra power and punch:

Display-Classified

Regular-Classified

**3:** Now check off the classification you want your advertisement to appear under:

Agents and Distributors Wanted

Help Wanted

Parts, Supplies and Services

Positions Wanted

Routes for Sale

Used Coin-Operated Equipment

Want to Buy

**4:** And last—complete this authorization blank and rush your advertisement into the very next issue of The Billboard:

Gentlemen: Run this advertisement in your "Market Place" as indicated below:

Next issue only

Next 3 issues

Next 52 issues

\$ \_\_\_\_\_ Payment enclosed

Bill me

Name \_\_\_\_\_

Company \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ Zone \_\_\_\_\_ State \_\_\_\_\_

Signed: \_\_\_\_\_

**ADVERTISING RATES**

**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 insertions, per word ..... .18

52 consecutive insertions, per word ..... .16

Minimum \$3.

**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 line ..... .95

52 CONSECUTIVE insertions, per agate line ..... .90

(1 inch equals 14 agate lines)

SEND ALL ORDERS AND INQUIRIES TO: COIN MACHINE MARKET PLACE, THE BILLBOARD, 188 W. RANDOLPH ST., CHICAGO 1, ILL.



# Hold Rotation Shows During Wurlitzer Days

### Exhibit Supply Extends Coverage Of Empire Coin

CHICAGO, April 5.—At least three of the Wurlitzer distributors which also handle Exhibit Supply products will hold first showings in their territories on the Twin Rotation game during the National Wurlitzer Days, Saturday and Sunday (6-7). Frank Menci, sales manager for the game manufacturer, also announced Empire Coin Machine Exchange, Chicago, had been given additional territory.

Firms slated to show Twin Rotation at the same time the new Wurlitzer line is unveiled are Bush Distributing Company, Miami and Jacksonville; Bilotta Distributing Company, Newark, N. Y., and Leiberman Music, Minneapolis.

Empire Coin, headed by Gil Kitt, has been the Exhibit Supply distributor in the Eastern half of Wisconsin for some time. Its added territory is Northern Illinois, including Chicago.

Twin Rotation is a shuffle game based on rotation pool. It introduces a new playing principle—the balls appearing on the board as optical illusions (The Billboard, April 5).

# Seven Advance Models Rolling

CHICAGO, April 5.—Advance Machine Company reports production on a seven model vender line featuring four different types of equipment. The machines are marketed under the AMCO label and also under special trade names by contracting distributors and/or manufacturers.

Two bulk venders, No. 5-A for ball gum and No. 11 for peanuts, with the No. 21-A-D tab and candy coated gum two-selection model, make up the penny line. No. 21-A is a nickel package stick gum unit, also available as a single penny stick vender. No. 23-A is a non-selective candy bar machine. Rounding out the line are two sanitary napkin venders; No. 24 for large package and No.

# Cost Problem in S. D.

Continued from page 146

and bowlers are spread out from the center of your base to spots a hundred miles in each direction that percentage is a big problem. Obviously, there is no doubt that I can do business in Yankton, my base, on less percentage than out a hundred miles from home."

Thus the big problem for operators in the State is one of "attempting and doing on a small scale to get more percentage from the outlying locations and that means on all equipment."

### Direct Sales

Direct sales of phonographs to locations also poses an occasional problem and, according to Imig, "it's up to an operator to stop this." "Recently," he said, "40 to 50 of my locations got letters from a firm in Chicago with pictures and prices of phonographs and pins."

Imig believes "it is just an outfit that bought up a lot of stuff and is trying to unload it."

However, the problem of direct sale does crop up and the solution in Imig's words is "our own sales ability as operators to talk locations out of buying this equipment."

One of the biggest assists to operators in the coming year, Imig

said, would be the advent of dime play. Increased agitation for dime play has been reported in various sections of the country, and Imig said "there is no doubt (it) would be a wonderful boost as anyone can see what it has done on the bowlers."

### New Recordings

Association-wise, Imig feels that his State' group could render a real service "in helping form the Nebraska Music Guild which so far has shown great strides in becoming a great organization."

Looking over the past year, Imig feels that new recordings were one of the bright spots. He said:

"I think in the last year the records put out were of the style and type the public went for and that certainly helps the juke operators. After all, if you don't have the type of tunes on your phonographs the customers like they won't play them."

In line with this, Imig thinks "it might not be such a bad idea to have a group of operators from different sections of the country give major record companies suggestions from time to time on types and styles of tunes the operators think will go over." He added, "I know by talking to many artists a year ago that they surely are interested in the views of operators on what songs they think will be hits."

In closing his comment, Imig listed three rules by which he feels operators can successfully meet most problems that may arise during the coming year. They are:

1. "Keep your eyes open; watch trade magazines for new ideas that might make you money."

2. "Keep your equipment in shape. If you haven't seen some of your locations for six months and have time for visiting it might be a very good idea to drop by because they (the locations) like to see the boss."

3. "Be civic minded and keep the public aware of the fact you are one of the best and most loyal businessmen in town."

# VOX JOX

Continued from page 26

and those of the "Golden Era, 1935-1945." Joseph says he'll "certainly welcome all tunes out of that era from record companies." . . . Art Preston, VIDE, Biddleford, Me., is spinning 'em for "a 13-week co-op cross-the-board quiz from a big local super market." Preston spins records at the market or half an hour before air time, and "a photographer takes a picture of every contestant on the show."

Jon Kennedy, WBVP, Beaver Falls, Pa., signed a contract with Dix Records to cut a couple of "poetic delivery sides on standard tunes." . . . Bob Porter is the new "night watchman" at WIND, Chicago, replacing Larry Berrill, who resigned "to take in some California sunshine." . . . Duke Ellington has penned an original composition for Sam Evans, WGN, Chicago, to use as his theme. New tune is tagged "Jam With Sam," name of Evans' deejay show.

Sports commentator Bill O'Mara, KING, Seattle, has started a Saturday morning deejay show, featuring Billboard's Top 10 and interviews with top sports stars. . . . Hal Davis, new program director at KING, is believed to be the first Pacific Northwest deejay "to add a religious flavor to a strictly pop show, via the playing of a hymn, preceded by a short prayer, daily." . . . Jack Robinson, WFGM, Fitchburg, Mass., has had his "Just Jazz" show extended to two hours. . . . Nick Clooney, brother of Rosemary and Betty, is a deejay-staff announcer at WFTM, Maysville, Ky. He is also a senior at high school. . . . Frank Pollack, formerly with WONE, Dayton, O., has taken over Gene Barry's old spot at WING, Dayton, with two-hour shows daily. . . . Mac McLeod has launched the "Poor Man's Program" over WCBT, Roanoke Rapids, N. C., for early morning listeners, Monday thru Saturday. . . . Ed Wolpert, WEPG, Atlantic City, N. J., signed to handle the DeSoto Sports Cavalcade.

# Exporter Gets Control Over Games Patents

CHICAGO, April 5. — Trans-World Trading Corporation, coin machine exporter, announced it has received control over patents for coin operated novelty games.

President Joe Calderon disclosed one game features hockey, the other football. They can be played by one or two players. Cabinets on the games measure approximately 5 feet long by 2½ feet wide by 3½ feet high.

The Trans-World head conferred this week with one Chicago and one New York manufacturer who are interested in making the games. If either decides to produce the game it will be handled under a patent licensing arrangement. The games were originated by a Swiss designer-manufacturer.

23-C for cylindrical-shaped packs (selective) and also available for rectangular packages (non-selective). Both vend at a nickel or a dime.

## PURVEYORS' SPRING BARGAINS

**KEENEY LEAGUE BOWLER** 4 Player \$219.50

**Twin Pokerino** \$185.00

**ROCK-OLA SHUFFLEBOARDS** 18-20 ft. SPECIAL WRITE in Excellent Condition

**ONE-BALLS** Champions \$109.00 Citations \$4.50 Jockey Special \$4.00 Special Entry \$4.00

**CIGARETTE MACHINES** 25c Slots **NATIONAL 950** \$85.00 DuGrenier, W. \$69.50

**UNIVERSAL SUPER TWIN BOWLER** \$309.50

**FIVE BALLS** Telecard \$49.50 Big Top \$49.50 Gondola \$19.50 Wisconsin \$29.50 Floating Power \$39.50 Paradise \$19.50 Select-a-Card \$69.50

**NEW NATIONAL SHUFFLEBOARDS** 22 ft. \$249.50

**SHUFFLEBOARD SUPPLIES** Shuffle Game Wax, Case (12) \$3.30 Fast Wax, Case (12) 4.50 Pucks (Set of 8) 14.00 Score Sheets, 10 Pads 7.50 Fluorescent Lights, pair 22.50 Used Rock-Ola Shuffleboard Lites, Pr. 12.50 Adjusters 18.50

**BINGO SPECIALS OF THE WEEK!** New 5 Stars Bingo Games \$285.00 Used 5 Stars \$239.00 Late Model Lite-Bolero \$195.00 Tony Island Write

**WURLITZER** 1015 \$175 Wurlitzer 1100 \$375 A.M.I. Model A \$345 A.M.I. Model C \$495 Seeburg 148 (Blond) \$375 Rock-Ola 1422 \$145 Rock-Ola 1426 \$175 Rock-Ola 1428 (Blonde) \$275

**NEW** Wms. Sluggest Wms. Sportsman Springtime Quartette Atlantic City Bolero Futurity Big Brancho

**PURVEYOR Shuffleboard Co.** 4322-24 N. WESTERN AVE. PHONE: JUNIPER 8-1814 CHICAGO 18, ILL.

**NEW** United 6-Player DeL. World Series 4-Player Derby Steeple Chase King Pin Keene Super League Bowler

**ATLAS MUSIC COMPANY** 1200 N. WESTERN AVE., CHICAGO 47, ILLINOIS Phone: Armitage 6-3005

# THE BILLBOARD Index of Advertised Used Machine Prices

## Amusement Games

Equipment and prices listed below are taken from advertisements in The Billboard issues as indicated below. All advertised used machines and prices are listed. Where more than one firm advertised the same equipment at the same price, frequency with which the price occurred is indicated in parentheses. Where quantity discounts are advertised, as in the case of bulk vendors, only the single machine price is listed. Any price obviously depends on condition of the equipment, age, time on location, territory and other related factors.

For this week's prices consult the used machine advertisements in this issue.

	Issue of April 5	Issue of March 29	Issue of March 22	Issue of March 15
ABC (United).....	\$275.00(2)	\$295.00(2)	\$295.00(3)	\$295.00(2)
ABC (Universal).....	300.00		300.00	
Advance Rolls (Genco) (roll-down).....	39.50	15.00 39.50	39.50	39.50 69.50
All Baba (Gottlieb).....	49.50	49.50		
Alice in Wonderland (Gottlieb)	39.50 54.50	30.00 39.50	39.50	49.50 60.00
Agacade (United).....	34.50 49.50	49.50 89.50	49.50 69.00	49.50 60.00
Arizona (United).....	89.50	89.50	89.50	89.50 109.00
Ballerina (Bally).....			49.00	
Banjo (Exhibit).....	24.50	15.00 24.50	24.50 39.00	24.50 39.00
Bank-a-Ball (Gottlieb).....	89.50 100.00	89.50 119.50	89.50(2) 119.00	89.50 119.50
Barnacle Bill (Gottlieb).....	49.50 69.50	49.50 69.50	49.00 49.50	49.00 49.50
Basketball (Chicago Coin)...	225.00	249.00		
Basketball (Gottlieb).....	134.50	134.50	134.50	134.50
Basketball Champ (Chicago Coin).....	275.00	225.00 275.00	225.00 275.00	225.00 275.00
Be Bop (Exhibit).....	114.50	90.00 114.50	114.50 115.00	114.50
Bermuda (Chicago Coin).....		15.00		
Big Top (Genco).....	49.50 79.50	49.50 79.50	65.00 79.00	65.00 79.50
Black Gold (Genco).....	59.50 79.50	59.50 79.50	59.50 79.50	59.50 79.50
Blue Skies (United).....	54.50	39.50 54.50	54.50	54.50
Bomber (Chicago Coin).....	124.50	124.50	124.50	124.50
Boston (Williams).....	104.50	104.50	89.50 104.50	85.00 104.50
Bowling Champ (Gottlieb)...	57.50 69.50	57.50 69.50	57.50 69.50	57.50 69.50
Bright Lights (Bally).....	350.00(2) 375.00(2)	375.00 395.00	365.00 375.00	350.00 365.00
Bright Spot (Bally).....	435.00 445.00	450.00	425.00 445.00	435.00 445.00
Broadway (Bally).....	345.00		449.50 475.00	
Buccaneer (Gottlieb).....	39.50 69.50	39.50 69.50	39.50 69.50	39.50 69.50
Buffalo Bill (Gottlieb).....	79.50	79.50	69.50 79.50	79.50
Build Up (Exhibit).....		15.00	69.50 79.00	79.50
Buttons and Bows (Gottlieb)...	79.50	79.50	79.50	69.50(2) 114.50
Camel Caravan (Genco).....	65.00 69.50(2)	69.50(2)	69.50(2)	114.50
Campus (Exhibit).....	114.50	114.50	114.50	114.50
Canasta (Genco).....	100.00 119.50	89.50 119.50	99.00 119.50	99.00 119.50
Carnival (Bally).....	59.50	59.50	59.50	59.50
Carolina (United).....	44.50 49.50	49.50	49.50 55.00	42.50 49.50
Catalina (Chicago Coin).....	29.50(2)	15.00 29.50(2)	29.50(2)	29.50(2)
Champion (Bally).....	50.00 74.50	59.50 69.50	74.50 95.00(2)	74.50 95.00(2)
Champion (Chicago Coin)....	59.50 65.00	69.50(2) 72.50	69.50 72.50	69.50 72.50
Champion Basketball.....	72.50 89.50	89.50	75.00 89.50	75.00 89.50
Cinderella (Gottlieb).....	39.50 49.50	39.50 49.50	39.50 45.00	39.50 45.00
Citation (Bally).....	30.00 49.50	25.00 39.50	50.00 59.50	50.00 59.50
College Daze (Gottlieb).....	50.00(2) 59.50	49.50(2) 50.00	65.00 69.50(2)	60.00 65.00
Cooney Island (Bally).....	450.00(2)	450.00	449.50 450.00	449.50 450.00
Control Tower (Williams)....	175.00	135.00 175.00	175.00	175.00
Cover Girl (Gottlieb).....	29.50	29.50	29.50 45.00	29.50 45.00
Crazy Ball (Chicago Coin)...	49.50 69.50	49.50 69.50	49.50 60.00	49.50 69.00
Dallas (Williams).....	79.50	79.50	69.50(2) 79.50	69.50 79.50
De-Icer (Williams).....	100.00 119.50	119.50	119.50	119.50
De-Wa-Ditty (Williams)....	39.50	39.50	39.50 45.00	39.50 45.00
Double Feature.....	164.50	164.50	164.50	164.50
Double Shuffle (Gottlieb)....	94.50	94.50	89.00 94.50	75.00 89.00
Dreamy (Williams).....	124.50	124.50	124.50	99.00 124.50
El Paso (Williams).....	49.50	49.50	49.50 69.50	49.50
Fighting Irish (Chicago Coin)	99.50 139.50	89.50 99.50	99.50 109.50	99.50 139.50
Five Star (Universal).....	195.00 245.00	195.00(2)	195.00 199.50	195.00 199.50
Five Star (United).....	150.00	245.00 250.00	200.00 245.00	250.00 255.00
Floating Power (Genco).....	39.50(2)	39.50(2) 44.50	39.50(2) 49.50	39.50(2) 49.50
Flying Saucers (Genco).....	49.50(2)	49.50(2)		
Football (Chicago Coin)....	129.50	124.50 129.50	129.50	129.50
Four Horsemen.....	49.50 64.50	49.50 64.50	49.50 64.50	49.50 64.50
Freshie (Williams).....	99.50	99.50	99.50	99.50
Georgia (Williams).....	119.50 154.50	125.00	125.00	125.00
Gin Rummy (Gottlieb).....	114.50	89.50 114.50	89.50 114.50	114.50
Gizmo (Williams).....	144.50	115.00 144.50	144.50	144.50
Glamour (Gottlieb).....	79.50	79.50	79.50 95.00	79.50 95.00
Gold Cup (Bally).....	165.00		45.00	45.00
Golden Gloves (Chicago Coin)	20.00 24.50	24.50 34.50	24.50 49.50	24.50 49.50
Gondola (Exhibit).....	35.00 39.50	39.50 64.50	74.50	64.50 74.50
Grand Award (Chicago Coin)...	50.00 64.50	74.50		
Harvest Time (Genco).....	74.50			
Harvest Time (Genco).....	79.50	19.50	55.00 59.00	55.00
Harvest Time (Genco).....	129.50	89.50 129.50	109.50 129.00	109.50 129.00
Harvey.....	129.50	129.50		
Hayburner.....	245.00	245.00	245.00	245.00
Hits and Runs (Genco).....	109.50 129.50	99.50 109.50	109.50(2) 109.50	109.50 129.50
Hits and Runs (Genco).....	129.50	129.50		
Hits and Runs (Genco).....	29.50	29.50	29.50	29.50
Holiday (Chicago Coin).....	69.50	69.50	69.50	42.50 69.50
Holiday (Keene).....	205.00	385.00 395.00	385.00	385.00 400.00
Holiday (Keene).....	385.00(2)	395.00		
Holiday (Keene).....	395.00			
Hot Rod (Bally).....	69.50 75.00	49.50 69.50	69.50 79.50	65.00 69.50
Hot Rod (Bally).....	79.50 124.50	79.50 124.50	124.50	79.50 124.50
Humpty Dumpty (Gottlieb)...	29.00(2) 49.50	15.00 29.50(2)	29.50(2)	29.50(2)
Humpty Dumpty (Gottlieb)...	49.50	49.50		
Jack and Jill.....	49.50	49.50	49.00 49.50	49.00 49.50
Jack and Jill.....			55.00	55.00
Jalopy (Williams).....	289.50	289.50	289.50	289.50



