MARCH 27, 1954

THE AMUSEMENT INDUSTRY'S LEADING NEWSWEEKLY

PRICE 25 CENTS

High Fidelity Record Firms' Magic Phrase

Decca, Col. & M-G-M Latest to Utilize Insignia on Disks

By BOB ROLONTZ

NEW YORK, March 20 .- The increasing preoccupation of record makers with the magic word, when Columbia Records, Decca Records and M-G-M Records all decided to identify some or all of their LP releases with a hi-fi insignia. Other diskeries, such as RCA Victor, Capitol, London, SYNDEY, March 20.—The oil westminster, Vox, and even mi-boom has finally reached show nute indie lines, have been using business here, David Martin, man-

leases in the future as hi-fi rectithe names were suitable. cient funds for regular weekly ords. As far as the firm is The major demand is for sponsorship now lean toward burning into half of two shows in

dictionary definition.

tain releases, both past and future, which are outstanding according to the material, the requency range, and identify these less long term engagements were advertising budget and who heread arranged. The less long term engagements were tofore have confined themselves and the magazines is so obvious cover will have a seal with the words "High-Fidelity Plus," and the liner notes on the back will explain, in 100 words or so, the special qualities of the recording. Under Pressure

Columbia has taken the move into the hi-fi world with reluctance, under pressure from dealers and distributors who have found the word hi-fi to be a most important selling hype on disks. Tho the firm's conservatism concerning hi-fi labeling has given way under the stress of advertising hype by other diskeries, the company does not intend to use its hi-fi seal indiscriminately.

BUYS GONDOLAS, PLUS GONDOLIER

ROME, March 20. - Two authentic Venetian gondolas were shipped from Venice to the United States this week, to become part of Papa Bouche's "Villa Venice" night club in Northbrook, Ill., just outside Chicago. Furnishings that go along with the gon-dolas, acquired last year by Papa Bouche, include an au-thentic gondolier — 27 - year old Ennio Fenza. Special permission to ship the gondolas had to be obtained because they are considered "works of art."

U. S. Names

either a hi-fi insignia or varia- aging director of the Tivoli chain tions thereof concerning superior of theaters, has requested large sound for the past year or more. American talent agencies to sub-Columbia Records does not in-tend to identify all of its LP re-said Martin, could be arranged if

The major obstacle to Ameri-The firm intends to select cer- cans working here in the past has levied on foreign performers also program.

Night TV Alternate Sponsor Project to Lure Mag Clients

'Major-Minor' Plan Makes Strong Progress for Fall; 35 Ready to Go

time video's battle to lure magazine advertisers into TV gives indications of making strong progress for next fall via emphasis on the alternate week sponsorship this issue.) principle, is itself a direct descendant of a time-honored mag- includes Procter & Gamble, those advertisers who are curazine space-selling technique.

the bit, ready to spend their hard-earned cash to buy alternate week Owens-Corning, Dow Chemical, shows. Tho a few of them are

cient funds for regular weekly sponsorship now lean toward buying into half of two shows in-

Sponsors who have a sufficient the next week. tofore have confined themselves and the magazines is so obvious

especially noticeable from reac- pitching at advertisers now in tions of bankrollers this week at magazines, the point is made that the so-called "major-minor" al- the Spring meeting of the Asso- TV offers a better deal: the ternate sponsorship plan. Ironi- ciation of National Advertisers at equivalent of a full page one cally, this plan, a development of Hot Springs, Va. (See other story | week and a half page the follow-

The list of clients ready to go Purex and Ronson lighters.

LP disks are hi-fi platters, using them Jane Russell, stead of staying with the same week coverage, the sponsor getthe word in its matter-of-fact Laine.

The major chetrole to Americal clients which have a clients which have a client which have major product to sell want only the next. In magazines, clients been their inability to convert one show, because, naturally, who buy a page of color adverpounds to dollars. Certain taxes they can rotate products on that tising one week insert a 56-line rate holder in black and white

NEW YORK, March 20.—Night to participations in big-budget that it is being employed as a me video's battle to lure maga- shows also are swinging into the potent sales weapon by the sell-"major-minor" trend. This was ing staffs of the networks. In

The prime shooting target is (which wants more TV), Parlia- rently on video every week regu-The fact is that at this writing ment cigarettes, Schick, Block larly. Web sales execs argue that 35 advertisers are chomping at Drugs, Paper-mate Pens, Texaco, advertisers can increase their ex-(Continued on page 2)

shows. The a few of them are ready to buy every-week sponsor-sorship, the overwhelming majority of them want alternate week buys which employ the "major-minor" plan. Even the few that have sufficient funds for regular weekly sponsor of the plant funds for regular weekly another video property. Purex and Ronson lighters. Block Drug only recently went to the "major-minor" principle when it induced Nash Motors to become co-sponsor of "Danger" on CBS-TV. Now it is trying to get Nash to become its partner on another video property.