	Issue of April 5	Issue of March 29	Issue of March 22	Issue of March 15
Jackey Special (Bally).....	\$34.50 50.00	\$35.00 39.50	\$54.00 54.50	\$54.00 50.50(2)
Joker (Gottlieb).....	245.00 349.50	54.00 54.50(2)	149.50	139.50
Judy (Exhibit).....	119.50	119.50	129.50	119.50
Just 21 (Gottlieb).....	84.50 79.50	24.50 29.50	38.50 65.00	54.50 65.00
K. C. Jones (Gottlieb).....	75.00	75.00	75.00	75.00
King Arthur (Gottlieb).....	129.50	109.50 129.50	109.50(2)	109.50 119.50
King Cole (Gottlieb).....	54.50	34.50	48.00 54.50	49.00 54.50
King Pin (Chicago Coin).....	275.00			
Knech Out (Gottlieb).....	99.50(2) 129.50	99.50(2) 129.50	99.50(2) 119.00	99.50(2) 119.00
Lady Robin Hood (Gottlieb).....	149.50	149.50	149.50	149.50
Lite-a-Line (Keeney).....	125.00 105.00	164.50 195.00	164.50 195.00	164.50 175.00
Lucky Inning (Williams).....	69.50 79.50	69.50 79.50	65.00 69.50	69.50 79.50
Madison Square Garden (Gottlieb).....	135.00 149.50	149.50	135.00 149.50	149.50
Major League Baseball (United).....	39.50	39.50	39.50	39.50
Majors '49 (Chicago Coin).....	79.50	79.50	69.00 79.00	69.00 79.50
Manhattan (United).....		15.00		
Marl-Gas (Genco).....	49.50 99.50	49.50 99.50	49.50 75.00	49.50 75.00
Maryland (Williams).....	109.50	109.50	99.50 109.50	99.50 109.50
Melody (Bally).....	114.50	67.50(2) 114.50	67.50 95.00	67.50 75.00
Mercury (Genco).....			109.50 114.50	95.00 114.50
Nermaid (Gottlieb).....	39.50	164.50	39.50	39.50
Nerry Widow (Genco).....	149.50	159.50 175.00	175.00	175.00
Minstrel Man (Gottlieb).....	29.50 39.50	29.50 39.50	29.50 39.00	29.50 39.00
Monte Carlo (United).....			39.50	39.50
Moore Glow (United).....	39.50 59.50	39.50 59.50	39.50 49.00	39.50 49.00
Morocco (Exhibit).....	49.50	49.50	49.50	49.50
Muffy (Williams).....			135.00	
Nash (Exhibit).....	129.50	129.50	129.50	129.50
Night Owl (United).....	144.50	144.50	75.00 84.50	75.00 84.50
Old Faithful (Gottlieb).....	39.50	39.50	39.50	39.50
One, Two, Three (Genco).....	19.50 49.50	19.50 30.00	39.50 49.00	39.50 49.00
Paradise (Gottlieb).....		49.50		
Phoenix (Williams).....	69.50	69.50	69.50	69.50
Photo Finish (Universal).....	75.00 99.50	69.50 75.00	99.50 119.50	99.50(2)
Pinkie (Williams).....	119.50	119.50		
Pin Bowling (Chicago Coin).....	29.50	29.50	29.50	29.50
Pin Bowling (Chicago Coin).....	139.50	119.50 139.50	125.00(2)	125.00 139.50
Pitch Hitter (United).....			55.00	55.00
Play Ball (Chicago Coin).....		125.00		
Play Ball (Chicago Coin).....		39.50		
Playboy (Chicago Coin).....			95.00	65.00
Playland (Exhibit).....	124.50	124.50	124.50	124.50
Playtime (Exhibit).....	84.50	84.50	84.50	84.50
Puddin' Head (Genco).....	59.50	39.50 59.50	55.00 59.50	55.00 59.50
Punchy (Chicago Coin).....	144.50			
Quartermaster (Williams).....	89.50(2) 100.00	45.00 89.50	89.50(2) 100.00	59.50 89.50(2)
Rag Mop (Williams).....		100.00		
Rainbow (Williams).....		120.00		
Rancho (Bally).....			39.00	39.00
Rancho (Bally).....			49.00	49.00
Rancho (Bally).....			55.00 59.00	55.00
Rancho (Bally).....			109.50	
Red Shoes (United).....	94.50	59.50 94.50	94.50 99.00	94.50
Rip Snorter (Genco).....	49.50	49.50		
Robin Hood (Gottlieb).....	119.50	119.50	95.00 119.50	119.50
Rocket (Genco).....	139.50	154.50		
Rockette.....	39.50	39.50	39.50	39.50
Rondoo (United).....	64.50	64.50	64.50	64.50
Round Up (Bally).....	79.50	79.50	79.50	79.50
S. L. (Williams).....			39.50 54.00	39.50
Sally (Chicago Coin).....	59.50	59.50	59.50	59.50
Samba (Exhibit).....	49.50	30.00 49.50	49.50	49.50
Saratoga (Williams).....	39.50	39.50	39.50 45.00	39.50 45.00
Screwball (Genco).....			55.00	
Select-a-Card (Gottlieb).....	69.50 79.50	54.50 69.50	69.50 79.50	79.50
Serenade (United).....			79.50	
Shanghai (Chicago Coin).....			27.50	
Shantytown (Exhibit).....	109.50	109.50	99.00 109.50	99.00 109.50
Sharpshooter (Gottlieb).....	89.50	89.50	69.50(2)	69.50
Shoe Shoe (Williams).....		125.00	159.00	
Short Stop (Exhibit).....			45.00	
Show Boat (United).....		30.00	59.00	45.00
South Pacific (Genco).....	109.50	69.50 109.50	89.50 95.00	95.00 109.00
Special Entry (Bally).....	24.50 35.00	49.00 49.50	49.00 49.50	49.00 49.50
Speedway.....	49.00 49.50			
Speedway.....	50.00			
Speedway.....	109.50			
Spinnaker (Chicago Coin).....	29.50 49.50	29.50 49.50	29.50 49.50	29.50 49.50
Spot Bowling (Gottlieb).....	99.50 154.50	99.50 154.50	99.50 154.50	99.50 154.50
Stadium.....			89.50	
Stardust (United).....	34.50 49.50	49.50	45.00 49.50	45.00 49.50
Step and Go (Genco).....	109.50 139.50	99.50 109.50	109.50 139.50	109.50 139.50
Stormy (Williams).....	29.50 49.50	15.00 29.50	29.50 49.50	29.50 49.50
Summer Time (Gottlieb).....	30.00 39.50	30.00 39.50	30.00 39.50	30.00 39.50
Super Hockey (Chicago Coin).....	69.50	59.50 69.50	69.50 79.00	69.50
Super World Series (Williams).....	295.00	295.00	295.00	295.00
Swanee (Exhibit).....	59.50	59.50	59.50	59.50
Sweetheart (Williams).....	99.50 134.50	99.50 134.50	99.50 109.00	99.50 109.00
Tahiti (Chicago Coin).....	85.00 109.50	85.00 109.50	109.50 134.50	134.50
Tampos (United).....	89.50	89.50	85.00 109.50	109.50
Telcard (Gottlieb).....	49.50(2) 79.50	49.50(2) 79.50	69.00 89.50	69.00 89.50
Temptation (Chicago Coin).....			49.50 79.50	49.50 79.50
Tennessee (Williams).....	29.50	29.50	29.50	29.50
Texas Leaguer (Keeney).....	50.00	50.00	50.00	50.00
Thing (Chicago Coin).....	79.50 89.50	79.50(2) 89.50	79.50 89.50	79.50 89.50
Three Feathers (Genco).....	119.50	119.50	119.00 119.50	119.50
Three Marketers (Gottlieb).....	69.50 79.50	69.50 79.50	69.50(2) 79.50	69.50 79.50
3-4-5 (United).....		49.50		
Thrill (Chicago Coin).....	265.00	265.00	265.00	265.00
Total Roll (Genco).....	27.50	27.50	27.50	27.50
Trade Wind (Genco).....	39.50	39.50	39.50 49.50	39.50 49.50
Triplets (Gottlieb).....	149.50	149.50	149.50	149.50
Triple Action (Genco).....	29.50 49.50	29.50 49.50	29.50 39.50	29.50 39.50
Tri-Score (Genco).....	79.50 119.50	79.50 84.50	79.50 89.50	79.50 119.50
Tucson (Williams).....	69.50	119.50	119.00 119.50	69.50
Tumbleweed (Exhibit).....	84.50 104.50	84.50 104.50	84.50 104.50	84.50 104.50
Turf King (Bally).....	150.00 195.00	169.50 195.00	199.50	199.50
Turf King (Bally).....	299.50 200.00	199.50 200.00	225.00(3)	249.50(2)
Turf King (Bally).....	225.00(2)	239.50 249.50	249.50 275.00	295.00 299.50
Turf King (Bally).....	249.50(2)	295.00(2)		
Turf King (Bally).....	295.00(2)			
Utah (United).....	94.50	85.00 94.50	94.50	85.00 94.50
Victory Special (Bally).....	49.50	49.50	49.50	49.50
Virginia (Williams).....	29.50	29.50	29.50 49.00	29.50
Watch My Line.....	149.50		185.00	185.00
Whirl-a-Ball (Amusement).....	19.50	19.50 22.50	19.50	19.50 22.50
Winner (Universal Industries).....				
Winner (Universal Industries).....		125.00 129.50	125.00 150.00	174.50 195.00
Winner (Universal Industries).....		150.00(3)	174.50 195.00	199.50 249.50
Winner (Universal Industries).....		199.50 249.50	249.50	
Wisconsin (United).....	195.00 199.50	29.50(2) 39.50	29.50 39.50	29.50 39.50
Wisconsin (United).....	29.50(2) 39.50	49.50	49.50	49.50
Wisconsin (United).....	49.50	49.50		
Wisconsin (United).....	49.50	49.50		
Wisconsin (United).....	300.00 325.00	325.00(2)	325.00(3)	325.00(2)

# Chi Looms Important

Continued from page 144

American countries and also has shipped to South Africa, New Zealand, Belgium and Holland. Speed is an essential factor in handling exports, Schwartz pointed out, because foreign buyers obtain import licenses which are good for only a certain period. The deadline set by the license must be met or the transaction cannot be made.

## Meeting Export's Problems

As a result, Atlas maintains a lumber and shipping room where crates for the shipping of all types of juke boxes are prepared beforehand and stocked. All necessary waterproofing materials and bindings to meet the varied crate specifications are kept on hand. Because coins differ from country to country, the firm designs coin chutes to handle the particular type of each country.

As a result, Schwartz says "their problems have become our problems and we regard them in the same light as our local operators."

Schwartz feels that it is "logical" to assume exports will improve during 1952 as more countries get their economic affairs straightened out. That is one of the reasons the firm recently enlarged its shop facilities.

Ken Ostman, export manager of O. O. Mallegg—exclusive AMI factory exporters—points out that back of Chicago's growth in the juke box export field lies the fact that a majority of the manufacturing firms are located in or near the city.

## Dollar Supply Factor

He feels that continued government spending abroad and the continued building of defense projects overseas should substantially help export trade during 1952. Foreign buying, he explains, hinges on the availability of dollars abroad.

Dollar availability, Ostman says, has been one of the biggest obstacles. Markets, such as the Philippines, Columbia, and Argentina, close up overnight when a dollar shortage develops. Conversely, countries such as Venezuela have remained good because of their stable income from oil and iron.

Unlike the big influx of foreign buying early in 1951 which was caused by the Korean conflict, Ostman feels that this year will be one of normalizing, that business will not boom but rather will be steady.

## Chicago Area Volume

Joe Caldron, head of Trans-World, estimates that 40 per cent of the used equipment and 60 per cent of new equipment exported is shipped from the Chicago area.

He feels that 1952 will be a good year for the exportation of used equipment because more and more of this type is becoming available. Caldron also feels that the trend of buying since the start of the year indicates that foreign buyers are going to become more choosy and price conscious.

# Munves Holds Rotation Show

NEW YORK, April 5.—The first of a series of special operator showings on Exhibit Supply's Twin Rotation game started in the showrooms of the Mike Munves Corporation here today (5) and will be concluded Sunday (6).

Introduced at the manufacturers' distributor meet in Chicago March 23 (The Billboard, April 5), Twin Rotation is a shuffle game using the pool theme. No objects are actually on the playfield, the pool balls appearing only as optical illusions.

# Madison Shuffle Meet in High Gear

MADISON, Wis., April 5.—The doubles team shuffleboard sweepstake tournament held annually by Hardy Endres at the Assembly here started its fourth week-end of play today (5). Thru the first three preliminary series of matches 112 men's teams and 24 women's teams competed.

Winners last week-end were Art Evenson and Bob Maringer, LaCrosse, Wis.; Butch Layton and Eddie Witz, Rockford, Ill.; Harold Weatherly and Neal Vickery, Rockford, in three separate men's divisions, and Joann Evenson and Betty Williams, LaCrosse, in women's play.

The finals here Sunday, April 27, will pit the division winners of the week-end meets.

## L. A. Distributors

Continued from page 146

only a few machines. Usually a batch of such equipment is sold outright and "as is" at small cost to an operator, who in turn salvages small parts and other items for his route.

William R. Happel Jr., head of Badger Sales Company, reported that his firm has a policy against taking in any phonograph equipment older than 1947 or 1948. On some makes, the ban on trading is extended even to 1948 productions. Because of the strict adherence to this ruling, Badger has not been faced with the problem of junking.

Next week, Buford Sommers reports on the policy of distributors in the Portland, Ore., area toward obsolete juke boxes.

## Illinois Group

Continued from page 144

feels MOA has proved itself and that much of the credit belongs to the effort of George A. Miller, MOA president.

The next meeting of the group probably will be held with a record company distributor, Montooth said. The group usually holds such a meeting once a year to foster relations with local disk distributors. It will be held as usual the last Monday of the month, April 28.

*Runzel*  
**PUSHBACK WIRE**  
18 OR 20 STRANDED  
NOW AVAILABLE IN  
**90**  
COLOR COMBINATIONS

This wide variety of color combinations meets 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 maintain 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 solicited.

**RUNZEL**  
Cord and Wire Co.  
4723 W. MONTROSE AVE  
CHICAGO 41, ILL.

**ONE BALLS**  
TURF KING .....\$175.00  
WINNER ..... 125.00  
CHAMPION ..... 65.00  
Clean, Ready for Location,  
1/3 Deposit With All Orders.  
H. M. BRANSON DIST. CO.  
811 E. Broadway, Louisville 4, Ky.

# Shaffer Specials In Better Quality Buys

**Wurlitzer**  
1250 .....\$399.50

**AMI**  
MODEL "C" .....\$499.50

**Post-War Wall Boxes**  
Seeburg 5c  
Wireless .....\$ 9.95  
Seeburg 5-10-25c  
Wireless ..... 29.50  
AMI 5/10 ..... 32.50  
AMI 5c ..... 19.95

**Seeburg**  
H-146-M .....\$149.50  
H-147-M ..... 169.50  
H-148 ..... 199.50

WURLITZER 48 SELECTION HIDEAWAY—WRITE  
Terms: 25% Certified Deposit, Balance C.O.D.

**SHAFFER MUSIC CO.**  
COLUMBUS, OHIO | CINCINNATI, OHIO | INDIANAPOLIS, IND.  
606 S. High St. | 2333 Gilbert Ave. | 1327 Capitol Ave.  
MAin 5563 | CApital 1438 | LINcoln 3571



## Info in Other Departments

Among the stories of 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:

**NEEDLES POINT TO SHRINKING 78 MARKET.** Permo exec notes decline in speed ratios (Music Department).

**TOPS RECORDS EXPANDING.** Diskery going in for standard releases with name artists, as well as LP's (Music Department).

**JUKE BOX TAX FIGURES RISE.** Revenue from coin-operated machines totals 266G (General Department).

**CORAL LAUNCHES EXPANSION.** Plattery builds move on owned distrib branches in Chicago and New York (Music Department).

And other informative news stories as well as the Honor Roll of Hits and pop charts.

# DAVIS

## Guarantee

- ✓ Mechanism overhauled
- ✓ Worn parts replaced
- ✓ Amplifier reconditioned
- ✓ Speaker inspected
- ✓ Tonehead renewed
- ✓ Cabinet professionally refinished

**BUY GUARANTEED PHONOGRAPHS WITH THE "FAMOUS DAVIS" 6 POINT GUARANTEE SEEBURG**

148-ML	.....	\$279
147-M	.....	179
146-M	.....	149
H148M Hideaway	.....	219
H246M Hideaway	.....	179
H146M Hideaway	.....	159

**WURLITZER**

1080	.....	\$179
1015	.....	179
1017 Hideaway	.....	150

**AIREON**

500 Coronet	.....	\$129
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**ROCK-OLA**

1426	.....	\$159
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Phonographs Listed Below Available in Complete and Good Working Order at Low Prices Quoted—or With Davis 6 Point Guarantee for \$35 Additional Per Machine.

SEEBURG	WURLITZER	ROCK-OLA
1941 R.C. Special . . . \$59	750 . . . . . \$79	1422 . . . . . \$99
Envoy . . . . . 59	780 . . . . . 79	Commander . . . . . 39
Hightone . . . . . 59	950 . . . . . 59	<b>MILLS</b>
Colonel . . . . . 49	850 . . . . . 59	951 Constellation . . . \$75
Major . . . . . 49	500 . . . . . 49	<b>AIREON</b>
Classic . . . . . 49	600K . . . . . 49	Deluxe '46 . . . . . \$49
Regal . . . . . 49	600R . . . . . 49	400 Coronet . . . . . 79
Gem . . . . . 44	Victory . . . . . 39	<b>PACKARD</b>
Mayfair . . . . . 44	24 . . . . . 39	Manhattan 76 . . . . . \$89

**WALL BOX SPECIALS**

Seeburg W1-L56, 5c, Wireless, Refinished	.....	\$12.50
Seeburg 3W2-L56, 5c, 3 Wire, Refinished	.....	15.00
Seeburg W4-L56, 5c, 10c, 25c, Wireless, Refinished	.....	37.00
Seeburg 3W5-L56, 5c, 10c, 25c, 3 Wire, Refinished	.....	37.00
Wurlitzer 3020, 5c, 10c, 25c, Reconditioned	.....	37.50
Wurlitzer 3031, 5c, Refinished	.....	11.95
Packard Plat-Mor, 5c, Reconditioned	.....	9.95
Wurlitzer 219, Stepper	.....	22.50

TERMS: 1/3 DEPOSIT WITH ORDER, BALANCE C.O.D. WE SPECIALIZE IN EXPORT TRADE

# DAVIS

**DISTRIBUTING CORP.**

SEEBURG FACTORY DISTRIBUTORS

738 ERIE BLVD. EAST • SYRACUSE, N. Y. • Phone 5-5194

BRANCHES IN BUFFALO • ROCHESTER • ALBANY

## THE GREATEST MONEY MAKER OF ALL TIME

We Have it!

WURLITZER

SERIES FIFTEEN HUNDRED

Plays more than 100 Selections

Plays 45 and 78 RPM records mixed

See the WURLIMAGIC BRAIN in action

COVEN DISTRIBUTING CO.

3181 Elston Avenue Chicago 18, Ill.  
Phone: INdependence 3-2210

# Coinmen You Know

### Chicago

**Jimmy Martin**, head of the James H. Martin Company, record and vending machine distributor, is hospitalized following an eye operation. He is expected to be back at the firm's North Avenue headquarters in about three weeks. . . . **Robert A. Fischer**, Schilling & Fischer Dispensing Company, is mulling addition of ice cream and/or coffee equipment to his milk operation.

**Bel E. Hall**, president of Belvend Manufacturing Company, Inc., is in California for a two-week stay tying up some West Coast business. . . . **John Conroe**, vice-president of J. H. Keeney & Company, is looking forward to the big shindig and vender, games exhibit set at the plant for April 20-24. "The welcome mat will be out and coinmen will be hosted royally," John promises.

**Tom King and Paul Crisman**, King & Company heads, are still on the bubble-over side when they talk up their renovated showroom and office quarters. The boys are keeping up Northwestern vender deliveries.

Mounting interest in Exhibit Supply's Twin Rotation game has kept Sales Manager **Frank Menciuri** on the run. Several distributors wanted models delivered via air freight for hastily scheduled showings, but in the instance of the Lyn Brown Company, Los Angeles, the seemingly adequate timing missed. **Lyn Brown** invited operators to drop in between 10 a.m. and 2 p.m. Tuesday (1), but the game arrived just after 2 p.m. despite the fact it hit Chicago's Municipal Airport two days previously.

**Bally** reports Atlantic City, the new three-scoring section game, has received a strong reception all over the country. **Jack Nelson**, **George Jenkins** and **Herb Jones** have had conferences with a steady run of visiting distributors. **Howie Freer**, Empire Coin Machine Exchange, claims the firm has one of the largest assortments of used games in stock in the trade. **Vince Shay** and **Gil Kitt** have been extra busy handling visiting operators who were in to order Evans' Jubilees.

**Wally and Mal Finke** put in a couple of long nights at home, following full days at First Distributors headquarters, in a strong effort to complete firm's new equipment and premium catalog. **Joe Kline** reports operator traffic on the increase based on number of coffee and sweet rolls being consumed in First's coffee shop. **Kline** is all smiles over the quick reorders on Keeney's Super Deluxe League Bowler.

**Ed Levin** and **Sam Lewis** are enthused over Chicago Coin's new five ball game, **Whiz Kids**. Owners **Sam Gensburg** and **Sam Wolberg** were in Florida last week with **Wolberg** and were expected back at the factory Monday (6). **Firm** reports an unusual number of visiting distributors in the past two weeks.

The recently formed Chicago Amusement Operators' Guild will hold a meeting soon after two of its key members, **Charlie Shutz** and **Paul Golden** return from brief trips. . . . **Col. Lou Lewis**, Merit Industries, finds shuffle game business on the increase.

**Gil Kitt**, Empire Coin Machine Exchange, was huddling with **Howie Freer** and **Stanley Levin** over an effective sales campaign for the Illinois territory assigned to the firm last week by Exhibit Supply. . . . **Herb Perkins**, Purveyor Shuffleboard Company, was back at the office after being sidelined by a virus infection for a few days. **Perkins** has just worked out a schedule which will expedite shipments on games.

**Al Gottlieb**, D. Gottlieb & Company, reported a good run of re-order trade on the Hit 'n' Run baseball game. . . . **Clayton Nemeroff** and **Charlie Pierl**, Monarch Coin, played host to several out-of-town operators who were in for both new and used games.

At United Manufacturing Company, **Johnny Casola** was nursing a cold but working hard on orders with Sales Manager **Billy DeSelm**. They expect the new operator's features on the latest six-player game to bring results on the dou-

ble. **Ray Riehl** made a brief trip East.

**Al Stern**, World Wide Distributors, was notified by the factory last week that for the third month in a row his firm has exceeded its quota on the new Rock-Ola phonograph. Meanwhile **Len Micon**, reported that **Monty West** and **Fred Skor** turned in a heavy run of Arcade and game orders especially on Williams Horse Feathers and Sweepstakes.

### Milwaukee

**Sam Cooper**, front office chief of Paster Distributors, sends word that his new sales rep, **Max Polsky**, is racking up a steady sales volume. **Polsky** formerly worked out of the Omaha office of the Paster firm and now covers the outlying territory of Wisconsin. Hot item these days, according to Cooper, is the new United 6 Player.

The long delayed job of building an annex to the Hastings Distributing Company headquarters on Bluemound Road is bringing a few extra gray hairs to the head of **Sam Hastings**. "We need the room badly, but the contractors report obstacles delaying construction," he says. . . . **Don Jacobs** and **Sylvester Kinder**, maintenance bosses for United, Inc., have returned from a week of briefing at the Wurlitzer factory service school.

Business generally has been hitting a slow pace in the past two months, according to **Badger Novelty's Carl Happel**. But he believes with the advent of warmer weather sales will begin to climb.

**Red Jacomet**, top man at Red's Novelty, is already making plans for a big fishing-trip over the Decoration Day holiday. Collections have been holding up fairly well, he states, with his good spots getting better and the poor ones becoming more so. Head route man, **Ed Gronowski**, was laid up for a few days with the flu. . . . Not back yet from their Florida hiatus are operators **Mike Rischmann** and **Nick Da Quisto**.

**P. & P. Distributors**, like many other merchants in their neighborhood are faced with the possibility of having to look for new quarters before long. Partners **Joe Pelligrino** and **Bob Puccio** are not too happy over the rather definite prospects that the projected expressway being planned by the city may cause their property to be condemned.

**Badger Candy Club** has set the date for its annual fall candy carnival. It is slated August 2 and will be held at the Ambassador Hotel. This is the third annually sponsored show the org is attempting and it promises to be bigger than ever, with plenty of exhibit space already spoken for.

**Candy salesmen** are out in force displaying their lines of summer candy bars to vending machine operators all over the State. Out looking up warm weather bar business is **Miley Graham**, sales rep for D. L. Clark Company, who is plugging his Iceland Sandwich, a nickel retailer; another salesman writing good summer bar volume is **Bob Morris**, handling the Candy Master's item, the North Pole 5-cent bar. Meanwhile from up in Merrill, Wis., **Ralph Schewe**, who runs the Merrill Candy Company, sends word that he is experiencing a fine vending trade reaction on his warm weather bar, the **Kool Wave**, which brought results last year.

**Stan Kaczmarek**, Northern Candy Company, Wausau, has dropped his vending operation and intends to concentrate on his jobbing enterprise. . . . Wax buying visitors at the Decca Records office last week, Manager **Don Thorin** reports, were **George Jaber**, **Fond du Lac**, and **Elmer Schmit**, **Hilbert Thorin's** plans call for a swing thru the State territory in May, calling on dealers and music operators in a combo business and good-will trip. New Decca sales rep in Southern Wisconsin, **Dick Bruce**, is writing a good volume of orders since he took over the job.

**Vic Manhardt** has spruced up his place in readiness for the long-awaited showing of the new **Evans Constellation**. When the new model does pop out, **Manhardt** plans to give it a big promotional shove.

### Detroit

**Harry D. Burkett**, manager of Oasis Vending Company, is optimistic about the outlook for the coming months in soft drink vending despite the present slump attributable chiefly to uncertainty of employment here coming on top of the usual seasonal low point. . . . The Oasis firm, formerly located in the old Hupp Moto Building, has moved to new quarters on East Grand Boulevard.

**Eddie Clemons**, veteran music operator who now heads Music Service Company, returned from a vacation trip to Cuba, barely missing the gunfire in the recent revolution. . . . **Joseph Nemes**, of Music Systems, Inc., Seeburg distributor, reports business showing a fine spring pick-up and actually booming in their Ohio territory. **Louis Nemes**, of the same firm, is currently extending his Miami vacation to take in the Florida Keys and a visit to Nassau, Bahamas.

**Louis S. Axelrod** is going into the ice cream field, specializing in small industrial, bakery and similar locations under the new firm name of Automatic Ice Cream Service. He is also operating an independent vending machine route in Pennsylvania and Ohio, following dissolution of the A & L Vending Company, in which he was a partner. **Abraham Kadushin**, the other partner in A & L, has taken over the remainder of the route, also under his own name, and is moving to a new location.

**Mary Small**, King Records artist, is being brought to Detroit especially to attend the Angott Distributing Company showing of the new Wurlitzer Sunday (6) by **Jim Wilson**, King district supervisor. Detroit operators were tabbed for 500 sample copies of her new "Didja Ever," released Monday, in addition to a special offer to operators of an extra copy of the disk for every three purchased.

(Continued on page 159)

## RIDE 'M COWBOY!

Designed by World Famous Manufacturer of Amusement Rides

The variable speed control allows the smallest tots to ride safely; should a larger child or teen-ager desire more action a gentle pull on the reins increases the motion to any desired speed. Our large factory and modern production methods allow us to sell at sensible prices. Write today for full information.

KING AMUSEMENT CO.  
Mt. Clemens, Mich.

RECONDITIONED BINGO GAMES

Bally Bright Spot . . . . . \$425.00

United's 3-4-5 . . . . . 275.00

Send 1/3 Deposit With Order, Balance C.O.D.

FRANK SWARTZ SALES CO.

515-A Fourth Ave., S., Nashville 10, Tenn.

Admon of every kind Endorse The Billboard as a TOP SELLING FORCE



**Washington**  
Westway Vending Company, headed by Sid Lotenberg, moves to newer, larger quarters April 13. He also announced that he was taking over a new location in the U. S. Bureau of Standards and supplying all machines. Mrs. G. L. Sinclair, of Northern Virginia Music Company, reports March collections have been good.

**George Cervantes.** Southern Wholesalers, played host to Howard Letts, Ed Welker, Bill Boss and James Lennen, of the home office. . . . Bill Steele, who operates in nearby Silver Springs, Md., is getting ready for the summer business. Steele has purchased a few new machines to fill empty spots. Allied Beverage Company's business is off slightly, reports Fred Baker.

**Max Silverman.** Quality Music Company, was ill for a few days. Silverman believes that Eddy Howard's recording of "Be Anything But Be Mine" will be a hit. Jim Schwartz, of Schwartz Bros., local Mercury distributors, has purchased 10,000 copies of Ruth Brown's "5-10-15 Hours" within two weeks. . . . Al Rose, of WBAL, Baltimore, is running a contest. The theme is "What I Would Be If I Had a Chance to Be Anything," and the prize is a record player. . . . Jack Spiller is doing well with the 80 record AMI 45s. Mike Bushdid, of Michael Coin Devices, is doing a steady business.

**New York**  
Gail Carter, vice-president of Permo, Inc., Chicago needle manufacturing firm, staged a party here in connection with the firm's new Fidelitone needle promotion plan. Carter has been touring the country and reports the promotion has received excellent reception.

Sam Schechter, former owner of American Phonograph Service, has opened a garage in the Bronx. . . . Vincent Cappelzola, juke operator, has purchased a building on Withers Street, Brooklyn, and is tearing it down to build a modern office and stockroom for his Cappy's Music Service. . . . Max Shiffman, of Premier Music Company, out of the hospital after a week recuperating from a nasal operation.

Harold Henry, one of the executive members of the Juke Men's Union, Local 786, back on the job hale and hearty, after 10 weeks recovering from a heart attack. . . . Al Miniaci, of Paramount Music Company, returns next week from a month at Hot Springs, accompanied by wife.

Ben Chicofsky, of Benray Music Company, moved into his new home in Forest Hills. . . . George Briggs, juke operator, leaves April 13 for a month's vacation in South America. . . . Robert L. Lind, president of Ohio Gum Company, distributor of Victor bulk vending machines, was a New York visitor last week. . . . Anita, daughter of Moe and Fay Mandell, was married to Pfc. Allan Cohen at the Education Center, Brooklyn, Saturday (5). Bride's father operates Northwestern Sales & Service Company, New York. Bridegroom is presently stationed at Aberdeen, Md.

**Miami**  
Max Weiss, cigarette machine operator from Brooklyn is soaking up some Miami Beach sunshine. . . . Ditto Sam London, Seeburg and Gottlieb distributor in Milwaukee, Wis. . . . Thru its publicity committee, the Amusement Machine Operators' Association, of Dade County, donated 50 circus tickets to the Dade County Orphanage for distribution to the youngsters. Ozzie Truppan, of Bush Distributing made the presentation.

Moore Mullins is now working for Deale Automatic Music Company and in his spare time operates his own route. Mullins recently split up his route, selling part of it to Advance Music. . . . Joe Epstein, Des Moines operator, is vacationing at the Nautilus Hotel, Miami Beach. . . . Bill Colles, one-time sales manager for Wurlitzer Phonograph Company and later secretary to Senator Homer Capehart, of Indiana, has switched hotel jobs. He has been appointed manager of the Delmonico Hotel.

A new staffer at Pan American Distributing Corporation, record subsidiary of Taran Distributing, Sue Baron, who formerly was employed in the record department of Southland Appliances. . . . Ed Gottlieb, D. Gottlieb & Company executive, and his wife, (Continued on page 160)



*This is the Horse we like to ride!!*

**ORDER FROM YOUR THUNDERBOLT DISTRIBUTOR TODAY!**

CONAT SALES CO., INC.  
631 10th Ave., New York 19, N. Y.  
New England States, New York, New Jersey, Texas, Nebraska, Missouri, Kentucky, Alabama, Georgia, Illinois, Indiana, Michigan, Pennsylvania, Hawaiian Isles, Alaska and European export.

Jim Waken Dist. Co. 121 S. Grand Ave. Enid, Okla. Oklahoma  
Carousel Industries 1914 Chelsea Ave. Memphis, Tenn. Tenn., Ark., La., Miss.

Stanley Amuse. Co. 5225 S. Tacoma Way Tacoma, Wash. Wash., Ore., Mont., Idaho  
All Coin Amusements Co. Joe Mangone 1373 N. Bayshore Dr. Miami, Fla. Florida Export to Southern Hemisphere

Automatic, Inc. 1500 Hennepin St. Minneapolis, Minn. N. D., S. D., Minn., Wis. Roky Specialty Co. 703 Notre Dame St., W. Montreal, Canada Quebec  
Wolf Dist. Co. 8600 W. Colfax Denver, Colo. N. M., Colo., Wyo. Automatic Enterprises 2321 W. Pico Blvd. Los Angeles 4, Calif. Calif., Ariz., Utah, Nev.

Eastern Vending Sales Co., Inc. 940 Linden Ave. Baltimore 1, Md. Wash., D. C.; W. Va., Va., Dela., Md. Anderson Amusements 4409 W. 17th St. Topeka, Kansas P. B. Marks Sales 33 Rorie St. Winnipeg, Man., Can. Manitoba T. B. Holliday Co. 727 Main Street Columbia 1, S. C. N. C. & S. C. Columbus Automatic Music Co. 100 N. Grant Ave. Columbus 15, Ohio Ohio



**Roc-A-Ride Sales**  
EXCLUSIVE FACTORY DISTRIBUTORS  
1507 N. 33rd Street, Philadelphia 21, Pa. Phone: STEvenson 4-8580 or STEvenson 4-8640

*Available for Immediate Delivery*  
**4 EXCEPTIONAL 5 BALLS**  
GOTTLIEB'S HITS & RUNS  
WILLIAMS SLUG FEST  
GENCO'S SPRINGTIME  
CHICAGO COIN'S WHIZ KIDS  
ALL LATEST EQUIPMENT NOW ON DISPLAY AT TRIMOUNT

**WANTED** → WILL PAY CASH FOR FOLLOWING EQUIPMENT: WURLITZER 1015's, Gottlieb, Williams, Chi Coin and Genco 5 BALLS, BINGO TYPE GAMES and ARCADE EQUIPMENT. Send in complete lists today.

EXCLUSIVE GOTTLIEB, WILLIAMS AND SEEBURG DISTRIBUTORS  
Remember IN NEW ENGLAND IT'S TRIMOUNT!

**TRIMOUNT**  
40 WALTHAM STREET  
BOSTON 18, MASS  
Tel. 331-1171-9400

*for better buys buy McGinnis*  
**YOU CAN DEPEND ON ROY FOR QUALITY RECONDITIONED EQUIPMENT**

Camel Caravan . . . . . \$49.50	Citation . . . . . \$ 50.00
Tahiti . . . . . 85.00	Champion (Bally) . . . . . 99.50
Catalina . . . . . 29.50	Red Shoes . . . . . 107.50
Thrill . . . . . 27.50	Hits & Runs . . . . . 109.50
Monterrey . . . . . 29.50	Golden Gloves . . . . . 100.00
Summertime . . . . . 30.00	Punchy . . . . . 145.00
Champion (CC) . . . . . 72.50	Winners . . . . . 149.50
K. C. Jones . . . . . 75.00	Life-a-Line . . . . . 235.00
Williams Star Series . . . . . 89.50	A. B. C. . . . . 275.00

**BOWLING GAMES**  
Keeney League Bowler . . . \$225.00 • Keeney King Pin . . . \$50.00

**WE SHALL BE PLEASED TO DEMONSTRATE THIS NEW EQUIPMENT**  
Keeney Deluxe 4-Way Bowler • Keeney 4-Way Bowler  
Keeney Electric Cigarette Vender  
Keeney Refrigerated Sandwich Vender  
Keeney Television  
Spot Lite — Quartette — Slugfest — Atlantic City.

**ROY MCGINNIS CORP.**  
2011 MARYLAND AVE., BALTIMORE 18, MD. PHONE: BELMONT 1800



CALL "ECONOMY & RELIABILITY" TO YOUR DOOR WITH CENTRAL OHIO QUALITY BUYS

ONE BALLS NEW ACROSS THE BOARD WINNER FUTURE

USED ONE BALLS TURF KING \$249.50 CHAMPION 95.00 WINNERS 249.50 CITATION 65.00

FIVE BALLS NEW GOTT QUARTET CHI COIN KING PIN UNITED STEEPLE-CHASE GENCO SPRINGTIME

FIVE BALLS USED Dallas \$69.50 Barnacle Bill 49.50 Minstrel Man 149.50 Rockettes 139.50

SHUFFLE ALLEYS NEW

4 PLAYER KEENEY MYSTERY SCORE BOWLING LEAGUE 6 PLAYER BOWLING LEAGUE DELUXE UNITED 6 PLAYER DELUXE CHI COIN 6 PLAYER BOWLER ALL ABOVE FORMICA TOP

USED 4 WAY KEENEY (like new) ABC BOWLER (new) BOWLING LEAGUE UNITED EXPRESS BOWLETTE PIN BOY UNITED SKEE ALLEY KING PIN MANY OTHERS

WANTED BALLY CONEY ISLAND ANY TYPE CARD GAME WILL PAY CASH OR TRADE

NEW LOW PRICES WRITE-WIRE-PHONE

CHI COIN 4 PLAYER DERBY

BINGO GAMES NEW BALLY SPOT LITE UNITED BOLERO

USED BALLY BRIGHT LITES BALLY BRIGHT SPOTS BALLY BROADWAYS UNITED ZINGOS KEENEY HOLIDAYS UNITED ABC UNIVERSAL 5 STARS BALLY CONEY ISLAND UNITED LEADER UNITED 3-4-5

KEENEY ELECTRIC CIGARETTE VENDORS WITH CHANGERS

USED ELECTRIC CIGARETTE MACHINES National, 9 col. \$125.00 Rowe, 8 col. 125.00 950-National Mech. 89.50 920-National Mech. 79.50

CENTRAL OHIO COIN MACHINE EXCHANGE

525 S. HIGH ST., COLUMBUS, OHIO

ADams 7254

WANT TO BUY New Kwik-Koin Changers

State denominations, quantity, price. BOX D-178 c/o The Billboard Cincinnati 22, O.

COBRA CARTRIDGES

Reground and Resurfaced, 75c each ORIGINAL PERFORMANCE GUARANTEED 10 Days Service Via Air Mail.

ELECTRONIC INDUSTRIES 6911 N. 1st St. Phoenix, Arizona

Coinmen You Know

Continued from page 159

Irene, are vacationing at the Martinique Hotel, Miami Beach. Irving Sandler, who recently acquired the Wurlitzer phonograph Iowa franchise, and his wife are spending some time here. He operates Sandler Distributing Company, Des Moines.

Bush Distributing Company is ready to unveil the new Wurlitzer 1500 during National Wurlitzer Days April 6-7. Simultaneous showings in Miami and Jacksonville will be held on those two days, according to Ozzie Truppman, with an additional showing at Tampa April 13-14 for the benefit of operators on Florida's West Coast. Truppman reports the greatest interest in recent years in the upcoming line.

Joe Mangone, All-Coin Amusements, is expanding his activities with the addition of the Evans music box line for distribution on the East Coast of Florida and in Cuba. Mangone says the upcoming Evans 100-selection Century promises to be a really outstanding machine. Because of the company's rapidly increasing trade

(Continued on page 161)

THE BILLBOARD Index of Advertised Used Machine Prices

Arcade Equipment

Equipment and prices listed below are taken from advertisements in The Billboard issues as indicated below. All advertised used machines and prices are listed. Where more than one firm advertised the same equipment at the same price, frequency with which the price occurred is indicated in parentheses. Where quantity discounts are advertised, as in the case of bulk vendors, only the single machine price is listed. Any price obviously depends on condition of the equipment, age, time on location, territory and other related factors.

For this week's prices consult the used machine advertisements in this issue.

Table with columns for machine names and prices from various issues of The Billboard (April 5, March 29, March 22, March 15).



DEVELOP Your Route with "FIRST" CLASS EQUIPMENT

Buy with confidence from America's fastest growing and most progressive distributor!

FOREIGN BUYERS! Our export department is equipped to handle your needs. See "FIRSTS" for fast efficient service!

NEW 4 PLAYER C. C. 4 PLAYER DERBY

EXHIBIT'S JET GUN Machine Gun Action Thrill! Popular with young and old!

RECONDITIONED AND REFINISHED

- Exhibit SIX SHOOTER \$195 Chi. Coin MIDGET 185 SKEEBALL 129 TELEQUIZ, w/film 110 TEAM HOCKEY 100 BAG-A-BUNNY 95 Amus. JACK RABBIT 95 C. Coin COALEE 95 Keeneey AIR RAIDER 95 Ex. FOOT VITALIZER 85 UNDERSEA RAIDER 85 Ex. DALE GUN, late 85 Ex. DALE GUN 75 QUIZZER w/film 79 CHICKEN SAM 75 Mercury 13-Way 69 ATHLETIC SCALE 65 TEN STRIKE 65 HEAVY HITTER 55 POKER & JOKER 55 GLIDER 29 Gott. GRIP TESTER 19

COUNTER GAME CLOSEOUT Genco's PEE WEE, Originally \$69.50, Now only \$25 Brand new! 1c or 5c play.



Exhibit's Saddle Horse BIG BRONCO Pony Express Perfect Condition Limited Quantity \$375

SHUFFLE GAMES

NEW KEENEY'S Super Deluxe League Bowler OPERATES 2 WAYS: 1. On "mystery score." 2. "Match Your Score"

Exhibit TWIN ROTATION - new pool game - played with pucks. Keeneey SIX PLAYER LEAGUE BOWLER. United SIX PLAYER SUPER SHUF. ALLEY.

NEW CLOSEOUT! Chi. Coin SHUFFLE HORSESHOES-\$175.

RECONDITIONED AND RESURFACED FINEST IN THE WORLD! Mechanisms completely overhauled. Resurfacing includes complete removal of old surface, sanding, finishing with four coats of durable shuffleboard lacquer, plus brand-new instruction decal.

UNITED 6 PLAYER REBOUND \$325 5 PLAYER REBOUND 285 4 PLAYER REBOUND 255 SHUF. SLUGGER 95 SINGLE REBOUND 89 SHUF. EXPRESS 49 SHUF. ALLEY, Flyaway 39 SHUFFLE ALLEY 25

KEENEY BIG LEAGUE BOWLER \$255 LEAGUE BOWLER 235 8 1/2 ft. 225 DUCK PINS 95 LUCKY STRIKES 35

UNIVERSAL HI SCORE BOWLER \$155 SUPER TWIN BOWLER 95

CHICAGO COIN PIN LITE BOWLER \$125 ACE BOWLER 95 TROPHY BOWL 85 BOWLING CLASSIC 85 SHUF. BASEBALL 55 BOWLING ALLEY 45

BALLY HOOK BOWLER \$325 SHUFFLE CHAMP 75 SPEED BOWLER 55 SHUFFLE BOWLER 35

GENCO SHUFFLE TARGET \$175 BOWLING LEAGUE 20

WILLIAMS DOUBLE HEADER \$ 75 DE LUXE BOWLER 45 TWIN SHUFFLE 25 Exhibit STRIKE \$ 45

5 BALLS NEW

Gottlieb HIT 'N' RUN Genco SPRINGTIME Chi Coin KING PIN

Reconditioned and Refinished

- PIN BOWLER \$125 KNOCKOUT 119 JUDY 115 SWEETHEART 109 ARIZONA 109 SOUTH PACIFIC 99 CANASTA 99 SHANTYTOWN 99 MERCURY 95 HARVEST TIME 95 SOUTH PACIFIC DOUBLE SHUFFLE 89 BOWLING CHAMP 85 UTAH 85 FOOTBALL CHAMPION 75 OKLAHOMA 75 MARYLAND 75 AQUACADE 69 MAJOR OF '49 69 TAMPICO 65 BIG TOP 65 JUST 21 59 SHOWBOAT 55 CAROLINA 55 PUDDIN' HEAD 55 RAMONA 55 GRAND AWARD 55 JACK & JILL 49 MOON GLOW 49 1-2-3 49 ALI BABA 45 STAR DUST 45 COVER GIRL 45 DEW-WA-DITTY 45 GIZMO 45 SCREWBALL 45 SPEEDWAY 39 CATALINA 39 TRINIDAD 39 THRILL 39 YANKS 39 RAINBOW 39 BANJO 39

CONVERSIONS JUMBO 7-INCH LITE-UP PINS For C.C. BOWL, ALLEYS Univ. TWIN BOWLERS Complete! Installed in minutes! All the Flash of the Newest 6 Players! \$24.50

SHUFFLEBOARD CONVERSIONS New Keeneey 6 PLAYER REBOUND for Short Boards. RECONDITIONED 4 PLAYER MATCH LEAGUE BOWLER \$250 2 PLAYER BOWLING CHAMP \$135

ONE BALLS Reconditioned Bally CHAMPION \$95 Bally CITATION 75 Bally GOLD CUP 65 Bally JOCKEY 55 Bally SPECIAL 55 Bally ENTRY 45

Get on our MAILING LIST Write for our new Coin Machine Folder

SPECIALS of the WEEK SEE OUR PREMIUM MERCHANDISE AD ON PAGE 135

BINGO 5 BALLS NEW

Bally's ATLANTIC CITY New DOUBLE SCORE Feature. Extra Balls Feature! Many Other Features!

NEW CLOSEOUT! UNIVERSAL 5 STAR Latest Model \$295

RECONDITIONED Bally CONEY ISLAND \$465 Bally BRIGHT SPOT 445 Keeneey HOLIDAY \$385 Bally BRIGHT LIGHTS 375 United ZINGO 325 United ABC 295 United 3-4-5 265 Universal 5-STAR 245

VENDING

Keeneey's Electric CIGARET MACHINE "The Pack You See is The Pack You Get!"

MINIT POP "WATCH IT POP" \$135 POP CORN SEZ \$ 49 CANDY KING-New 25 BALL GUM-New 10

MUSIC CHICAGO COIN HIT PARADE Most beautiful, most dependable 45 RPM Junior Size Phonograph! Write or Phone!

PRIZE BOARDS

Biggest selection. Beautifully mounted! Finest quality merchandise. Priced at \$4.95 to \$49.95. Items changed weekly. SATISFACTION GUARANTEED or MONEY BACK!

WE TAKE TRADES! Let us know what you have.

OPERATORS Visit our 3 new show-rooms. See our two floors of values. Don't miss our famous "KOFFEE KLUB-ROOM" for refreshments, television and good fellowship at all times.

FIRST DISTRIBUTORS Wally Finke & Joe Klina Chicago 22, Illinois Dickens 2-0500

Every Conceivable kind of EQUIPMENT, SUPPLIES AND SERVICES Has Been Sold in The Billboard WHAT DO YOU HAVE TO SELL? Write The Billboard 2160 Patterson Street Cincinnati 22, Ohio.



# 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.

For this week's prices consult the used machine advertisements in this issue.