NEW YORK, March 20.-Ringling Bros. and Barnum & Bailey Circus will add 10 stock and flat cars next year for a total of 80 in an apparent move to return to its undisputed goliath size and to end the slicing of physical equipment that began after the 1947 season when it moved on a 108car train.

Reasons now for increasing the size of the train next year are tied in with plans to add 10 elephants and to relieve the jam-packed 70 cars that it now travels on to make its under-canvas dates.

Accomplishing these two purposes would still leave an estimated surplus of perhaps six or seven cars and just what John Ringling North, Big Show prexy, Services with Nat Abramson. Un- pects to advance about \$7,000 will load on them is still a matter of conjecture-perhaps even within the circus hierarchy.

Separate Menagerie? Train space was saved and cars cut by cutting down the menag-(Continued on page 44)

OPEN DOOR FOR EUROPE JOBS

Combo Army-Civilian Tours Hypo Activity for U. S. Acts

By BILL SMITH

NEW YORK, March 20. - The European market for American Decca Records, too, has been acts is expected to expand rapslow about labeling its platters idly starting mid-April as a result hi-fi. However, here, too, the pres- of an arrangement entered into (Continued on page 37) Tuesday (16) by the U. S. Armed

der the plan the USO Camp before he sees any return. Shows, which formerly sent units abroad will be by-passed.

playing service installations. After they work one month for the Armed Services, they will be picked up by civilian agents abroad and routed thru England, Norway, Sweden, Germany, Belgium, France, Spain and Italy. Performers will be guaranteed a minimum of three months' work abroad.

The Lew and Leslie Grade Agency, represented here by Eddie Elkort, will sit in on auditions. Other agents with European connections will also be tied into the deal. Acts chosen will sign contracts for three months with two months' options. Abramson will guarantee all salaries. He ex-

The salaries, okayed by the American Federation of Musicians The important part of the plan and the American Guild of Variis that acts will not be limited to ety Artists will call for \$145 for (Continued on page 11)

New Series, Re-Runs Smack Web Ratings

By LEON MORSE

NEW YORK, March 20 .- Evidence piled up this week that syndicated film, both new series and reruns, are beginning to make tremendous rating inroads against network competition.

American Research Bureau ratings, of "Badge 714," primarily for February, conclusively demonstrate in the most convincing way that reruns pay off in audiences.

Pulse ratings for about the same period hammer home the point that, in market after market, vidfilms rack up giant audiences, in most cases without the benefit of the huge sums spent for promotion and publicity by the networks and sponsors.

The "Badge 714" story as told by ARB, is that in 23 out of 34 markets the film series tops all Drive in Theaters 50 competition. The syndicated film Fairs & Expos. . 56 story, as told by Pulse, is that in Final Curtain .. 43 16 out of 37 markets, vidfilm series rank among the top 15 shows. The same rating service further shows that, in two additional markets, syndicated films rank

among the top 10 multi-weekly

Market List

The sensational showing of "Badge 714" on ARB was made in markets such as Chicago, Denver, Kansas City, Los Angeles, Minneapolis-St. Paul, Providence, San Francisco, Seattle - Tacoma, and Washington. Syndicated film (Continued on page 6)

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Senate Due to Drop Tax on 60c Tabs

WASHINGTON, March 20 .-Chairman Eugene D. Millikan (R., forms of show business are slated Colo.), of the Senate Finance Committee, will press for Senate action early next week on legislation approved by his committee yesterday (19) wiping out the federal admission tax where tickets are less than 60 cents and cutting in half the 20 per cent federal tax on all other admissions, with the exception of admissions to horse and dog races.

If the Senate approves the Millikan committee's bill, the legislation will go to a joint Senate-House conference committee because the Senate Finance Committee's provisions go consider-ably beyond the House-passed The chief departure from the House-approved measure is the tax exemption for 60 cents-orless admissions. This is hailed as a boon for the show world.

Another important - lange in the Senate bill, which will be of solvency, refurbishing and expanparticular rehef to outdoor amuse- | sion. Without any tax reliefments as well as movie theaters, is even the halving of the 20 per a Senate provision specifying that cent levy as proposed by the for each 10 cents or major fraction tee—the notably high mortality (Continued on page 44) (Continued on page 44)

Sales .

NEW YORK, March 20 .- Many for a new lease on life, and the public will get a much better run for its money if yesterday's recommendation by the Senate Finance Committee that all Federal admissions taxes be eliminated from ticket charges of under 60 cents becomes law.