	Issue of April 5	Issue of March 29	Issue of March 22	Issue of March 15
ABC Bowler (Keeney).....	\$39.50	\$39.50 60.00	\$39.50 60.00	\$39.50 60.00
Acc Bowler (Chicago Coin)...	95.00	95.00		
Baseball (Bally).....	89.50	89.50	75.00 89.50	85.00 89.50
B7 League Bowler (Keeney)...	255.00 265.00	255.00 265.00	265.00	265.00
Bowl-a-Line (Genco).....			40.00	
Bowlette (Gottlieb).....	24.50 59.50	24.50 25.00	24.50 35.00	24.50 35.00
		45.00 59.50	45.00 50.00	39.00 45.00
			59.50	59.50
Bowling Alley (Chicago Coin)...	40.00 45.00	45.00(2) 49.50	45.00 59.00	45.00 49.50
	49.50 59.50	59.50	59.00	59.00
Bowling Alley Rebound (Chicago Coin).....		45.00		
Bowling Champ (Keeney)....	99.50 109.50	95.00 99.50	99.50 109.50	99.50 109.50
		109.50		
Bowling Champ (Keeney) 2 Player.....	89.00 135.00	89.00 135.00	89.00 135.00	89.00 135.00
	165.00	165.00	165.00	165.00
Bowling Classic (Chicago Coin)	85.00 130.00	85.00 130.00	115.00 130.00	130.00
Bowling League (Genco).....	20.00 24.50	20.00 24.50	24.50 45.00	24.50 45.00
		45.00		
		59.50w/p		
Deluxe Bowler (Williams)...	45.00 49.50	45.00 49.50	49.50	49.50
Double Bowler (Keeney).....	110.00(2)	75.00 110.00(2)	110.00 125.00	65.00 110.00
	125.00	125.00	125.00	125.00
Double Header (Williams)...	49.50 59.50	49.50 59.50	49.50 50.00	49.50 59.50
	75.00(2) 89.50	65.00 75.00(2)	59.50 75.00	89.50 99.00
	99.00 99.50	89.50 99.00	89.50 99.00	99.50(2) 125.00
	100.00	99.50 125.00	99.50 100.00	125.00
Double Shuffle Alley (United)...	50.00 79.50	75.00 79.50	75.00 79.50	75.00 79.50
Double Shuffle Alley Express Rebound (United).....	159.50	159.50	159.50	159.50
Duck Pins (Keeney).....	95.00	95.00		
Five Player Shuffle Alley (United).....	275.00(2)	275.00(2)	275.00(2)	275.00(2)
	290.00 295.00	285.00 290.00	290.00 295.00	295.00
Five Player Shuffle Rebound (United).....	285.00	285.00		
Four Player Shuffle Alley Rebound (United).....	255.00	255.00		
Four Player Shuffle Alley (United).....	250.00 265.00	250.00 265.00	250.00	250.00
	275.00(2)	275.00(2)	275.00(2)	275.00(2)
Glider (Genco).....	25.00 29.00	29.50(2) 30.00	29.00 29.50	29.00 29.50
	29.50 30.00	39.50	30.00 39.50	30.00 39.50
Hi Score Bowler (Universal)...	105.00 155.00	125.00 165.00	145.00 150.00	95.00 195.00
	165.00 195.00	195.00	195.00	195.00
Hook Bowler (Bally).....	215.00 225.00	215.00 225.00	195.00 215.00	195.00 215.00
	250.00	250.00	250.00	250.00
Horse Shoes (Chicago Coin)...	129.50 149.50	149.50	50.00 124.50	124.50 149.50
			149.50	149.50
King Pin (Keeney).....	50.00	55.00	55.00	55.00
League Bowler (Keeney).....	210.00 215.00	210.00	200.00 210.00	150.00 210.00
	225.00(3)	215.00w/p	219.50	219.50
	229.00 235.00	225.00(2)	225.00(2)	225.00(2)
		229.00 235.00	229.00	229.00
		245.00		
League Bowler, 4 Player (Keeney).....	219.50	219.50	250.00	215.00 250.00
Lucky Strike (Keeney).....	35.00	35.00		
Match Bowler, 4 player (Keeney).....	295.00	295.00		
Match League Bowler, 4 player (Keeney).....	250.00	250.00		
Pin Boy (Keeney).....	24.50	24.50 35.00	24.50 35.00	24.50 35.00
		39.50	39.50	39.50
Pin Lite Bowler (Chicago Coin).....	125.00 149.50	149.50	149.50	149.50
Shuffle Alley (United).....	24.50 25.00	20.00 24.50	24.50 25.00	24.50 25.00
	29.50(2)	25.00(2)	29.50(2)	29.50(2)
	34.50w/p	29.50(2)	34.50w/p	34.50w/p
	39.00w/p	34.50w/p	49.50w/p	49.50w/p
	49.50w/p	39.00w/p	55.00w/p	55.00w/p
		39.50w/p		
		49.50w/p		
		59.00w/p		
Shuffle Alley Express 2 Player (United).....	75.00 139.50	125.00 139.50	125.00 139.50	125.00 169.50
	169.50	169.50	169.50	
Shuffle Alley, 8 Player (Genco).....	275.00	175.00 275.00		275.00
Shuffle Alley, 6 Player Rebound (United).....	325.00	325.00		
Shuffle Alley Express (United).....	40.00 45.00	45.00 49.00	39.50 45.00	45.00 49.50
	49.00 49.50	49.50 55.00	49.50 55.00(2)	55.00 59.50
	59.50 129.50	59.50 75.00	59.50 129.50	129.50
		129.50		
Shuffle Alley & Player (United).....	310.00 319.50	300.00 310.00	310.00 325.00	310.00 325.00
	335.00(2)	319.50 325.00	335.00 339.50	339.50
	339.50	335.00(2)		
		339.50		
Shuffle Baseball (Chicago Coin).....	55.00	55.00 95.00	95.00	79.50 95.00
Shuffle Bowler (Bally).....	24.50 29.50	24.50 29.50	24.50 29.50	24.50 29.50
	35.00	35.00(2)	35.00 49.50w/p	35.00 49.50w/p
	49.50w/p	49.50w/p		
Shufflecade (United).....	179.50	179.50	179.50	150.00 179.50
Shuffle Champ (Bally).....	75.00 79.50	45.00 75.00		50.00
Shuffle Jungle (Rock-Ola)...	59.50	59.50	99.50	59.50
Shuffle Lane (Rock-Ola)...	30.00	30.00	30.00	30.00
Shuffle Lane (United).....	24.50	24.50	24.50	24.50
Shuffle Line (Bally).....			175.00	125.00
Shuffle Sluggo (United).....	129.50	95.00(2) 129.50	95.00 99.50	95.00 99.50
Shuffle Target (Genco).....	150.00 175.00	149.50 150.00	149.50 150.00	95.00 149.50
	179.50 199.50	175.00 179.50	179.50 185.00	150.00 179.50
		185.00 199.50	199.50	185.00 199.50
			35.00	
Shuffle Ten Strike (Evans)...				
Single Shuffle Alley Rebound (United).....	75.00 89.00	89.00 89.50	89.50 95.00	89.50 95.00
	89.50			
Size Alley (United).....	139.50	115.00 139.50	139.50	50.00 99.50
				139.50
Speed Bowler (Bally).....	49.50(2) 55.00	49.50(2) 55.00	49.50(2) 55.00	49.00 49.50
	69.50	55.00(2)	65.00 69.50	55.00 59.50
		69.50		69.50
Strike (Exhibit).....	75.00 89.50	45.00 95.00	95.00	95.00
Super Shuffle Alley (United).....	39.50	39.50 45.00	39.50 45.00	39.50 45.00
		99.00 99.50	99.00 99.50	99.00 99.50
Super Twin Bowler (Universal).....	95.00(2) 99.00	95.00(2) 99.00	100.00 119.50	119.50 124.50
	99.50 119.50	99.50 119.50	124.50	125.00
		125.00	125.00(2)	
			145.00	
Ten Pins (Keeney).....	24.50	24.50 45.00	24.50 45.00	24.50 45.00
Topsy Bowl (Chicago Coin)...	74.50 85.00	74.50 85.00	74.50 114.00	47.50 79.50
	114.00 140.00	114.00 140.00	115.00 140.00	114.00 140.00
Twin Bowler (Universal).....	49.50(2) 65.00	49.50(2) 65.00	49.50(2)	49.50(2) 65.00
			65.00(2)	
			150.00w/p	
Twin Bowler Deluxe (Units)...				
Twin Bowler Rebound (Keeney).....		235.00	235.00	185.00
Twin Pukerino.....	185.00	185.00		
Twin Shuffle Alley Rebound (United).....	195.00(2)	195.00(2)	215.00 219.50	215.00 219.50
	215.00 219.50	215.00 219.50	24.50 35.00	24.50 35.00
Twin Shuffle (Williams).....	24.50 25.00	20.00 24.50	24.50 35.00	24.50 35.00
	35.00	35.00		
Twin Shuffle-Cade (United)...	199.50 250.00	239.00 250.00	239.00 250.00	239.50 250.00

# Coinmen You Know

Continued from page 160

in Latin America, Mangone and his wife, Eloise, plan to study Spanish at the Berlitz school here. . . . The new receptionist at Taran Distributing is Phyllis Allan. . . . Bob Norman, formerly a service man with Bishop Amusement Company, is again operating his own music route.

One sure way to recognize Ward Parks, operator of Speedee Amusement Service which caters to locations in Miami and Miami Beach, is by the sweet-smelling pipe which seldom leaves his mouth. . . . George Caravasios, Southern Phonograph Company, is visiting his sister in Nashville. His cronies are eagerly awaiting his return so they can go fishing with him on his new boat. Meanwhile, Eddie Dee is looking after George's route.

Altho the Office of Price Stabilization ruled that some cigarette machine operators in the nation may raise their ceilings a penny a pack, it appears unlikely that vended smokes in this area will go up from their present quarter a pack.

## Pittsburgh

Harold C. Hakes, vice-president, Automatic Canteen Company in Chicago, is expected to visit the Pittsburgh branch shortly and visit Harry Dennis, manager, and William J. Weiland, assistant manager. . . . Raymond W. Watts, district sales manager, Mills Automatic Merchandising Corporation, observes that in some localities on his routes the trend seems to be for larger food units to become the best spots for vending machines because the larger units attract heavy trade.

Harold Cohen, head of Confection Specialties Company, believes at this stage that the ball gum field will continue along at present levels, with small chance of anything in sight jeopardizing its future.

Howard Crombie, district sales manager, Tri-State Automatic Candy Corporation, continues to add on new locations in his territory, with biz going so well that representatives from the main office in Buffalo are dropping in much less frequently.

Sears has a number of vending machines in the outer lobby of its North Side store. . . . A. H. Pitchford, the electric shave vender operator is visiting the factory at Columbia, Pa., to start (Continued on page 162)

# You Always Buy Best at WORLD WIDE

## WILLIAMS MUSIC MITE

New — Modernistically designed — Expertly engineered — Superb tone. Perfect for places where space is at premium. Only \$145.00

## WILLIAMS DELUXE WORLD SERIES

Realistic baseball thrills. Base running action within light-up playfield. Diamond fast, exciting. Single coin chute takes nickels, dimes and quarters!

Don't Be Misled— Be Sure Buy only the

## GENUINE FORMICA

Accept no substitute. This new silk-screened top increases play at once. Eliminates costly respraying, decals and waxing. Available for United 2-4-5-6 Players, Chi. Coin and Universal Rebounds.

8' Size, \$29.50  
9' Size, \$34.50

## BINGO TYPE GAMES

Bally BRIGHT SPOT...\$445  
Bally CONEY ISLAND. 445  
Bally BRIGHT LIGHT. 365  
United A.B.C. .... 275

## ARCADE SPECIALS

Williams New HORSEFEATHERS .....	\$395
Exhibit JET GUN .....	225
Exhibit SIX SHOOTER .....	195
Exhibit SILVER BULLETS .....	165
Exhibit DALE GUN .....	85
Seeburg SHOOT THE BEAR .....	325
Williams SWEEPSTAKES—NEW .....	395
Williams SUPER WORLD SERIES .....	195
Williams STAR SERIES .....	95
Fifty PIN GAMES—All Free Play .....	45
Fifty SHUFFLE GAMES .....	35
Fifty ADVANCE or TOTAL ROLLS .....	25

# TREMENDOUS VALUES IN SHUFFLE GAMES

Thoroughly Reconditioned

### UNITED

DE LUXE 6 PLAYER .....	\$325
SIX PLAYER .....	285
FIVE PLAYER .....	255
FOUR PLAYER .....	240
TWIN SHUFFLE .....	175
SKEE ALLEY .....	125
SHUFFLE EXPRESS .....	45

### BALLY

HOOK BOWLER .....	\$135
SPEED BOWLER .....	35
SHUFFLE CHAMP .....	45

### CHICAGO COIN

CHICAGO COIN BOWLING CLASSIC .....	\$ 75
BOWLING ALLEY .....	35

### WILLIAMS

DOUBLE HEADER .....	\$ 75
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### UNIVERSAL

HI SCORE BOWLER .....	\$125
SUPER TWIN .....	75

### KEENEY

SIX PLAYER .....	\$275
BIG LEAGUE BOWLER with light-up pins .....	225
LEAGUE BOWLER with fly-a-way pins .....	195
DOUBLE BOWLER .....	75

## AVAILABLE FOR IMMEDIATE SHIPMENT NEW GAMES

Williams SLUGFEST .....

Gottlieb QUARTETTE .....

Williams SHOOT THE MOON ...

Genco DOUBLE ACTION .....

Genco SPRINGTIME .....

Bally ATLANTIC CITY .....

Chi. Coin WHIZ KID .....

Terms: 1/2 Deposit, Balance Sight Draft.



# GENCO

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A PROFIT DREAM COME TRUE!

## THE AMAZING PHOTOMAT\*

delivers a set of two large





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### WANTED—Bingo Games

WE'LL PAY THESE PRICES:

Spot Life .. \$425.00	Leader .. \$275.00
Coney Is. .. 375.00	ABC .. 150.00
Bright Spot 325.00	Broadway .. 100.00
Bright Lts. .. 265.00	3-4-5 .. 140.00

### SHUFFLE GAMES

#### UNITED 6-PLAYER SUPER SHUFFLE ALLEY

Formica Tops Installed on United and Chicoin Shuffle Games—\$25.00 extra.

United 6-Player .. \$320.00  
 United 5-Player .. 285.00  
 United 4-Player .. 265.00

#### UNITED TWIN REBOUND

United Twin Shufflecade .. 215.00  
 Un. Double SA Express Rebound, 8", True Scoring .. 240.00

United Shuffle Slugger .. 139.50  
 United Skee Alley .. 129.50  
 Un. 3-Player SA Express .. 129.50

United Single SA Rebound .. 89.50  
 United SA Express, 6" .. 129.50  
 Un. Double Shuffle Alley .. 79.50

#### UNITED SHUFFLE ALLEY EXPRESS

United Super Shuf. Alley .. 29.50  
 United Shuffle Alley .. 29.50  
 W/Disap. Pin Conv. .. 39.50

Univ. High Score Bowler .. 175.00  
 Univ. Super Twin Bowler .. 109.50  
 Chicoin Shuffle Horse Shoes .. 129.50

Chicoin Pin Lite Bowler .. 149.50  
 Chicoin Bowling Alley .. 59.50  
 Chicoin Bowling Classic .. 130.00

Chicoin Trophy Bowl .. 140.00  
 Chicoin Hook Bowler .. 209.50  
 Bally Shuffle Line .. 179.50

#### BALLY SHUFFLE BOWLER, 9 1/2"

Bally Speed Bowler, 7 1/2" .. 29.50  
 Exh. Strike, 9 1/2", 2 Player .. 89.50  
 Gottlieb Bowlette, 43" .. 59.50

Keeney ABC Bowler .. 29.50  
 Keeney Big League Bowler .. 265.00  
 Keeney League Bowler .. 225.00

Keeney Double Bowler .. 125.00  
 Wms. Double Header .. 79.50  
 Genco Shuffle Target, 19" .. 129.50

Genco 5-Player Shuffle Table .. 249.50

#### VENDERS

#### SMOKESHOP 612

CUSTOM .. \$245.00  
 ACORN VENDOR, 1c or 5c .. 14.95

Marion Scale .. 99.50  
 New .. 89.50  
 Silver King .. 13.95

25¢ Razor Blade .. 19.95  
 S.K. Hot Nut .. 29.95  
 N.W. 49, 1c .. 17.35

72-Bar U-Select-It .. 49.50  
 De Luxe, 1-5¢ .. 24.50  
 N.W. Tab Gum .. 35.95

33 Ball Gum .. 7.50  
 15 Col. Unedapak, 25¢ .. 79.50

#### CIGARETTE VENDERS

Factory Reb. 25¢, 1 King Size Col. Unedapak, Mod. 500, 7 Col. .. \$130.00

Rowe Royal, 8 Col. .. 130.00  
 National 930, 9 Col. .. 125.00  
 DuGrenier Champion, 11 Col. .. 120.00

Rowe President, 8 Col. .. 145.00  
 National Model 959, 9 Col. .. 140.00

#### FORMICA REPLACEMENT TOPS

For Chicoin Games .. \$29.50  
 For United, 5 Foot, 2, 4, 5 & 6 Players .. \$29.50  
 Minimum Order—3 Tops.

### 5-BALLS

#### NEW

Chi. Wiz Kids .. 99.50  
 Golf, Hit 'n' Run .. 99.50  
 United Bolero .. 94.50  
 Chi. King Pin .. 89.50  
 Wms. Slugfest .. 89.50  
 Genco Double Action .. 89.50  
 Bally Atlantic City .. 84.50

#### Control Tower .. \$175.00

Double Feature .. 164.50  
 Rockette .. 154.50  
 Knockout .. 149.50  
 Punchy .. 144.50  
 Old Faithful .. 144.50  
 Geoball .. 144.50

#### STOP AND GO 139.50

Pin Bowler .. 139.50  
 Fighting Irish .. 139.50  
 Sweetheart .. 134.50  
 Basketball .. 134.50  
 Hits & Runs .. 129.50  
 Oasis .. 129.50  
 Harvest Time .. 129.50  
 Bomber .. 124.50

#### DREAMY .. 124.50

Hot Rod .. 124.50  
 Playland .. 124.50  
 King Arthur .. 119.50  
 Canasta .. 119.50  
 This .. 119.50  
 Judy .. 119.50  
 De-Icer .. 119.50  
 Rocket .. 119.50  
 Tri Score .. 119.50  
 Bank-a-Ball .. 119.50  
 Be-Bop .. 114.50

#### FRESHIE .. 114.50

Mercury .. 114.50  
 Campus .. 114.50  
 College Date .. 109.50  
 Tahiti .. 109.50  
 Shantytown .. 109.50

#### SO. PACIFIC 109.50

Tumbleweed .. 104.50  
 Boston .. 104.50

### ARCADE

#### EXH. BIG BRONCHO

EXH. JET GUN .. 275.00  
 CHI. 4 PLAYER DERBY .. 249.50  
 WMS. HORSEFEATHERS .. 229.50  
 ABT RIFLE SPORT .. 225.00  
 WMS. DELUXE WORLD SERIES .. 225.00

Muta. Voice-o-Graph, 35¢ .. \$525.00  
 Chicoin Basketball Champ .. 275.00  
 Exh. Pony Exp. .. 295.00  
 Shoot the Bear .. 249.50  
 22" Shuffleboard .. 124.50  
 Gun Patrol .. 249.50

Chi. Midget .. 229.50  
 Skee Ball .. 229.50  
 Ev. Batafore .. 225.00  
 Chi. Pistol .. 149.50  
 Star Series .. 129.50  
 Marc. 13-Way Ath. Scale, New .. 99.50

Telequiz .. 139.50  
 Foot Vibrator .. 119.50  
 Wms. All Star .. 109.50  
 Jack Rabbit .. 109.50  
 Chicken Sam .. 109.50  
 Rebuilt .. 109.50

#### GOALEE .. 99.50

Pokerino .. 99.50  
 Quarterback .. 89.50  
 Exh. Dale Gun .. 84.50  
 Flash Hockey .. 75.00  
 Heavy Hitter .. 69.50  
 Shipman Art Show & Film .. 49.50

#### GENCO GLIDER 39.50

Total or Advance Roll .. 39.50  
 Mercury Counter .. 39.50  
 Grip, New .. 34.50  
 Kicker & Catcher .. 37.50  
 Challenger .. 29.50  
 Acme Shocker .. 24.50  
 Groet. Skill Test .. 49.50

#### TUCSON 69.50

Barnacle Bill .. 69.50  
 Buccaneer .. 69.50  
 Round Up .. 64.50  
 Grand Award .. 59.50  
 Moonglow .. 59.50  
 Puddinhead .. 59.50  
 Alice in Wonderland .. 54.50  
 Blue Skies .. 54.50  
 King Cole .. 54.50  
 Supervertime .. 49.50  
 Yanks .. 49.50  
 Robin Hood .. 49.50  
 Ali Baba .. 49.50  
 Humpty Dumpty .. 49.50  
 Floating Power .. 49.50  
 Stormy .. 49.50  
 Cinderella .. 49.50  
 Triple Action .. 49.50  
 Carolina .. 49.50  
 Spin Ball .. 49.50  
 Star Dust .. 49.50  
 Trade Winds .. 49.50  
 Paradise .. 49.50  
 Wisconsin .. 49.50

### NEW CLOSEOUTS!

Univ. 5 Star .. \$295  
 Chicoin Thing .. \$140  
 Univ. Shuffle Tournament .. \$195  
 Chi Shuffle Horse Shoes, 2-Player .. \$175  
 Wms. Music Mite, New .. \$145

### MUSIC

EVANS CENTURY .. 100 secc., 45 RPM  
 EVANS JUBILEE .. 40 secc., 45 or 78  
 CHICOIN BAND BOX .. Wurlitzer 1100 \$395.00  
 Wurlitzer 1015 250.00

### CONVERSIONS

Large Lighted Pin Conv. for Chi. & Univ. .. \$24.50  
 Keen. Bowling Champ, 2 Pl. .. 165.00  
 United Flyaway Pin Conv. .. 39.50  
 Keeney Match Bowler, 4 Pl. .. 295.00

### FORMICA REPLACEMENT TOPS

For Chicoin Games .. \$29.50  
 For United, 5 Foot, 2, 4, 5 & 6 Players .. \$29.50  
 Minimum Order—3 Tops.

One-Half Deposit With Order, Balance C. O. D. or Sight Draft.

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**SPECIAL** Center Overhead Electric Scoreboards \$125.00

## Coinmen You Know

Continued from page 161

production of a new machine which he hopes will be out next month.

M. J. Abelson, sales manager of Oak Manufacturing, extending his trip to New York and Boston. . . . Harry Rosen, president, Milk Vending Service Company, has appointed Harry Krohe shop foreman, and promoted Steve Horvatic to assistant foreman. Both have been with the firm for some time. . . . Victor Abelson, of Empire Distributors reports business is pretty good. . . . Electricians and plumbers have completed their work on the new Sidmor Vending building, and plasterers now are at work on the interior. . . . A coin-operated horse has been installed in the busy McCann-Sparkle market at Avalon, Fla. . . . George Sopira, partner, Service Rental Coin Machine Company, reports biz is going ahead according to regular standards, nevertheless ops should use common sense in estimating the over-all picture for '42.

Monroe Greene and Joseph Blondel, partners in Coin Machine Agency have remodeled their establishment including the moving of their office from the rear into an enlarged office farther front in the building. . . . Al Paulino from Bentleyville, who has an appliance and TV set-up along with his route, was at the party G. R. Rogers Company gave at Rosenbaum's Home Art Studio, downtown.

Los Angeles R. M. (Maury) Richardson, Candy Vendors, Inc., Oakland, Calif., was in town for business conferences with his brother, Don, of the local R. M. Richardson Company. He made the trip by automobile and was joined here by Mrs. Richardson, who planed from the Bay City. . . . Lucille and Paul Laymon, of the Paul Laymon Company, back at his desk following a trip to the Wurlitzer factory to see the new phonograph line. Karel Johnson, Laymon service engineer, also visited the Wurlitzer headquarters and spent some time in Chicago.

William R. Happel Jr., Badger Sales Company, visited Earl Wilson in Las Vegas over the weekend. He inspected the machines Wilson has installed at the air base there. Happel also returned with a sizable order from Wilson. Also visited on the trip was Bill Perry, operator of the Playland Arcade. . . . Woodie Leslie, Western representative for the Coan Manufacturing Company, back from a trip into Central California. After staying here a few days, he took off for another business trip, this time to the bay area.

Lew Feldman, of Acme Vending Machine Company, back in town following a business trip to San Francisco. . . . Stan Rouso, Stoner representative, was back in town following a swing thru Northern California. . . . Jack Leonard with his children, Terry and Ricky, taking in the Clyde Beatty Circus here. Leonard heads the parts department at Badger sales. . . . Parke Hammer, vending machine operator, is on the sick list. . . . George Warner, mechanical horse operator, made the rounds on Pico's coin row and attended the Lyn Brown party at which the Twin Rotation was introduced in this area.

Hartford, Conn. Altho 1952's first quarter began with the business index in Connecticut down slightly from 1951's high plane, "it does mean that a slump is starting," the Connecticut State Department Commission cautions in a press release. "The drop," the release continues, "merely points to a leveling off in business activity. Moreover, information now on hand indicates that a quick recovery to the higher side is probable."

Francis E. Stern, Stern & Company, Columbia Records distributors, addressed a meeting of the lumber industry division of the New York Federated Charities. . . . Decca Records' local branch moved to 55 Flower Street.

expecting a big turnout," says Abe Fish, owner, General Amusement Game Corporation, of Hartford, and honorary president of CSCA.

Some 50 members attended a regional get-together at the Castle Inn, New Haven, with guests including Murray Simmons, Joe Freedman, Crystal Amusements, Bridgeport; Alex Gold, Meriden coin operator; Chester Morris, Joe Well, Al Ganges, Radio and Appliances, Hartford; Mac Periman, Atlantic-New York Corporation, Hartford branch.

Joe Fica purchased the route of Charles Cataldo in Torrington, Conn. . . . The CSCA membership drive is continuing under direct supervision of President Jim Tolisano, of Superior Music of Hartford.

## HEALTH DIGEST PAYS TRIBUTE TO DR. MALLMANN

NEW YORK, April 5.—Dr. Walter L. Mallmann, professor of bacteriology and public health at Michigan State College and head researcher for the cup division of the National Automatic Merchandisers' Association, was profiled in the February issue of the Health Officers' "News Digest." Story pays tribute to Dr. Mallmann's accomplishments in the field of sanitation and outlines his busy work-play schedule which includes full-time teaching, filling 8 to 10 lecture engagements monthly thruout the country, writing articles based on his research for Vend and a number of scientific journals and following his hobbies of photography and woodworking.

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TURF KING .....	\$249.50
WINNER .....	199.50
CHAMPION .....	99.50
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GOLD CUP .....	64.50
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1/2 deposit with all orders

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 America's Oldest Distributor  
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**FOR SALE USED EQUIPMENT**

1-BALL GAMES

Citations .....	\$ 45.00
Champions .....	25.00
Turf Kings .....	209.00
Special Entrys .....	10.00
Gold Cup .....	15.00
Jockey Specials .....	10.00

ASSORTED 5-BALLS

United Twin Shuffle Alley .....	\$125.00
Chicago Coin Bowler .....	25.00

FEDERAL AMUSEMENT COMPANY  
 3121 West Madison, Chicago 12, Illinois

**ONE BALL TURF KING .. \$169.50**

**FIVE BALLS**

College .....	\$69.50	Triplets .....	\$109.50
Date .....	69.50	Fighting .....	49.50
Gun Rummy .....	69.50	Irish .....	25.50
Bonehead .....	24.50	Starburst .....	25.50
Banjo .....	29.50	Telecard .....	59.50

**BINGO TYPE**

A.B.C. ....	\$339.50	Bright .....	\$254.50
Broadway ..	199.50	Lights .....	394.50
Coney .....	424.50	Bright Spot ..	394.50
Island .....	424.50	Spot Lights ..	Write

1/3 Deposit, Balance Sight Draft

**GENERAL DIST. CO.**  
 223 N. Broad Ave. New Orleans, La.  
 Telephone Tulane 4729

**POST-WAR PHOTO-MATIC**

(Like new)  
 \$150.00 Supplies included, \$550.00.

**BINGHAMTON AMUSE.**  
 221 MAIN Binghamton, N. Y.

# DAVE SIMON OFFERS—

UNITED'S 6-PLAYER SUPER SHUFFLE ALLEY  
 Write for price

★

UNITED'S STEEPLECHASE  
 New fast replay game • Write for price.

★

UNITED'S BOLERO  
 Write for price

★

UNITED'S TEAM HOCKEY  
 Great competitive 2-Player Game.  
 Price \$125.00 ea. New original crates.

UNIVERSAL'S JUMBO PIN GAME ACROSS THE BOARD  
 Write for price

★

UNIVERSAL'S JUMBO PIN GAME WINNER  
 Price \$295.00 ea. New original crates.

★

UNIVERSAL'S SHUFFLE TOURNAMENT  
 Conversion for Shuffleboards.  
 Price \$125.00 ea. New original crates

For Immediate Delivery in This Territory

Contact **DAVE SIMON**

MAINE  
 NEW HAMPSHIRE  
 VERMONT  
 MASSACHUSETTS  
 RHODE ISLAND  
 CONNECTICUT  
 NEW YORK  
 UPPER  
 NEW JERSEY  
 DELAWARE  
 WASHINGTON, D.C.  
 MARYLAND  
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**SIMON SALES, INC.**  
 627 TENTH AVE., NEW YORK 18, N. Y. PHONE: PLAZA 7-5660



# WURLITZER

*Announces Its New*

## FIFTEEN HUNDRED SERIES

*Lifts the Lid on* **OPERATOR PROFITS**



WITH THE *Most Magical* **PHONOGRAPH EVER BUILT**





## IT'S THE TOPPER IN RECORD SELECTION



WURLITZER SERIES  
1500

## 104 SELECTIONS - *More* RECORDS THAN ANY COIN-OPERATED PHONOGRAPH

Wurlitzer presents its phenomenal new Fifteen Hundred, confident that you will acclaim it the most beautiful, colorful, versatile, magical phonograph ever built. That it will prove the most profitable on location is equally obvious for it is literally alive with money-making features.

First off—it tops them *all* in number of records—plays 104 selections—the greatest array of tunes to tempt all musical tastes in the history of this business—the greatest money-making feature ever offered you as an operator. But, that isn't all—

## IT'S THE TOPPER IN VERSATILITY AUTOMATICALLY PLAYS 45 AND 78 RPM RECORDS INTERMIXED



Think what it means to you. One phonograph that plays 45 and 78 RPM records mixed! Never in history has it been possible. Now it is, thanks to still another sensational example of Wurlitzer leadership—the *WurliMagic Brain*.

By sheer mechanical magic it enables you to mix up any combination of fifty-two 45 and 78 RPM records throughout the twin tray stacks. Whichever record is selected will play.

What's more, with a simple change of the idler wheel, this wondrous Wurlitzer Fifteen Hundred will play 33½ RPM records—can give you 26 hours of continuous non-repeat play. Unheard of versatility, yet no extra kits—no extra cost. The *WurliMagic Brain* is a built-in feature of the Wurlitzer Fifteen Hundred included in its base price.

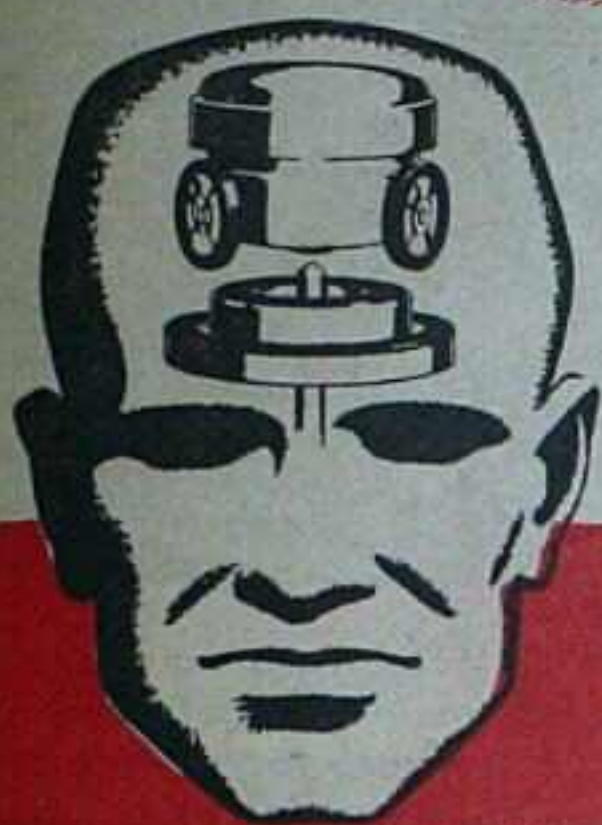
Series Fifteen Hundred dimensions: Height—59½"; Width—38½"; Depth—27½".

## WHY BUY TWO WHEN ONE WILL DO

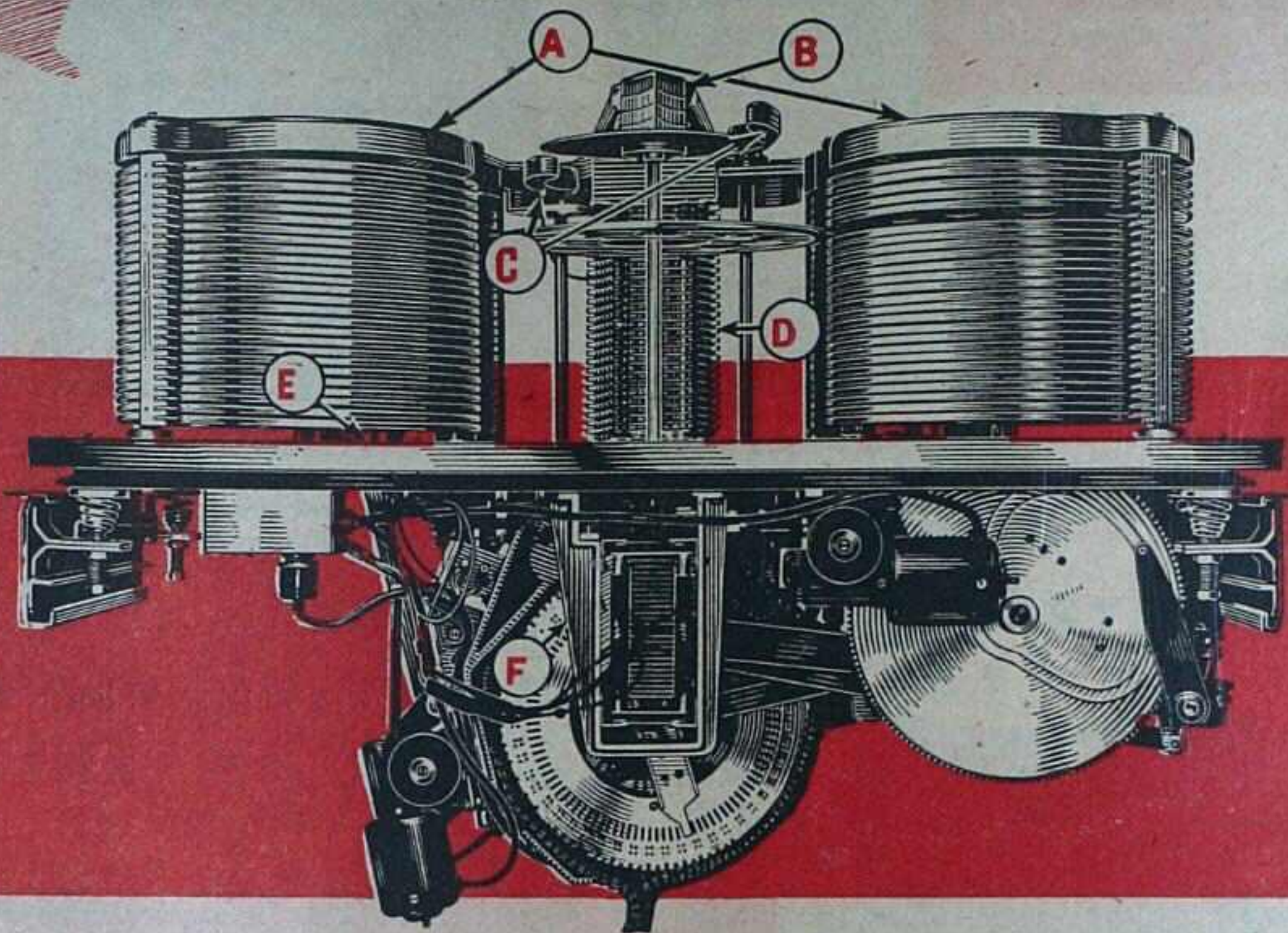
*Cabinet available as Model Fifteen Fifty covered with scuff-proof, waterproof, alcohol-proof Textileather in blonde, blue or mahogany finishes.*



# IT'S THE TOPPER FOR INGENUOUS ENGINEERING



FEATURES  
THE SENSATIONAL  
**WURLIMAGIC  
BRAIN**



**A. TWIN TRAY STACKS**—each holds 26 inter-mixed 45 and 78 RPM records in any combination desired. Fifty-two positioning spacers for 45 RPM records are provided. Freedom from warping and chipping is assured.

**B. WURLIMAGIC BRAIN**—the mechanical miracle that enables the fabulous Wurlitzer Fifteen Hundred to play 45 and 78 RPM records automatically and interchangeably. You place the records on the trays. Leave the rest to the Wurlimagic Brain. Activated by the size of the hole in the record, it not only properly positions the tone arm, but ingeniously chooses the correct turntable speed. No kits to buy.

No adjustments to make. The built-in, fool-proof Wurlitzer Wurlimagic Brain does its own thinking—and it thinks in terms of **MORE MONEY FOR YOU.**

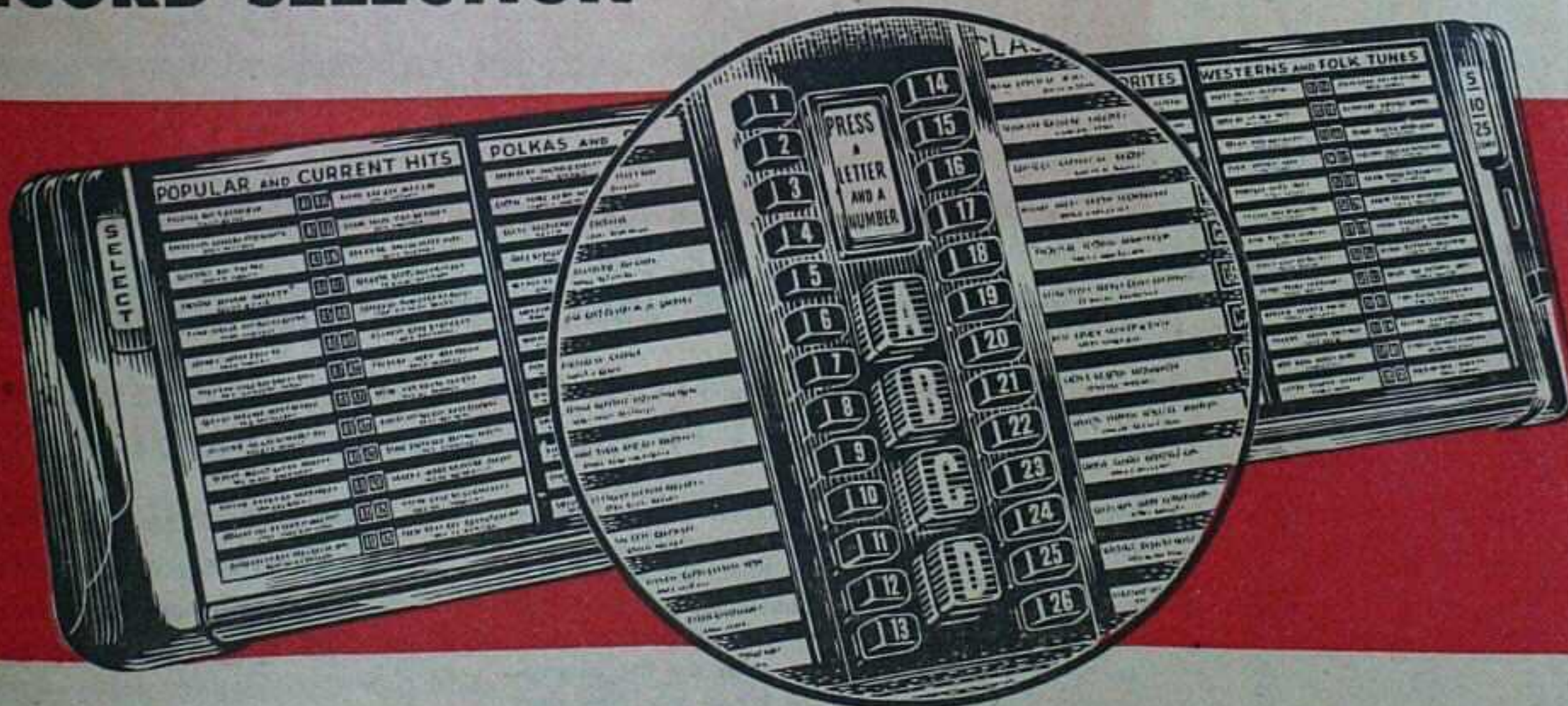
**C. TWIN LOW-INERTIA TONE ARMS WITH ZENITH COBRA STYLUS**—another Wurlitzer exclusive. They reduce surface noise to an amazingly low level—bring out the full brilliance of the new microgroove records. Separately suspended from each side of the chassis frame, each stylus follows with the record—doesn't buck it. Better tracking assures truer fidelity, less skipping on warped records and longer record life.

**D. TWIN PLAYMETERS** serve the twin stacks. Each registers up to 60 selections per record, is read from the front, enables you to program your phonographs for maximum play and profit.

**E. CAST CHASSIS BASE**, precision machined, won't warp or bend. Assures permanent alignment and ready interchangeability of parts.

**F. VIBRATION ABSORBING TURNTABLE MOTOR MOUNT.** The dual reversible turntable motors are suspended in free floating rubber shock mounts. Scientifically designed to eliminate the wows and rumbles caused by turntable vibration.

# IT'S THE TOPPER IN SIMPLIFIED, HIGH-SPEED, FOOL-PROOF RECORD SELECTION



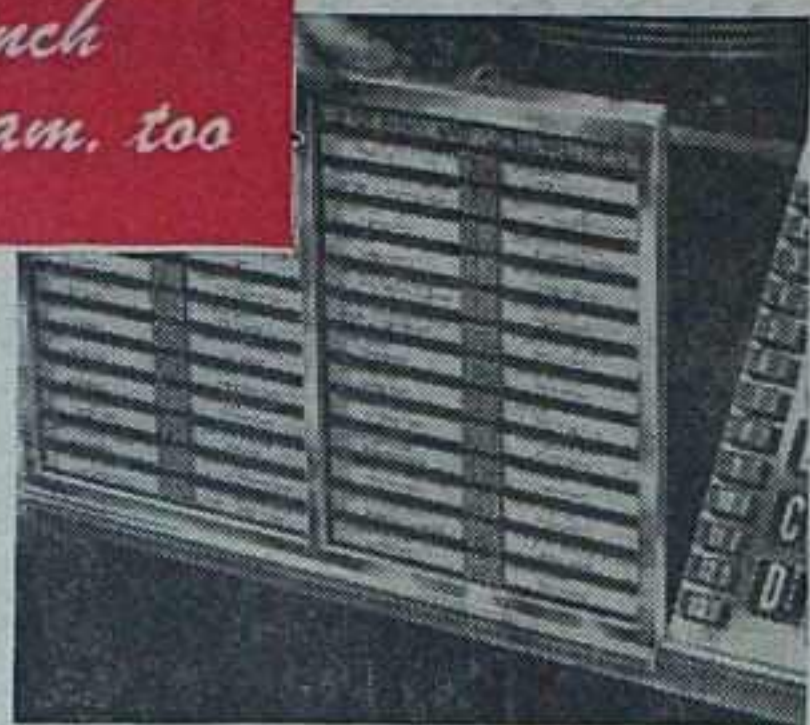
Record selection on the Wurlitzer Series Fifteen Hundred reaches a new peak of perfection. The 104 selections are divided into four dual sections of 26 tunes each. Sections are classified alphabetically A, B, C, D. Tunes are numbered 1 to 26 in each panel. Patron selects by depressing one letter and one number for each tune desired. No selection errors are possible. Each button locks down until selection is registered by the phonograph mechanism. All buttons are grouped on center panel, making it easy for the patron to read—easy

for you to service. By removing four screws and pulling four plugs, the entire selector assembly lifts out in one unit.

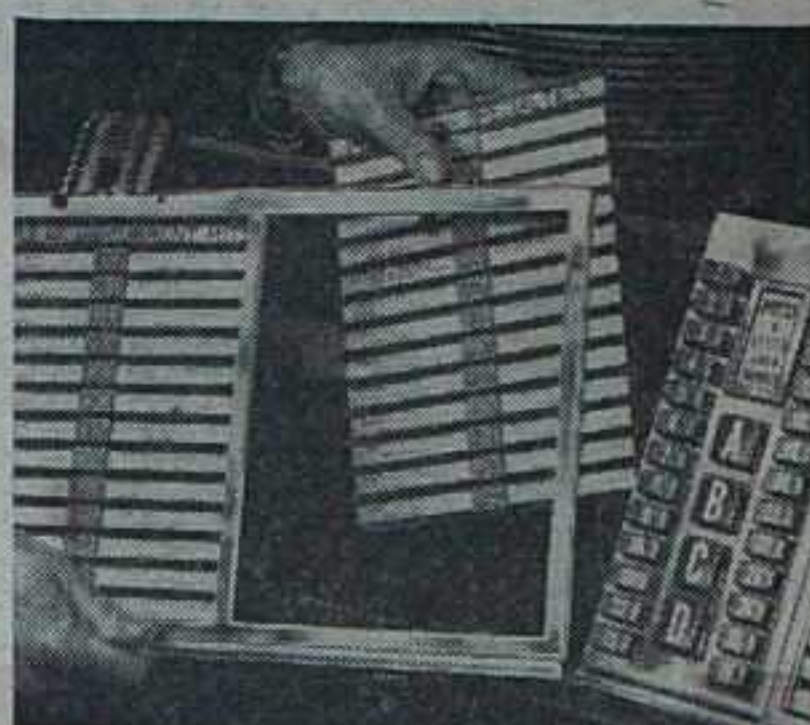
The Series Fifteen Hundred's four dual program sections can be divided into 8 program classifications, giving you the greatest program flexibility ever offered on any phonograph—a wider opportunity to tailor your music to the location's needs—a bigger opportunity to land more locations—an outstanding opportunity to make more money in every location on your route.



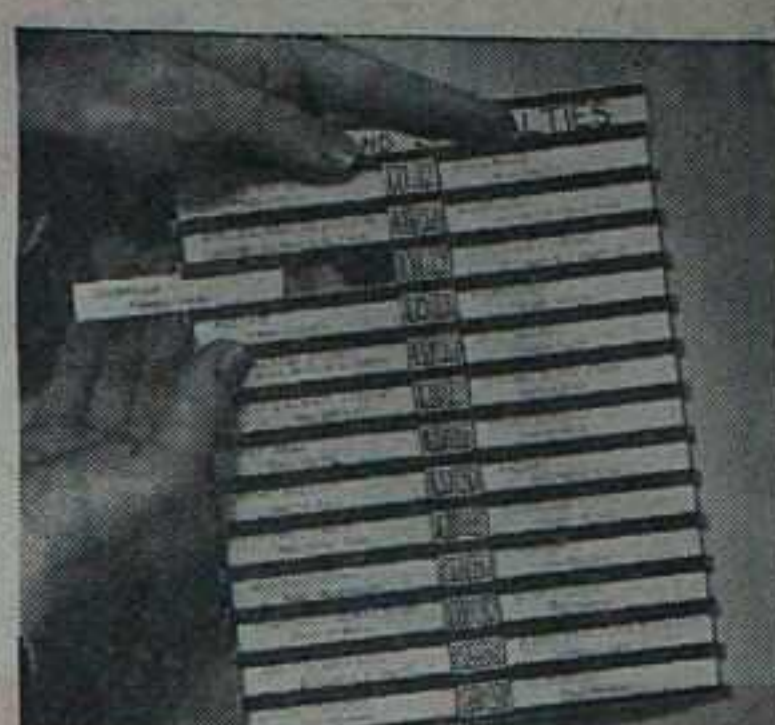
*A Cinch  
to Program, too*



**1** Translucent plastic program holders snap into doors, hinged at bottom, that automatically unlock when the dome is lifted.