The Senate group's recommen-dation paralleled the suggestions proposed and fought for by many show business segs-motion picture theaters, amusement parks, pools and beaches, carnivals, circuses and fairs and the thousand and one other miscellaneous endeavors, ranging from bazaars to rodeos-that work for and can exist on less-than-a-buck admis-

Should the bill become law with this section unchanged, show business will have millions of dollars with which to engineer

CBS-TV FLASHES 85G EASTER EGG

NEW YORK, March 20 .-CBS-TV this week was flashing an \$85,000 Easter program egg before the hungry mouths of potential TV sponsors. Titled "Once Upon an Easter Time," the starstudded extravaganza will feature such names as Bobby Clark, Doretta Morrow, Gwen Verdon, Eugene Loring and Victor Young and his ork in a book musical comedy fairy tale.

Producing this opus, which will be presented on April 13, is Leon Leonidoff, the production head of the Radio City Music Hall.

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

Hight TV 'Major-Minor' Plan Aimed to Lure Mags' Clients

Alternate Sponsor Pitch Makes Big Headway for Fall; 35 Ready to Go

Continued from page 1

posure by getting an entirely different viewing public by buying Minor sponsorship, as outlined the Major sponsor gets a total of another show at the same total cost. Such sponsors as Armstrong, Campbell Soups, Electric Autolite and several others who bankroll a single show are being minutes commercial time during given the full treatment from these network sales execs.

But many sponsors and their cial during the program. agencies do not have to be given sales pitches. They are sufficiently aware of the value of the "major-minor" plan to go out and do their own selling, in many cases even without the knowledge of the network. This was done by Block Drug on its deal with Nash Block Drug on its deal with Nash for "Danger."

The next likely step is for the networks to accede crossing the traditional web lines in this sor and a CBS sponsor jointly billboard arrangements remain and a quarter minutes; while on Louis Wasmer, Channel 2, Spodecide to blend their interests the same as they are for half-hour hour shows, it is seven minutes. kane. and go partners in a "major-minor" deal on both time periods, along with it.

Such a policy in the long run will be beneficial to the advertisers and consequently to the networks. The probability that such switching may start next season is very great. The success of the "major-minor" plan this season has been so impassive that it cannot but continue to be employed in ever increasing varia-

Philco Buys McNeill, AM-TV

CHICAGO, March 20.—ABC has broken the ice in sponsorship for the simulcast of Don McNeill's story this issue.) Breakfast Club. Philco, which sponsors the final 15 minutes of there was general acknowledgethe radio show five days a week, ment that, except for the blue on April 12 will begin a Monday, chip boys, participation was the Wednesday, Friday sponsorship of thing to do for the moderate-Wednesday, Friday sponsorship of both radio and TV ends of the final budget company. One of last quarter-hour. Philco will drop the year's leading exponents of this Tuesday and Thursday radio seg-

dilemma of what to do about the pick up the tab for the other 45 he'd had it, brother. minutes, all from Miami.

this week by the net, permits a five minutes of commercial time Major sponsor on a half-hour during the show, while the Minor show a 10-second opening bill-sponsor is allowed one minute board spot and a total of two the program. The Minor sponsor is allowed a one minute commer-

Each of them gets 10 seconds at the end of the show, with the only limitation being that "menweek's show will be brought to the viewer by the Minor sponsor of the current week."

ABC-TV's policy on Major- shows, On hour shows, however, at the end.

On quarter-hour stanzas, the Major sponsor gets one and a half minutes during the show, and the Minor is permitted one

minute at the end.

The ABC-TV policy outlined above, while for programs that are aired on Class A time, is also applicable to shows seen on Class B and C time. In the case of B network permits advertisers a greater amount of commercial time during the body of the show.

On quarter-hour shows, for in-In the case of hour-length and stance, a total of three minutes of

JESSEL OUSTED BY OWN BOARD

NEW YORK, March 20 .-The big question in banquet circles this week is what's going to happen to George Jessel's status as an industrialist, following cancelation by Rol - Rite Pens of alternate week sponsorship in his TV show. Jessel acquired stock in RR and reportedly became a board member of the firm as part of the deal when they picked up a piece of his 6:30 Sunday ABC-TV

FCC Issues

WASHINGTON, March 20 .- The ing authorizations now number 606.

merging of two bankrollers on a property. Thus, if an NBC spon- sor and a CBS sponsor jointly billboard arrangements remain and a guarter minutes; while an Louis Washer Channel 13, El Paso, Tex., and to billboard arrangements remain and a guarter minutes; while an Louis Washer Channel 13, El Paso, Tex., and to billboard arrangements remain and a guarter minutes; while an Louis Washer Channel 13, El Paso, Tex., and to billboard arrangements remain and a guarter minutes; while an Louis Washer Channel 13, El Paso, Tex., and to billboard arrangements remain and a guarter minutes; while an Louis Washer Channel 13, El Paso, Tex., and to billboard arrangements remain and a guarter minutes; while an Louis Washer Channel 13, El Paso, Tex., and to billboard arrangements remain and a guarter minutes of the commercial time is permitted; on the commercial time is This week's grants went to the