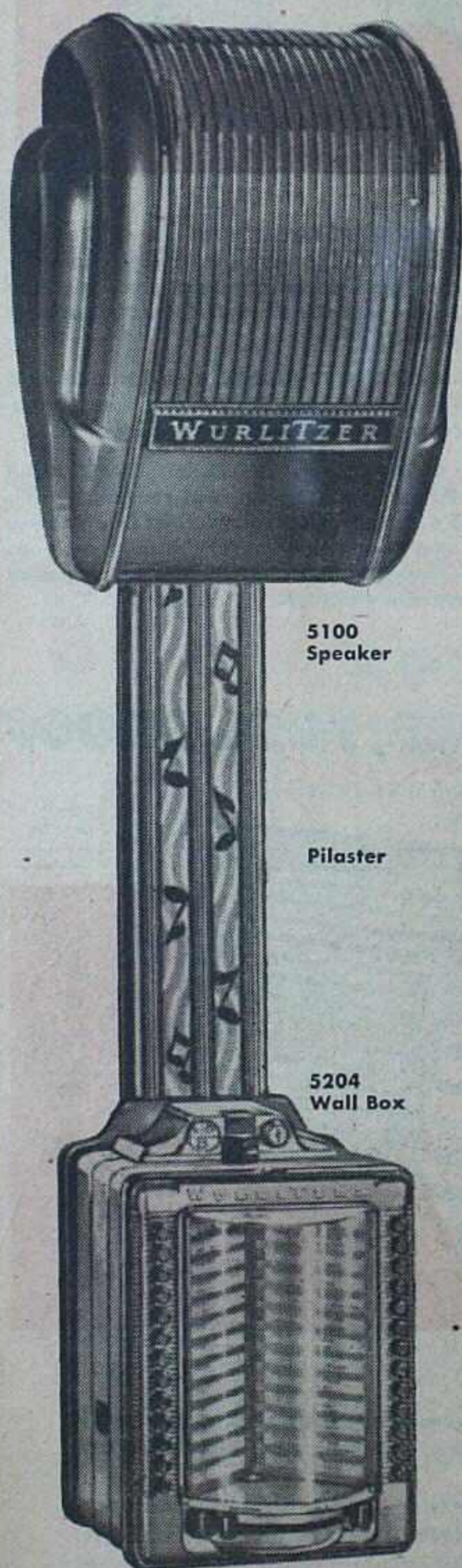


**2** Frame holding 26 program slips lifts out. Top and bottom tune on each record contained on a single line of the program holder.



**3** When changing a record, you remove only the slips for that record. You can change records one at a time without disturbing other program slips.

## WURLITZER'S FIFTEEN HUNDRED IS THE TOPPER FOR SERVICE-SAVING, PLAY-STIMULATING, MONEY-MAKING FEATURES, TOO



5100  
Speaker

Pilaster

5204  
Wall Box

### WURLITZER ADJUSTABLE WALL PLAQUE

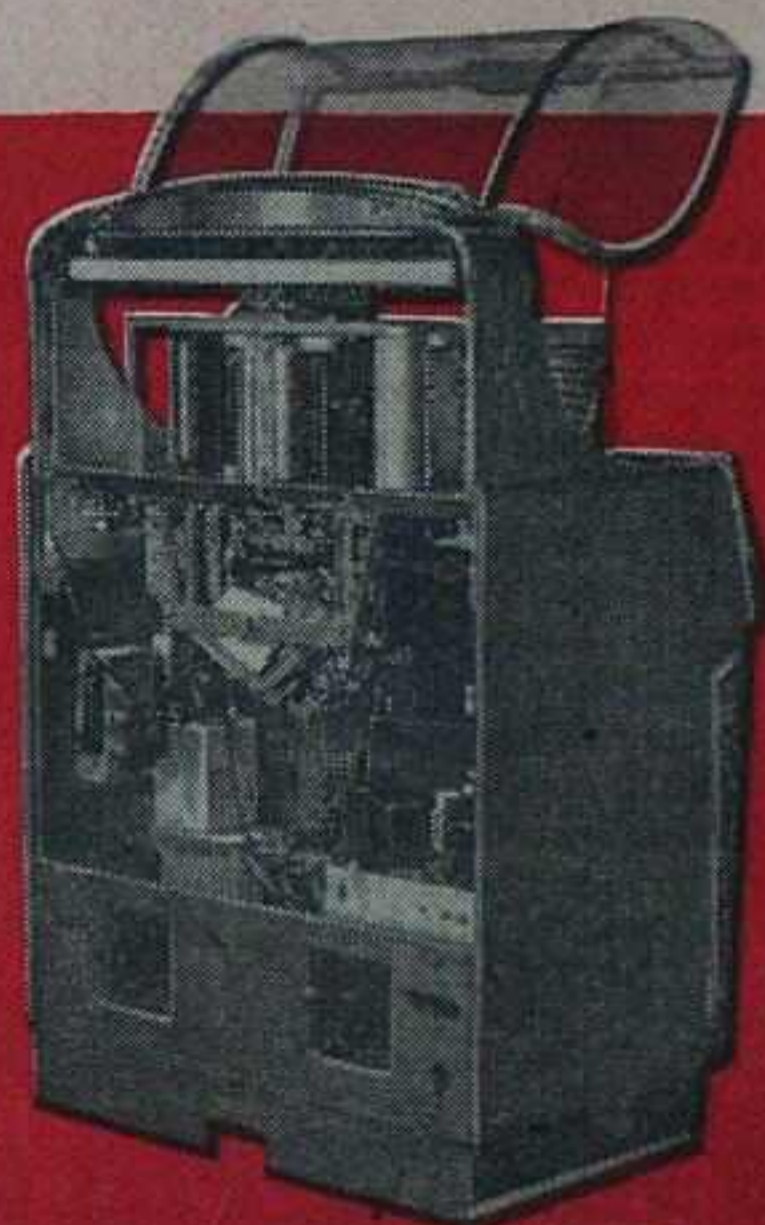
Adjusts from 46" to 57" to meet specific location requirements.

### HIGH-SPEED ACCESSIBILITY

The Fifteen Hundred series puts the accent on service accessibility. Dome lifts up and latches to make record changing a cinch. Record slip replacement is easier, faster than ever. Selector mechanism and wiring lifts out as a unit. Access to the cabinet is through a large, removable rear panel with four hand holes, plus a quickly removable front section of the record changer shelf. The chassis slides out from the back of the cabinet for high-speed service with Wurlitzer's time-saving Quick-as-a-Flash replacement units.

Three-point caster suspension compensates for uneven floors. Coin banking mechanism permits use of any number of coins up to 20 plays, with selections made after coins are deposited. It eliminates non-registration complaints—is adjustable to 3-for-25¢ or 6-for-25¢ or other combination plays.

Super-size coin box, largest in the industry, holds over \$200 in assorted coins—reduces frequency of collection calls on those top spots.



Combination amplifier and junction box saves space, is equipped with fader and matching transformer for connecting auxiliary speakers, provides socket for installation of famous Wurlitzer Volume Level Control.

## A BRAND NEW TOPPER IN WALL BOXES, TOO

WITH ROTATING PAGES FOR EASY SELECTION OF  
COMPLETE PROGRAM—SINGLE BUTTON SELECTION

Ideal companion for Wurlitzer's Series Fifteen Hundred phonographs is this magnificent, new 5-10-25¢ Model 5204 Wall Box. Customer flips four rotating program panels like the pages in a book. Each panel is lettered A, B, C or D to correspond with selector panels on the phonograph. Each panel lists 13 tunes per side that line up with single push buttons which automatically make the proper contact.

The famous Wurlitzer wall box mechanism is readily accessible and easily removable. The gorgeous metal and iridescent powder blue and silver plexiglass case has "see deep" decorations and red tenite push buttons. An ensemble of mechanical perfection and play attracting beauty.

COIN EQUIPMENT: Single 5-10-25¢ coin entry with magnetic slug rejector and accumulator—convertible to 1 play for 10¢, 3 plays for 25¢ or 6 plays for 25¢.

SIZE: 13" high; 8½" wide; 7½" deep.

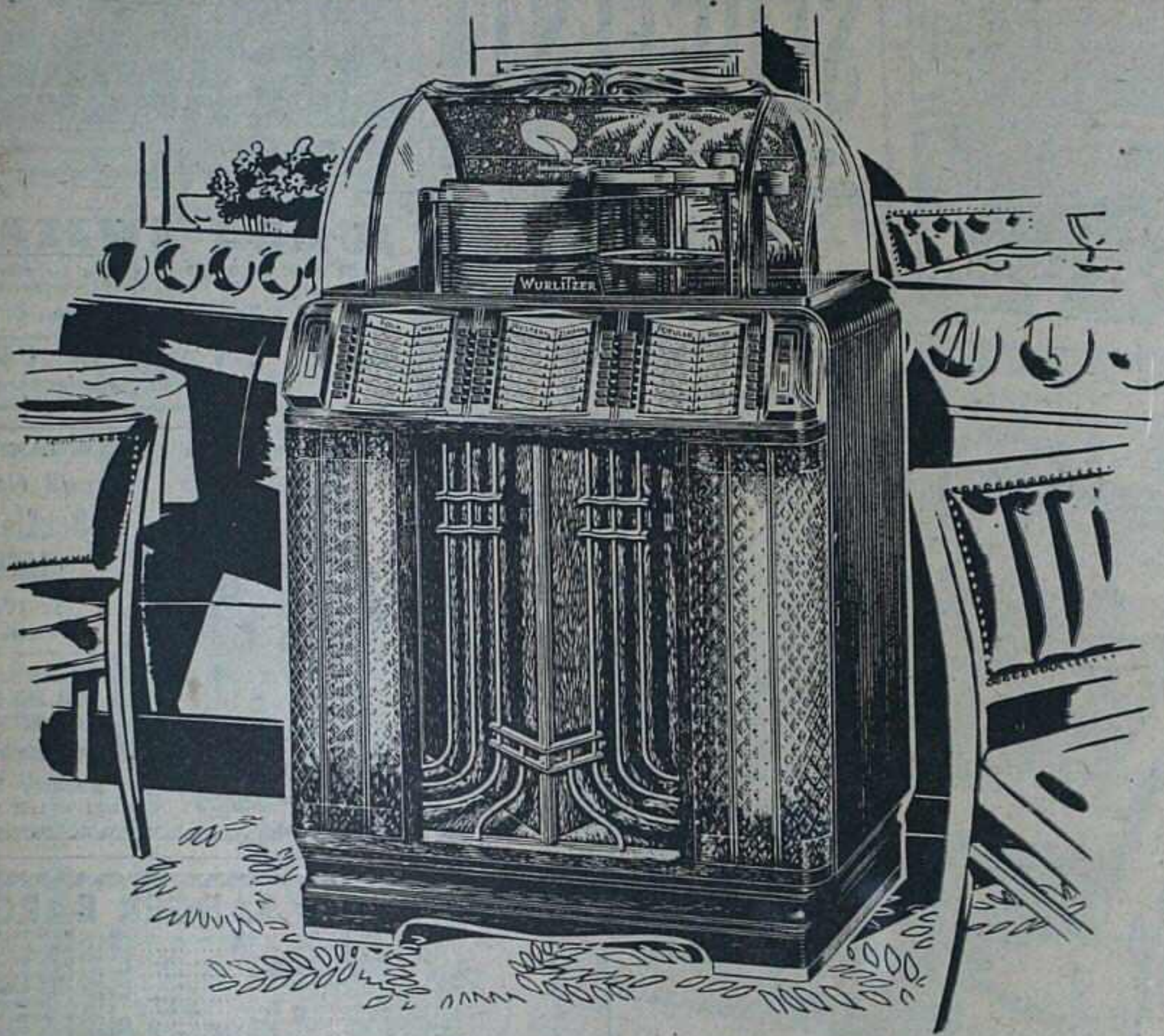
WALL BOX MAY BE USED ALONE  
OR IN CONJUNCTION WITH SPEAKERS  
5100 OR 5110 BY USE  
OF ADJUSTABLE WALL PLAQUE

For separate rooms requiring a completely selective music unit, you can assemble your own wall box-speaker combination by joining Model 5204 Wall Box with either Wurlitzer Model 5100 eight-inch Speaker or Model 5110 twelve-inch Speaker with a Wurlitzer Adjustable Wall Plaque. Attractively finished with bright beaded molding and powder blue plastic background with decorative red musical notes, this plaque, with two rubbed walnut mountings for the wall box and speaker, is all you need to assemble this colorful combination into a single, strikingly beautiful unit.



# CONTINUED BY POPULAR DEMAND

as Companion Models to the Brilliant Fifteen Hundred Series



## The 48-Selection, All-Speed Models 1400-1450

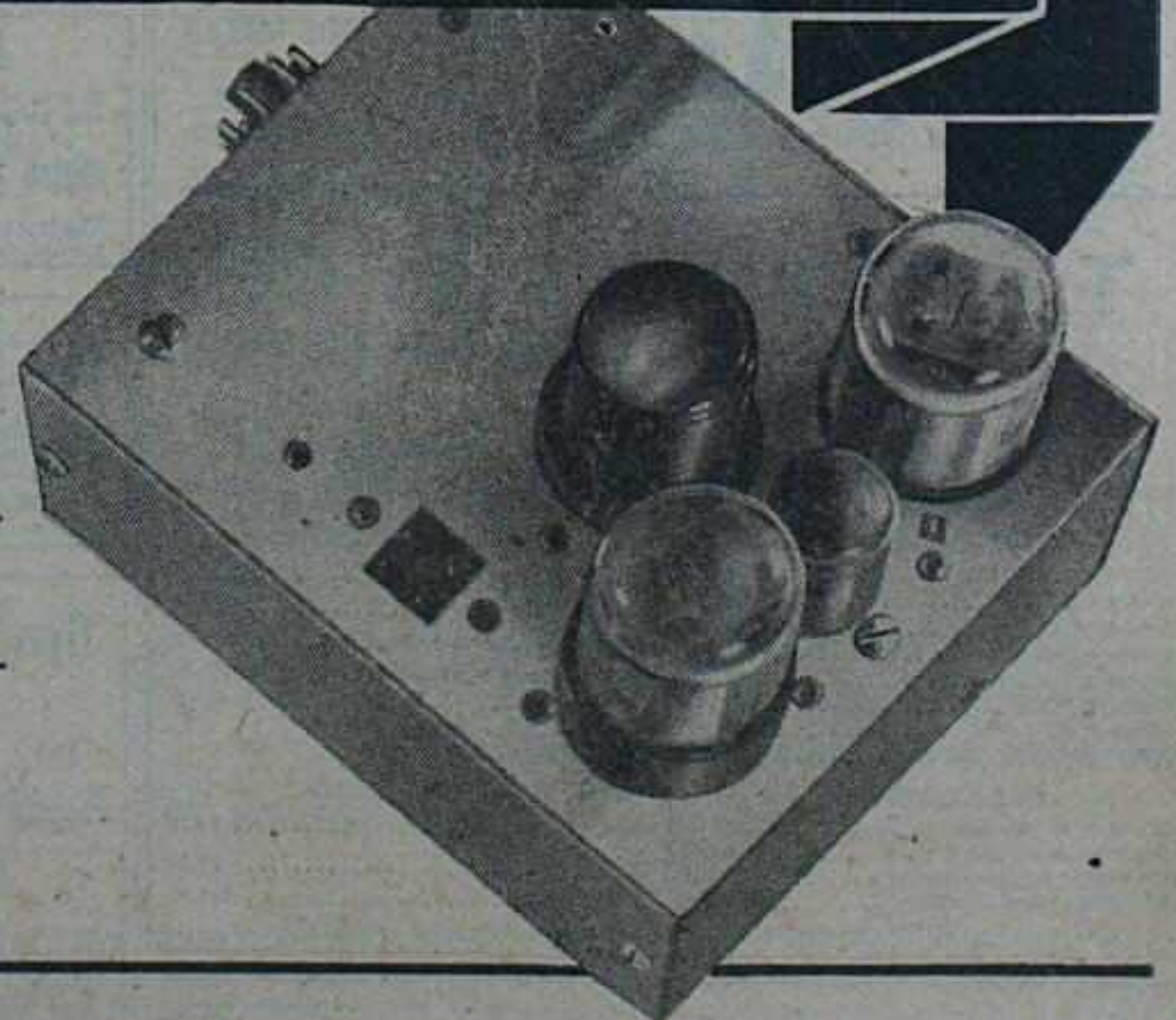
The sensational acceptance of the 24-record, 48-selection All-Speed Wurlitzer Models 1400 and 1450 has proved that they fill a broad, definite need.

That need continues to exist and, by popular demand, production of these models in their new, glorified, glamorized version will be maintained.

**NOW... FOR BOTH WURLITZER PHONOGRAPH SERIES  
A NEW, IMPROVED, 4-TUBE AUTOMATIC,  
ELECTRONIC VOLUME LEVEL CONTROL**

*An exclusive Wurlitzer extra play-producer  
now made more effective than ever by the  
addition of an extra tube.*

Installed on any phonograph in either Wurlitzer Series, this automatic volume control maintains an even sound level for all records regardless of whether they are high or low volume. It does not affect record brilliance and completely eliminates the need of a manual volume control. Silences all complaints that the music is too loud or that it can't be heard—steps up the patron's enjoyment of Wurlitzer Music and the operator's returns from it. Amplifier socket provided for quick, easy plug-in.



THE RUDOLPH WURLITZER COMPANY, NORTH TONAWANDA, NEW YORK





# Williams SLUGFEST

GIVES YOUR LOCATIONS  
Grand Slam Baseball Action—  
Play-Stimulating—  
Profit-Producing!

**IN-A-BACKBOARD DIAMOND**—3 Dimension Ball Players actually run bases within the backboard! "Grandstand" view of lighted diamond, colorful ball park, base-running action!

**HOME RUN BALL TRAPS**—Score Home Runs . . . light up Thumper Bumpers and all Base Roll Overs to increase High Score "Batting Average" Points!

**SPECIAL SCORING**—When Bottom Roll Over is lighted by faking all 3 Ball Traps . . . when all 5 Lanes are lighted by 1 to 8 Number Sequence!

**SINGLES—  
DOUBLES—  
TRIPLES  
HOME RUNS!**

REPLAYS  
FOR RUNS  
AND HIGH  
"BATTING  
AVERAGE"  
SCORE!

A DELUXE GAME with  
COSTLY, EXCLUSIVE  
FEATURES AT THE  
REGULAR 5-BALL PRICE!  
SEE-BUY SLUGFEST AT  
YOUR DISTRIBUTOR  
NOW!



4242 W. FILLMORE ST.

CREATORS OF  
DEPENDABLE  
PLAY APPEAL!

CHICAGO 24, ILLINOIS

## A NEW EVANS' PROFIT STIMULATING COUNTER GAME!



### JUMBO SWEEPSTAKES

- NOT COIN OPERATED
- TAX FREE
- NO LICENSE REQUIRED
- SIZE: 30"x18"x4"

Good for Clubs, Fraternal Organizations,  
Cigar Counters or wherever people  
congregate.

Write for descriptive literature.

**H. C. EVANS & CO.** 1556 W. Carroll Ave.  
Chicago 7, Illinois

SEE EVANS' JUBILEE PHONOGRAPH AD, PAGE 147



### Brand New! Buckley CRISS-CROSS "JACKPOT BELLS"

5c-10c-25c-50c-\$1.00

Also made for many foreign coins

**BUCKLEY  
WALL AND BAR  
MUSIC BOXES** . . . . . 5c or 10c Play

**Buckley Manufacturing Co.**  
4223 W. Lake St. Chicago 24, Ill.

### ★ ★ BADGER BARGAINS ★ ★

Rock-Ola Rocket 50-51	\$495.00	Bally Turf Kings	\$295.00
Wurlitzer Model 1250	450.00	Quizzer With Films	89.50
Wurlitzer Model 1013	189.50	Bally Citations	69.50
AMI Model B	450.00	Bally Futurities (New)	Write
AMI Model A's	245.00	Bally Bright Lites	395.00
Seeburg 1465	149.50	Bally Champion	149.50
Packard Wall Boxes	6.95	Williams Hayburner	245.00
Exhibit Six Shooter	195.00	Bally Coney Island	450.00
Williams Music Mite	99.50	Seeburg Bear Gun	299.50
Keeney Bowling Champ	99.50	Muto, Photomatic	195.00
Seeburg 100 Select-o-Matic	495.00	Muto, Voice-o-Graph	395.00
Bally Broadways	345.00	Mills Panoram Peek	395.00
Genco Shuffle Target	149.50	Exhibit Gun Patrol	225.00
United Shufflecade	179.50	Chi. Coin Horse Shoes (New)	189.50
Williams Double Header	99.50	Keeney Holidays	395.00
Bally Hot Rods	69.50	Bally Shuffle Champ	79.50
United ABC	295.00		

**BADGER SALES CO.**  
2251 WEST PICO BLVD.  
LOS ANGELES, CALIF.

**BADGER NOVELTY CO.**  
2546 N. 30TH ST.  
MILWAUKEE, WIS.

### SPECIAL! PANORAMS—GUARANTEED RECONDITIONED—WRITE!

RECONDITIONED EQUIPMENT	NEW EQUIPMENT
Bright Spot . . . \$425	Spot Life . . . \$485
Coney Island . . . 445	Holiday . . . 285
Keeney 4-Way Match Bowler . . . 225	Keeney 2-Way Bowling Champ . . . 89
United 6-Player . . . 235	United 5-Player . . . 290
United 5-Player . . . 290	C.C. Hit Parade . . . 145
Bally Hook Bowler . . . 215	Williams Double Header . . . 99
	C.C. 4-Player Derby . . . W
	Un. 6-Player Super . . . R
	Gottlieb Hit 'n' Run . . . I
	Bally Atlantic City . . . T
	C.C. Whiz Kids . . . E
	Exhibit Big Broncho . . .
	Williams Slugfest . . .
	Keeney Super Deluxe . . .
	League Bowler . . .

Write for Complete List All Types New and Reconditioned Equipment.

**CLAYT MONARCH COIN MACHINE, Inc.** CHARLEY NEMEROFF PIERI  
2257-59 N. LINCOLN AVE., CHICAGO 14, ILL. Phone: Lincoln 9-3996-7-8

### SEE THE PHENOMENAL NEW

## WURLITZER SERIES FIFTEEN HUNDRED

PLAYS MORE THAN  
100 SELECTIONS



PLAYS 45 AND 78  
RPM RECORDS MIXED

See the Wurli Magic Brain in action

**T & L DISTRIBUTING Co.**  
1321 CENTRAL PARKWAY, CINCINNATI 14, OHIO  
MAIN 8751

EXCLUSIVE DISTRIBUTORS FOR WURLITZER PHONOGRAPHS IN  
SOUTHERN OHIO, NORTHERN KENTUCKY AND SOUTHEASTERN INDIANA

PHONOGRAPHS	ARCADE
Wurlitzer 750E . . . \$ 89.00	Exhibit 6-Shooter . . . \$170.00
AMI Model "B" . . . 390.00	Bally Shuffle Champ . . . 75.00
AMI Model "C" . . . 485.00	Williams Hayburner . . . 245.00
Seeburg 146M . . . 137.00	Seeburg Shoot the Bear . . . 239.00
Seeburg 146H . . . 137.00	
Seeburg 246H . . . 167.00	
Seeburg Hi Tones . . . 43.00	
2 Aircon Fiesta, ea. . . 65.00	

WALLBOXES	ONE BALLS
Seeburg 5c Wireless . . . \$10.00	Photofinish . . . \$ 54.50
Seeburg 5c-10c-25c 3-wire . . . 34.00	Champion . . . 79.50
Wurlitzer 5c, New, 30-wire . . . 20.50	Turf Kings . . . 198.00
Wurlitzer used 30-wire . . . 12.00	

Send 1/3 Deposit, Balance C.O.D.

### WRITE for PRICES!

Hit & Run Snooks  
Slugfest Hay Burners  
Jef Guns Deluxe World  
King Pin Series  
**Lehigh Specialty Co.**  
826 N. Broad St., Philadelphia 30, Pa.

### NOTICE!

Due to error, the price of United 6-Player was omitted from the April 5th issue ad. It should have been:

UNITED 6-PLAYER . . . . . \$335.00  
**Monarch Coin Machine, Inc.**  
2257-59 N. Lincoln Ave. Chicago 14, Ill.

**ATTENTION!**  
Wurlitzer 1080 . . . \$245.00  
Keeney Double Bowler Rebound . . . 64.50  
Bally Shuffle Champ . . . 44.50  
Keeney Ten Pins . . . 22.50  
Seeburg Shoot the Bear . . . 264.50  
Keeney Deluxe Cigarette Vender . . . 189.50  
A.M.I. Model "C" . . . 474.50  
1/3 deposit, no packing charge  
**OLSHEIN DIST. CO.**  
1100 Broadway Albany 4, N. Y.

**SPECIAL**  
**Genco Shuffle Targets**  
(Like New)  
\$99.50  
Dial 7-1977  
**Binghamton Amuse. Co., Inc.**  
221 Main St. Binghamton, N. Y.

**DISTRIBUTORS!  
OPERATORS!**  
Do you need top-notch Mechanic or Route Man? Do you need a reliable Salesman?  
Try The Billboard's New MARKET PLACE for COIN MEN for fast, result-pulling ads.  
See Page ??? for Information.

### TAKE A SECOND LOOK At These New 1952 SPRING OFFERINGS

- EXHIBIT  
**TWIN ROTATION**  
The New Trend in Shuffle Alleys.
- SET SHOT**  
2-Player Basketball.
- WILLIAMS  
DELUXE WORLD SERIES**
- CHICAGO COIN  
4-PLAYER DERBY**
- A. B. T.  
RIFLE SPORT  
SHOOTING GALLERY**  
3 and 6 Gun Outfits. Proven Money Maker.
- EXHIBIT  
**BIG BRONCO  
JET GUN  
GUN PATROL  
SIX SHOOTER**

Quotations on Request. Also Our General Catalog of All Coin-Operated Machines, Parts and Supplies.

**MIKE MUNYER**  
577 10th Ave. 1st 42nd St.  
New York 18, N. Y. BRyant 9-6477



ATTENTION  
ALL  
FOREIGN  
BUYERS

We ship to all parts of the world and are thoroughly familiar with export procedures. We deliver only top quality equipment, properly crated, and guarantee prompt and efficient service. Send us your requirements. They'll be met satisfactorily from our complete stock.

**WE ARE EXCLUSIVE  
WURLITZER DISTRIBUTORS  
IN SOUTH JERSEY,  
S. E. PENNA. &  
DELAWARE.**

**ACTIVE  
AMUSEMENT MACHINES CO.**  
566 N. Broad Street, Philadelphia 30, Pa.  
Phone: FRamont 7-4445

"You can always depend on Active—  
ALL WAYS"

when answering ads . . .  
**SAY YOU SAW IT IN THE BILLBOARD!**



**ONE BALLS**

18 New Winners  
18 Used Photo Finish  
Used Winners  
Gold Cups

**CIGARETTE MACHINES**

DuGranter 11 Col. 25¢ Conversion  
New Nationals  
New and Used Electron

**ARCADE**

25 Gottlieb Grippers ..... \$10.00 ea. ea. to  
New Kicker & Catchers .. 25.00 ea.

**BOWLERS**

Bally Shuffle Bowler ..... \$25.00  
Bally Speed Bowler  
Cannon Bowling League  
United Shuffle Alley plus crating

**MUSIC MACHINES**

20 Rock-Ola 51 Wall Boxes ..... \$ 5.00 ea.  
20 Used Packard Wall Boxes .. 5.00 ea.  
20 New Packard Chrome Wall  
Boxes ..... 20.00 ea.

**5-BALL PIN GAMES**

Featuring Gottlieb  
Winners of Williams  
Genco

**WHAT DO YOU NEED!**

We can supply you with games of:

• CHICAGO COIN • BALLY  
• UNITED • KEENEY

**WHAT WILL YOU PAY?**

Here's your chance to buy Good  
5-Ball Games at your own price...

Humpty Dumpty Cinderella  
Barnacle Bill Kings Cole  
Robin Hood Yankee  
Dew Wa Ditty Maryland  
Lucky Innings Wisconsin  
Maler League Blue Skies  
Paradise Mentarrey  
Super Hockey 3 Feathers  
Puddin' Head Alice-in-Wonder-  
land  
Just 21 Jack & Jill  
Show Boat Summertime  
Ramona Avocado  
Caroline Grand Award  
Sally 1-2-3  
Big Tee

**WHILE THEY LAST!**

WRITE—WIRE—PHONE

H. Z. Vending & Sales Company

HYMIE ZORINSKY  
1205-47 Douglas St., Omaha, Neb.  
Phone: AT. 1121  
120 M St., Lincoln Neb. Phone: 3-3645

**CLOSEOUT KING PIN**

(New)

**\$274.50**

1/3 With Order, Bal. C.O.D.

WRITE—WIRE—PHONE

**DAVID ROSEN**

Exclusive AMI Dist. Ea. Pa.  
155 N. BROAD STREET PHILADELPHIA, 23, PA.  
PHONE: STEVENSON 2-2903

**WANTED!**

Will Pay Top

CASH

For Bally Broadway and United 3-4-5  
(new or used). State lowest cash  
price and quantity available for  
immediate shipment.

Write or Wire

**B & B NOVELTY CO.**

1031 Golden Gate Ave.  
San Francisco, Calif.  
Phone: Fillmore 6-7125

**DALE EXHIBIT GUNS, \$49.95**

F.O.B. Detroit

**Music Service Co.**

1333 Woodward Detroit, Mich.

- Vulitzer 1015's ..... \$159.50
- Vulitzer 1100's ..... 300.00
- Jackard Manhattans ..... 75.00
- United 2 Player Express Rebound ..... 159.50
- Williams Double Headers ..... 99.50
- Genco Target ..... 105.00
- Cannon League Bowlers ..... 229.50
- United 5 Players w/Formica Tops ..... 229.50
- Williams Quarter Backs ..... 79.50
- Shakespeare, Parker Pens, Dominion  
Electric Items for premiums at terrific  
discounts. **NATIONALLY ADVERTISED**  
SHINING TACKLE PADS, \$6.85.

**SAVAGE NOVELTY COMPANY**

13 Third Street Beloit, Wis.

**WANTED Phonograph Route Man**

South in North Carolina.

Experienced and reference. Reply!

BOX D-149, c/o The Billboard  
Cincinnati 22, O.

**Keeneys SUPER De Luxe LEAGUE BOWLER**

1 <sup>st</sup> BOWLER	2 <sup>nd</sup> BOWLER	3 <sup>rd</sup> BOWLER	4 <sup>th</sup> BOWLER
300	300	300	300
100-200	100-200	100-200	100-200
70-80-90	70-80-90	70-80-90	70-80-90
40-50-60	40-50-60	40-50-60	40-50-60
10-20-30	10-20-30	10-20-30	10-20-30
7-8-9	7-8-9	7-8-9	7-8-9
4-5-6	4-5-6	4-5-6	4-5-6
1-2-3	1-2-3	1-2-3	1-2-3

**MATCH THIS SCORE**

140	170	200	230	1	4	7
150	180	210	240	2	5	6
160	190	220	250	3	6	9

**FRAMES**

1 2 3 4 5 6 7 8 9 10

**IT'S KEENEY AGAIN!** **NEW**

NOTHING LIKE IT BEFORE!  
UP TO 4 PLAYERS CAN SHOOT FOR INDIVIDUAL HIGH SCORES  
WHILE EACH PLAYER PARTICIPATES IN "MATCH THIS SCORE"

**KEENEY'S SUPER DELUXE LEAGUE BOWLER**

MEETS EVERY LOCATION REQUIREMENT WITH  
"MATCH THIS SCORE" EITHER PREDETERMINED WITH  
FIRST COIN INSERTED OR ON "MYSTERY"  
BASIS WHEN LAST SHOT IS MADE. SCORE OF 140  
TO 259 MUST BE MATCHED EXACTLY BY  
1-2-3 OR 4 PLAYERS. A REAL ATTRACTION!



**2 SIZES:**  
9 1/2 FT. LONG  
2 FT. WIDE  
8 FT. LONG  
2 FT. WIDE

- ★ KEENEY LITE-UP PINS
- ★ 20-30 Automatic Scoring
- ★ Up to 4 Players Each Game
- ★ Plastic EVER-SLICK Silent Playfield

Install KEENEY'S  
SUPER DELUXE  
LEAGUE BOWLER  
TODAY!

Order FROM YOUR  
KEENEY DISTRIBUTOR

J. H. Keeneys & CO. INC.  
2400 W. FIFTIETH STREET, CHICAGO 22, ILLINOIS

Remember  
"MATCH THIS SCORE"  
TAKES IN MORE!

**CUE-ETTE GAME TABLE**



Distributors and Operators:  
If you are dissatisfied with  
today's income, here is your  
answer. We will challenge  
your investment for a better  
money-maker than this  
at a price you can af-  
ford to pay. Some states still  
open. If your distributor can't  
supply you, write direct.

**TABLE SPECIFICATIONS**  
72" long  
33" high  
37" wide  
210 lbs. crated  
200 lbs. uncrated

- ★ Table can be placed anywhere in location.
- ★ Your score is added up with snooker buttons.
- ★ Guarantee against free play.
- ★ Beautiful natural finish.
- ★ Strongly reinforced top and bottom.
- ★ Easily detachable top.
- ★ Pure gum cushion rubber.
- ★ High-grade all-wool billiard cloth.
- ★ Positive mechanical timer.
- ★ Simple control mechanism.
- ★ Dividers for return balls.

**FISCHER SALES & MFG. CO. TIPTON, MO.**

**SHUFFLE ALLEYS**

- Exhibit Strike ..... \$ 75.00
- Genco Glider ..... 30.00
- United Dble. Shuffle ..... 50.00
- United Express ..... 40.00
- United Two Player Express ..... 75.00
- United Single Reb. ..... 75.00
- Univ. Twin Bowler ..... 65.00
- Wms. Twin Shuffle ..... 35.00
- Wms. Only Header ..... 100.00

**JUMBO PIN GAMES**

- Citations ..... \$ 50.00
- Winners ..... 150.00
- Gold Cups ..... 30.00
- Special Entries ..... 50.00
- Photo Finish ..... 75.00
- Jackey Special ..... 50.00
- Champions ..... 75.00
- Crating \$10 extra.

**FORMICA TOPS**

For United Alleys — \$29.50 each for 5 or more — 10 or more, write.  
Big Pins \$4.50 per set.

**WANTED!**

We will pay the following Prices:  
Spot Lite ..... \$425.00  
Coney Is. .... 375.00  
Brite Spot ..... 300.00  
Erlite Lite ..... 265.00  
Leader ..... 275.00  
ABC ..... 150.00  
5 Star ..... 100.00  
Life-A-Line ..... 100.00

**ARCADE EQUIPMENT**

- Ace Bomber ..... \$ 95.00
- Batting Practice ..... 75.00
- Boomerang ..... 45.00
- Bally Big Innings ..... 105.00
- Bally Defender ..... 95.00
- Bally Heavy Hitter ..... 49.50
- Bally Rapid Fire ..... 125.00
- Chi. C. Hockey ..... 75.00
- Chi. C. Pistol ..... 100.00
- Chicken Sam ..... 105.00
- Chi. C. Basket Ball Champ ..... 225.00
- Chi. C. Goalee ..... 125.00
- Dale Gun ..... 75.00
- Edelco Pool Table ..... 75.00
- Ev. Super Bomber ..... 100.00
- Keeneys Sub Gun, Write Ex. Big Bronco, new ..... 97.50
- Muto. Photo, late ..... 650.00
- Muto. Photo, early ..... 350.00
- Muto. Drivemobile ..... 150.00
- Star Series ..... \$100.00
- Pop Sez ..... 69.50
- Magic Pen ..... 100.00
- Muto. Fishing Well ..... 120.00
- Pitch'm & Bat'm ..... 185.00
- Quizzer & Film ..... 100.00
- Siro's Brush Up ..... 50.00
- Shoot Your Way to Tokyo ..... 100.00
- Silver Bullets ..... 150.00
- Seeburg Bear Gun ..... 225.00
- Supreme Bolascora ..... 160.00
- Texas Leaguer ..... 50.00
- Ten Strikes ..... 75.00
- Undersea Raider ..... 95.00
- W/cox Gay Recordio ..... 150.00
- Wms. Quarterback ..... 100.00
- Wurlitzer Skeeball ..... 150.00
- Western Baseball ..... 65.00
- Wms. Super World Series ..... 295.00

**COUNTER GAMES**

- S.K. Duck Hunters, used ..... \$17.50
- Hif-a-Homers, new ..... 22.50
- Kicker & Catcher, new ..... 34.50
- Adv. Shokers, new ..... 24.50
- Shipman's Peek ..... 59.50
- Shows, new ..... 18.50
- Gott. Three-Way Grippers, used ..... 18.50

**AMI** Distributors for Northern Ohio  
NOW DELIVERING MODEL D

**A. B. T. RIFLE RANGE**  
2, 4 or 6-Gun Ranges now available. Write for prices for preferred delivery.

**HORSES**  
For all new horses now on the market, write, wire or phone us for prices.

**SPECIAL!**  
Un. Four Ways, \$250.00  
Un. Five Ways, 375.00



M. S. GISSER  
Sales Manager

**Cleveland Coin MACHINE EXCHANGE, INC.**

2021-2025 Prospect Ave., Cleveland 15, Ohio  
All Phones: Tower 1-6715

**FOR SALE**

Coin Machine Route in Southern Arizona. Over 250 pieces: 28 Phonographs, 70 Pins, 24 One-Ball, 10 Shuffleboards, 23 Bowling Games, 14 Pookerino, 3 Six-Shooter, 1 Jet Gun, Also 350 Wall Boxes, 84 Speakers, Record shop. Very large store and work shop. Completely equipped office. Approximately \$15,000 in parts and supplies. Route established many years. Very little competition. Owner retiring. Guaranteed \$800 to \$1,000 week net profit. \$50,000 cash required. Balance can be arranged for reliable party. None other need apply.  
BOX D-175, c/o THE BILLBOARD, CINCINNATI 22, O.

**FOR SALE**

Coin Machine Route in Western Michigan, established 20 years. Consists of approximately 400 pieces; about 150 phones, 150 pins, balance shuffleboards and bowlers. This is a profitable operation. Owner wishes to retire. Requires at least \$50,000.00 cash down. All particulars furnished to party showing he is able to handle. No curiosity seekers need apply. This is a one in a hundred opportunity. Owner will stay 90 days to teach business. Only experienced coin machine man can handle this.  
BOX D-154, The Billboard, Cincinnati 22, O.



**THE 1ST MULTIPLE PLAYER SKILL GAME SINCE BOWLING**

*Chicago Coin's*

**4 PLAYER**  
1, 2, 3 OR 4 CAN PLAY  
AT THE SAME TIME

**DERBY**



3 DIMENSIONAL HORSES MOVE AS GAME IS PLAYED



- 4 TIMES EARNING POWER OF A SINGLE PLAYER GAME**
- 4 COINS IN ABOUT ONE MINUTE**
- 60% OF PLAY BY 4 PLAYERS**
- 4 PLAYER COMPETITION**

SEE  
YOUR  
DISTRIBUTOR  
TODAY

**CHICAGO COIN** MACHINE COMPANY

1725 DIVERSEY BOULEVARD CHICAGO 14, ILLINOIS

**FOREIGN BUYERS!**

Remember . . .

**FOR EXPORT**

It is . . .



**INTERNATIONAL  
AMUSEMENT  
AND SCOTT-CROSSE**

**OPERATORS**  
Come In To See  
**TWIN ROTATION**  
On Display  
In Our Showroom

We are exclusive distributors for the industry's top lines. We stock more than 400 reconditioned pins at all times, as well as a complete line of reconditioned alleys, arcade and music equipment . . . we know the export business . . . we know how to pack for export so that machines arrive in first class working condition . . . we understand your problems from personal experience in the countries we sell. That is why we have satisfied customers all over the world.

Write for Free Price List and Order Forms.

**INTERNATIONAL  
AMUSEMENT CO.**

1423 SPRING GARDEN STREET



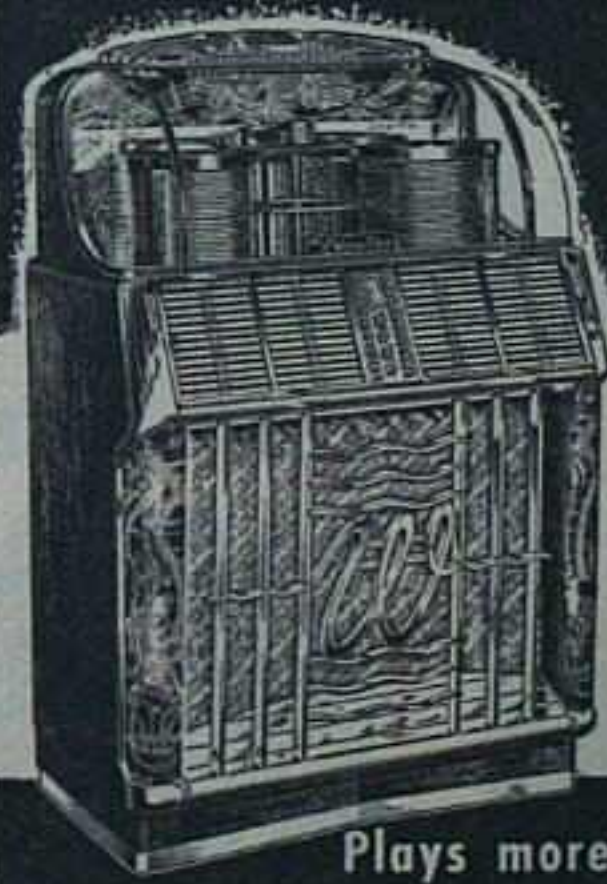
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**SCOTT-CROSSE  
COMPANY**

PHILADELPHIA 30, PA.

Branch: 906 Capouse Avenue, Scranton, Pa.

**THE GREATEST MONEY MAKER OF ALL TIME**



**WURLITZER  
SERIES  
FIFTEEN  
HUNDRED**

Plays more than 100 Selections

Plays 45 and 78 RPM records mixed



See the WURLIMAGIC BRAIN in action

**ANGOTT DISTRIBUTING CO., INC.**

2616 PURITAN AVE.  
DETROIT, MICH.

**NEW MODEL  
ELECTRIC  
SCOREBOARDS!**

Horsecollar Overhead (15-21-50 Pts.)  
Marvel Score Overhead (15-21 Pts.)  
Each \$125.00.

Knockout . . . \$99.50  
Hot Rod . . . 79.50  
Just 21 . . . 54.50  
Gin Rummy . . . 79.50

Bowling Champ . . . \$57.50  
Bank-a-Ball . . . 89.50  
Sweetheart . . . 99.50  
Lucky Inning . . . 69.50  
Mercury . . . 67.50  
Artzema . . . 89.50  
Football . . . 64.50

**BINGO TYPE**

Zingo . . . \$300.00  
Holiday . . . 285.00  
Lite-a-Line . . . 179.00  
Univ. 5-Star 179.00

United 6-Player . . . \$218.00  
Keen Double Bowler 110.00  
United 5-Player . . . 275.00  
Keeney Loop Bowler 212.00  
Genco Shot, Target 149.00  
Chicago Horseshoes 149.00  
Auto. 2-Col. Card Vender . . . 29.00  
Kwik Shoe Shine, Brown and Black . . . 69.50  
Goslin . . . 69.50  
7" Jumbo Lift-Up Pin Conv. for C.C. Bowl. A. . . 19.00

**SUPPLIES**

Pucks (Set of 8) \$18.00  
Double Faced Pucks, Ea. 1.50  
Wool. Dust . . . 8.00

**MID STATE COMPANY**  
2369 Milwaukee Ave., Chicago 47, Ill.  
Tel.: Dickens 2-3444

**FOR SALE**

Well established route consisting of 32 pieces music, 70 wallboxes, 50 Chev. pickup, shop, records, etc. Located in one of Florida's principal year-round cities. Priced right for cash sale.

**BOX D176**

The Billboard, Cincinnati 22, Ohio

all the news of your industry every week in The Billboard . . . **SUBSCRIBE TODAY**

see page 3 for rates



# A NEW-FAST-EXCITING LOCATION HIT!



Featuring  
**NEW CROSS FIELD ACTION**  
with  
**HIGH POWER "CENTER JUMP" BUMPER**

Chicago Coin's

# Whiz Kids

**CROWD PLEASING ANIMATION**  
COLORFUL MOTION ON BACK GLASS AND PLAYFIELD AS POINTS ARE MADE

## A BRAND NEW GAME MATCHING HOME TEAM AGAINST VISITORS

**5** BIG WAYS TO WIN + **2** "FREE THROW" TARGETS + **2** POWER FLIPPERS + "ABC" SCORING LANES + LITE "EXTRA SPECIAL" KICKOUT POCKET

### CHICAGO COIN MACHINE COMPANY

1725 DIVERSEY BOULEVARD CHICAGO 14, ILLINOIS

## LONDON SPRING VALUES

YOUR SPRINGBOARD TO EXTRA SAVINGS & PROFITS!

Take Your Choice		SHUFFLE GAMES	
Ten Pins ..... Shuffle Alley ..... Bowling League ..... Shuffle Lane ..... Pin Boy ..... Shuffle Bowler ..... Bowlette ..... Twin Shuffle .....	\$24.50 EACH	Shuffle Express ..... Chicago Coin Bowling Alley ..... Universal Twin Bowler ..... Deluxe Bowler ..... Speed Bowler .....	\$49.50 EACH

**USED**  
Dale Gun ..... \$49.50  
All Star Baseball ..... 49.50

NEW GAME SPECIALS: Tri-Score... Stop 'n' Go... WRITE

<b>NEW LOW PRICES!</b>	<b>FIVE-BALLS</b>	<b>NEW LOW PRICES!</b>
Cinderella ..... \$39.50 Black Gold ..... 59.50 Saratoga ..... 49.50 Wisconsin ..... 39.50 Triple Action ..... 29.50 Merry Widow ..... 39.50 Screw Ball ..... 39.50 Trade Winds ..... 39.50 Spin Ball ..... 29.50 Crazy Ball ..... 29.50 Catalina ..... 29.50 Stormy ..... 29.50 Dew-Wa-Ditty ..... 39.50	Monterrey ..... \$39.50 Summertime ..... 29.50 Virginia ..... 29.50 Tennessee ..... 29.50 Dallas ..... 49.50 Maryland ..... 49.50 Lucky Inning ..... 79.50 Rondeevoo ..... 39.50 Major League Base-Ball ..... 39.50 Moon Glow ..... 29.50 Aquasade ..... 49.50 El Paso ..... 49.50	Camel Caravan ..... \$49.50 Three Feathers ..... 49.50 Floating Power ..... 49.50 Champion ..... 49.50 Samba ..... 59.50 Morocco ..... 49.50 Swanes ..... 59.50 Alice in Wonderland ..... 39.50 Lady Robin Hood ..... 39.50 Humpty Dumpty ..... 39.50 Telecard ..... 49.50 Hit Parade ..... 29.50

TERMS: 1/3 Deposit, Balance C.O.D.

Exclusive Distributors SEEBURG Products in Wisconsin, Minnesota, North Dakota, South Dakota and Upper Michigan.

### S. L. London Music Co., Inc.

3130 WEST LISBON AVENUE MILWAUKEE 8, WISC. DIVISION 4-3220

2605-7 HENNEPIN AVENUE MINNEAPOLIS 8, MINN. PLEASANT 4453

<b>MUSIC</b>	WURLITZER 1250's, 1100's, 1015's, 1980's, 1217's	WRITE or CALL
<b>ARCADE</b>	NEW ATOMIC BOMBER	\$275.00
	NEW FLYING SAUCER	175.00
	NEW AUTO STUDIO	WRITE or CALL
<b>ONE BALLS</b>	FUTURITY—New	WRITE or CALL
	TURF KING	\$195.00
	JOCKEY SPECIAL	35.00
<b>INGO MACHINES</b>	SPOT LITE—New	WRITE or CALL
	FIVE STAR	\$150.00
	LITE-A-LINE	150.00
<b>SHUFFLE ALLEYS</b>	HOOK BOWLER	\$165.00
	BALLY BASEBALL	75.00
	SHUFFLE CADE	145.00
	GOTTLIEB BOWLETTE	35.00

### REDD DISTRIBUTING CO., INC.

298 LINCOLN STREET ALLSTON 34, MASS. AL 4-4040 in Mass., R. I., N. H., Vt. and Me.

## 7 Great Machines

### for Greater profits

- UNITED** — Super Six Player Bolero
- THE NEW EXHIBIT** — Auto Photo... Picture Machine
- Big Bronco**
- Jet Gun**
- AMI** — Music... Pittsburgh Territory

### BANNER — Match-A-Score

SO GOOD THAT OLD-TIME MANUFACTURERS ARE NOW IMITATING IT

Descriptive MATCH-A-SCORE Literature on Request

## BANNER SPECIALTY COMPANY

Endorsing Only The Very Best Since 1917

199 W. Girard Ave. Philadelphia 23, Pa. GARfield 3-2700

1508 Fifth Avenue Pittsburgh 19, Pa. GRant 1-1373

all the news of your industry every week in The Billboard... SUBSCRIBE TODAY ...see page 3 for rates

### FORMICA TOP DISTRIBUTORS WANTED

Distributorships for GENUINE FORMICA replacement tops for all makes of bowling machines available in all States and territories. These tops are not "like Formica" or "Formica type," but are GENUINE highest quality stain proof bar top Formica, silk screened during manufacturing process. Silk screening is "locked in" and cannot wear off. Formica tops are smooth, slick, fast, quiet and will last and look bright and new for years. Operators using Formica are on their feet, but good. Write or wire for PROTECTED territory.

SAMPLES, \$29.50. LOTS OF 20, \$20.00 EA. 9' GAMES, \$20.00 IN 20 LOTS. Distributors, write.

NOVELTY GAMES, INC., 1800 N. MAIN ST., RACINE, WIS. DIAL RACINE 2-1931.



# Bigger Profits are a Breeze with Bally® Atlantic City

**NEWEST 3-CARD 5-BALL REPLAY HIT**



## NEW DOUBLE-SCORE

FEATURE GETS BIG, FAST EXTRA PLAY

NEW STYLE "SPOTTEM" APPEAL  
ATTRACTS EXTRA COINS EVERY GAME  
POSSIBLE TO SPOT SIX NUMBERS

POPULAR "CORNERS" IDEA  
PROMOTES PLENTY EXTRA-COIN PLAY  
CORNER NUMBERS SCORE 200

## EXTRA BALLS FEATURE

WITH ADVANCING ARROW SUSPENSE GETS EXTRA PLAY

POPULAR "IN-LINE" SKILL-SCORES  
3-IN-LINE, 4-IN-LINE, 5-IN-LINE

New Profit-proved features have been built into Bally ATLANTIC CITY . . . features that hold the play for hours . . . features that are piling up the fattest profits in coin-machine history. Order ATLANTIC CITY from your Bally distributor today.

**Bally** MANUFACTURING COMPANY  
DIVISION OF LION MANUFACTURING CORPORATION  
2640 BELMONT AVENUE, CHICAGO 18, ILLINOIS





Take the Lead—IN PLAY...  
IN EARNINGS with

# HIT 'N' RUN

GOTTLIEB'S  
NEW

"LINE-DRIVE" SPEED—FLASHY DIAMOND PERFORMANCE!

4 HIGH SCORE BALL TRAP HOLES—one at each corner of the Diamond—light corresponding "POP" BUMPERS when filled. "POP" BUMPERS then advance Base Runners. REPLAY when all Bases and Home Plate are loaded. 1 to 8 BUTTON AND BUMPER SEQUENCE activate TRAVELING—LIGHT ACTION ON MYSTERY REPLAY BUTTONS. SUPER ACTION 2-WAY HOME RUN GATES . . . SUPER SCORING CYCLONIC KICKERS!

Light-animated Ball Players on light box duplicate base-running action on playfield.

REPLAYS FOR RUNS and HIGH SCORE  
4 "POP" BUMPERS • 2 FLIPPERS

DELIVERY NOW FROM YOUR  
DISTRIBUTOR!

**ORDER  
TODAY!**

*D. Gottlieb & Co.*  
1140-50 N. KOSTNER AVE.  
CHICAGO 51, ILLINOIS

"There Is No Substitute for Quality!"

## Annual Spring Sale!

### FREE-PLAY GAMES

Ballerina — Build Up — Catalina  
Circus — Contact — Cover Girl  
Dolly, Marvel  
Elmer  
Fast Ball  
Mummy  
Dumpty  
Hawaii  
Nevada — Opportunity — Singapore  
Step Up — Thrill — Tropicana  
Wisconsin

**\$14.50**  
EACH

Baby Face — Beach Club — Bermuda — Banjo  
Cinderella — Carnival — Gizmo — Grand Award  
Lady Robin Hood  
Magic  
Morocco  
Maj. League  
Baseball  
Shanghai — Samba — Screwball — Serenade  
Speedway — Summertime — Sunny — Tennessee  
Trade Winds — Trinidad — Triple Action

**\$24.50**  
EACH

Alice in Wonderland—All Baba  
Buccaneer — Barnacle Bill — Jamboree  
Just 21  
Gold Mine  
Moonglow  
Stardust — Temptation — Virginia  
Yanks

**\$29.50**  
EACH

### LATE-FREE PLAY GAMES

Black Gold . . . . .	\$49.50	Nifty . . . . .	\$129.50
Bowling Champ . . . . .	79.50	Oasis . . . . .	59.50
Buttons & Bows . . . . .	69.50	Pinky . . . . .	99.50
Bomber . . . . .	89.50	Playland . . . . .	109.50
Champion CC . . . . .	79.50	Punchy . . . . .	119.50
Canasta . . . . .	89.50	Pin Bowler . . . . .	119.50
Dallas . . . . .	59.50	Rag Mop . . . . .	129.50
Football . . . . .	69.50	Rose Bowl . . . . .	179.50
Fighting Irish . . . . .	109.50	Rocket, Genco . . . . .	99.50
Freshie . . . . .	99.50	Super Hockey . . . . .	69.50
Five Stars . . . . .	250.00	Shantytown . . . . .	99.50
Floating Power . . . . .	49.50	Select-a-Card . . . . .	49.50
Georgia . . . . .	99.50	Sharpshooter . . . . .	79.50
Glamour . . . . .	109.50	Shoo-Shoo . . . . .	119.50
Hayburner . . . . .	250.00	Snooks . . . . .	159.50
Happy Go Lucky . . . . .	149.50	South Pacific . . . . .	59.50
Jack & Jill . . . . .	49.50	Touchdown . . . . .	275.00
King Pin . . . . .	229.50	Tampico . . . . .	59.50
King Arthur . . . . .	79.50	Tahiti . . . . .	79.50
Knockout . . . . .	109.50	Tumbleweed . . . . .	69.50
Lucky Inning . . . . .	89.50	Thing . . . . .	59.50
Mermaid . . . . .	139.50	Tri Score . . . . .	59.50
Nags . . . . .	295.00		

### BRAND NEW CLOSEOUTS

Scientific Pokerino Jr. . . . .	\$100.00	Ajax Cigarette Vender . . . . .	\$195.00
Edelman Crossline . . . . .	\$225.00	Williams Sportsman . . . . .	WRITE
Williams Horsefeathers . . . . .	WRITE		

### USED BINGO GAMES

Watch My Line . . . . .	\$129.50	Broadway . . . . .	\$245.00
Five Stars . . . . .	250.00	Leader . . . . .	425.00
Lite a Line . . . . .	225.00		

### USED ALLEY GAMES

UNITED	
Shuffle Alley . . . . .	\$ 29.50
Super Shuffle Alley . . . . .	34.50
Shuffle Alley w/ Disapp. pins . . . . .	49.50
Skee Alley . . . . .	99.50
CHICAGO COIN	
Bowling Alley . . . . .	\$ 49.50
w/ disapp. pins . . . . .	79.50
Baseball . . . . .	69.50
Bowling Classic . . . . .	129.50
BALLY	
Shuffle Bowler . . . . .	\$ 29.50
Shuffle Linn, like new . . . . .	175.00
Speed Bowler . . . . .	49.50
Shuffle Champ . . . . .	59.50
Universal Twin Bowler . . . . .	\$ 59.50
Universal Super Twin Bowler . . . . .	99.50
Gottlieb Bowlette . . . . .	29.50
Wms. Twin Shuffle . . . . .	29.50

### ARCADE EQUIPMENT

Mercury Athletic Scale . . . . .	\$ 69.50
Jet Gun . . . . .	279.50
Team Hockey . . . . .	79.50
C. & Pistol . . . . .	89.50
Exh. Dale Gun . . . . .	69.50
Heavy Hitter . . . . .	49.50
Big Leaguer . . . . .	89.50
Touchdown . . . . .	275.00
Six Shooter . . . . .	149.50
Total Roll . . . . .	39.50
Double Header . . . . .	99.50
Shoot the Bear . . . . .	275.00
Exh. Lite a Line . . . . .	49.50
Champion Hockey . . . . .	39.50

### SEEBURGS

H. 147 Hideaway . . . . .	\$175.00
146S Conv. to 148S . . . . .	150.00
146 S or M . . . . .	125.00
148 M . . . . .	275.00
148 ML . . . . .	275.00
Prewar Hideaway . . . . .	50.00
146M Conv. to 148M . . . . .	160.00
147 M . . . . .	150.00
148 S . . . . .	275.00
H 146 Hideaway . . . . .	125.00

### A.M.I.

Model A . . . . .	\$395.00
Model B . . . . .	475.00
Model C . . . . .	525.00

### PHONOGRAPHS

#### WURLITZERS

1017 Hideaway . . . . .	\$125.00
1080 . . . . .	175.00
750 E . . . . .	79.50
1100 . . . . .	365.00
1015 . . . . .	150.00
780 E . . . . .	89.50

#### AIREONS

1200 A . . . . .	\$ 39.50
500 . . . . .	129.50
Fiesta . . . . .	79.50
400 Coronet . . . . .	119.50
Blonde Bomber . . . . .	89.50

### YOUR CHOICE \$25.00 EACH

Not Reconditioned—Valuable to You for Parts!

- Colonels—Majors
- 8800 Hitone
- 8800 Lotone
- 616—850
- 500—700

Wms. 5¢ Music Mite . . . . . \$79.50  
Mills Throne of Music . . . . . 29.50  
Mills Empress . . . . . 39.50

### MUSIC ACCESSORIES

SEEBURG		WURLITZER	
3W2 Wired Box . . . . .	\$ 7.50	3031 Wall Box . . . . .	\$12.50
W1-L56 Wireless Box . . . . .	7.50	Speaker . . . . .	12.50
W1-L56 Converted . . . . .	7.50	120 Wall Box . . . . .	5.00
3W7-L56 Box . . . . .	39.50	100 Wall Box . . . . .	5.00
W5-2Z Wireless Box . . . . .	3.00	215 Transmitter . . . . .	5.00
DS-20 1Z Wired Box . . . . .	3.00		
Speak Organ . . . . .	12.50	1532 Rock-Ola 30 Wire . . . . .	\$ 9.50
RS1-B Speaker . . . . .	12.50	Packard Wall Box . . . . .	15.00

Exclusive **AMI** Distributors in Kentucky, Indiana, Southern Ohio  
"The House that Confidence Built"

## SOUTHERN AUTOMATIC MUSIC COMPANY, INC.

ESTABLISHED 1923  
735 S. Brook St., Louisville 3, Ky.      1000 Broadway, Cincinnati, Ohio  
240 Jefferson St., Lexington 2, Ky.      3011 E. Maumee Ave., Ft. Wayne 4, Ind  
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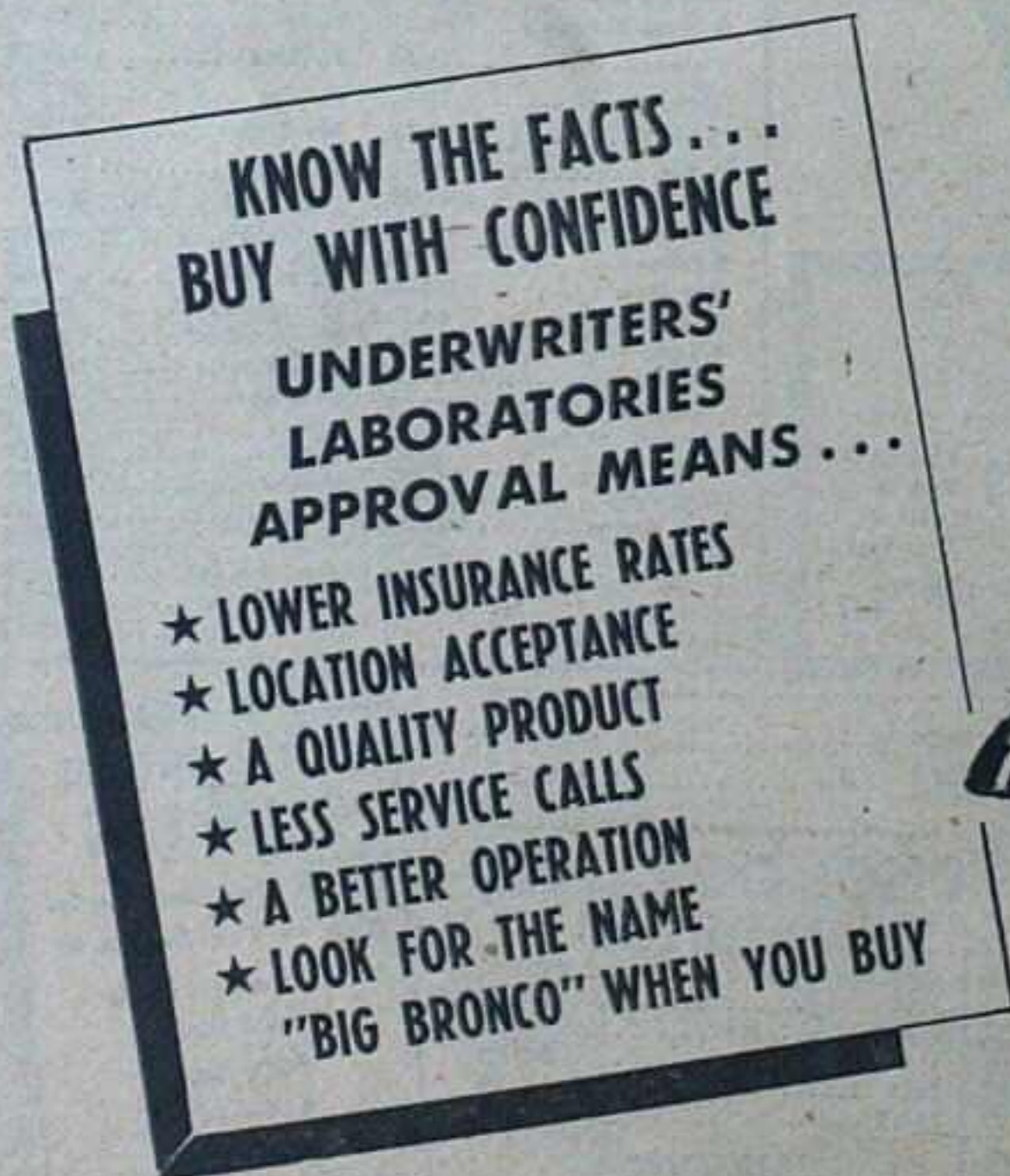
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ONE TO SIX  
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**BIG, BOLD  
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★  
EACH PLAYER CAN SEE HIS SCORE  
**AT A GLANCE**



## HIGH SCORE

FOR THE WEEK

## FEATURE

PLAYER WRITES NAME  
ON BACK-GLASS

## JUMBO

DISAPPEARING PINS

•  
FAST REBOUND ACTION  
20-30 SCORING

•  
FORMICA PLAYBOARD

•  
STRIKE OR SPARE  
FLASHER LIGHTS

•  
CAN PICK UP  
7-10 SPLIT

SIZES  
8 FT. BY 2 FT.  
9 FT. BY 2 FT.

HIGHEST  
SCORE  
KEY  
CONTROL

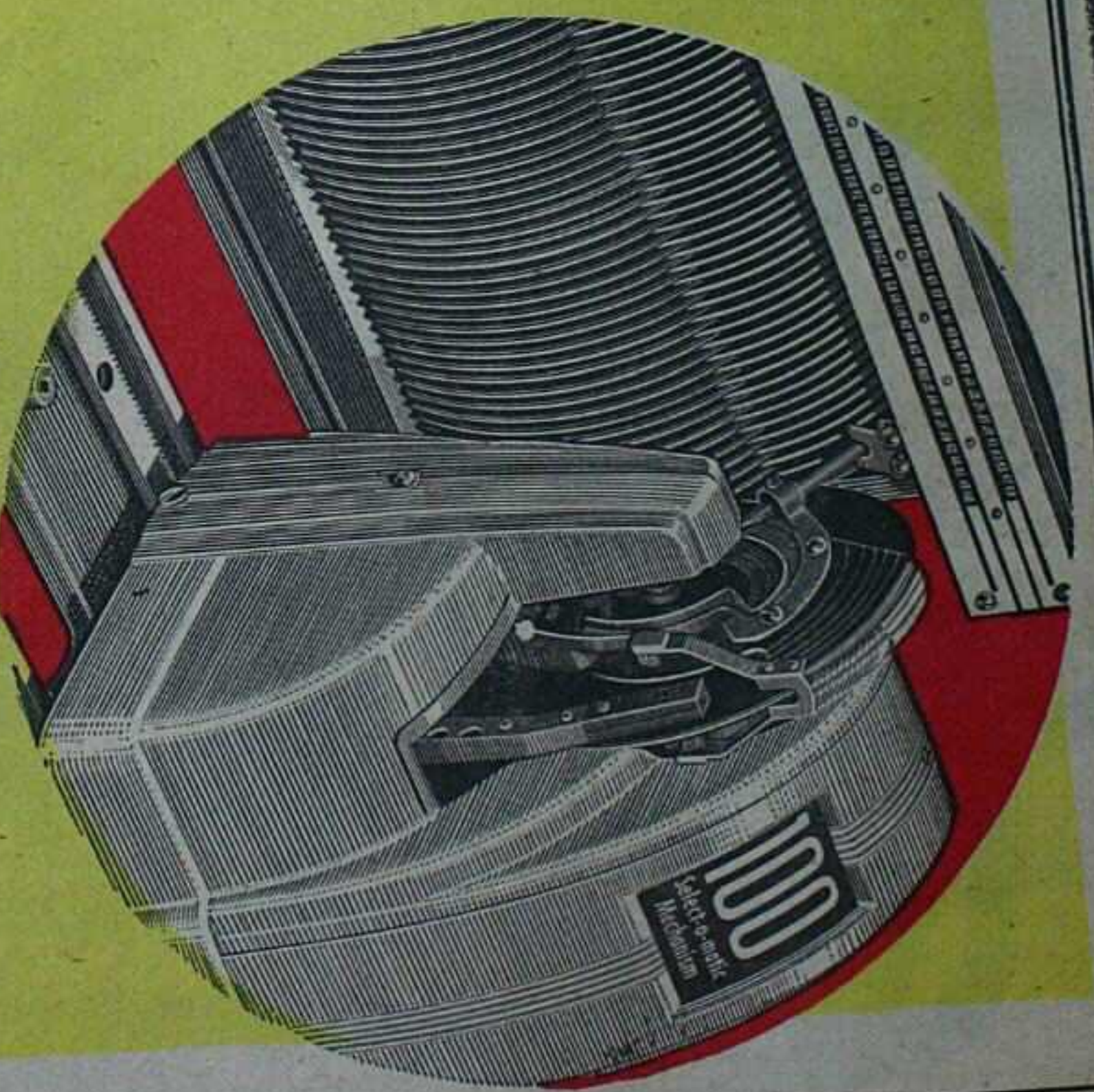
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