V Grants

Federal Communications Commission this week issued two TV grants, bringing total authorizaand C time shows, however, the tions to 663, of which 555 are postfreeze grants, including 29 non-commercial, educational grants. With 57 grants canceled, outstand-

the webs give evidence of going DISCUSSIONS AT ANA MEET

Participating Clients Eye Shift For 52 Weeks To 'Major-Minor' Bankrolling

sponsor shows, to entering the "major-minor" alternate week bankrolling principle. (See other

Last year at the meeting here, theory today expressed the opin- a one-minute spot in class A time, ion that there now is a "serious only 20 seconds. Philco's move also solved the question" as to their true value.

The same fellow invited any-TV show during McNeill's two- one to run down the list of sponweek stay in Miami starting sors of leading participation March 29. Philco will pick up the shows to see how many of them final quarter-hour on both radio there had been and how many and TV for the two weeks in had come back for more. He had Miami. The net has decided to sunk a wad on one, he said, and

As for rates, another advertiser

HOT SPRINGS, Va., March 20. wanted to know how the net-the head with a straight com--A change seems to be taking works could justify higher mercial blast.

> three ways. manager of Mennen Company, said his company has a sizable budget, but still not enough for a network show. A network show, he said, takes up too much budget and spreads it out too thinly. The Mennen money is going into one-minute spots in class C time. In most cities, he said, you can't get

Colson put in a good word for film, both for commercials and for shows. He said it gives a sponsor a lot more freedom of movement and eliminates mistakes. You can use animations, special backgrounds, the actors like it, and once it's in the can you can pick your spots. He also noted the growth of film syndication and the success of second runs which had given film use a big push. He attributed this, in part, to the improved methods of reproduction. It's also more at-

Casual Plugs

tractive to actors, because it frees

them for other jobs.

The trend in commercials, he said, is to take out the gimmicks and to make them more casual and conversational. That approach, he said, seems to sell better than beating the viewer over

2 Are Named

NEW YORK, March 20. — Du Mont this week named two new account execs and made three promotions in the sales service Easton, Pa., and Howard Kiser, formerly of Hearst's American

James F. O'Grady, an area supervisor in the station relations department, was named manager Charles Hilton, a co-ordinator in

Hubbell is a veteran TV pro-

Foreman, radio-TV vice-Leonard Colson, advertising president for BBD&O, said the idea that TV commercials are offensive comes from "the rather voluble group who write col-umns, the letter-to-the-Times type of folks and an entity known loosely as 'educators'." He said that insulting commercials could not sell products. He said there media a big hand for their help are bad commercials as there are good commercials, but those ad-

Council, gave the broadcast need doing."

4 PACKAGES

Gleason May Stay in East, Be Producer

NEW YORK, March 20.-Indications this week were that the departure of Jackie Gleason and his troupe to the Coast would be stalled, if not entirely prevented, by several new developments in his life. Gleason has the bug to become a video producer and is working on four packages at the same time.

He has a half-hour dramatic series about psychic phenomena under wraps, has a kids' show, and is working on a summer re-placement for his own CBS-TV program which will feature the Dorsey Brothers. Gleason also has another half-hour show in the works, none of the details of which are known.

'Comedy Hour'

NEW YORK, March 20.-NBC-TV this week was trying to con-vince Colgate it should continue its "Comedy Hour" on a 52-week basis. The network feels that by programing a different kind of show during the summer, the sponsor loses ground to "Toast of the Town." It is the network's recommendation that Colgate

on the "Comedy Hour" for next season. Word is that the top comics of this season will remain and a few others be added. Also to be accentuated is the writing of plots for the comedians to tie

in public service campaigns. "Without your co-operation," he jectives apply to their effective- said, "the government agencies and private organizations would Gordon C. Kinney, director of find it virtually impossible to get radio-TV of the Advertising done voluntarily those things that

To Study AM, TV, Film Effect on Delinquency

WASHINGTON, March 20 .- An behavior of youth. That it has radio, TV and movies on juvenile delinquency will be among objectives of the Senate Juvenile hearings to be held in Washing-Senate Juvenile Delinquency terim report this week. The subchildren and youth" in pornocomics.

The subcommittee, as anticipated (The Billboard, February 20, March 13), gave only passing attention to TV, radio and movies in this week's report, devoting only half a page out of the 73-page document to this topic. The subcommittee indicated in that brief treatment, however, that it was not satisfied with some of the fare Chicago, Los Angeles and Detroit. programed by those media.

The subcommittee stated as follows:

comics, children are fed a heavy come in for heavier treatment than diet of violence and crime. Altho any of the other areas of interest. it is generally pointed out that The Senate group expects to exlaw and order eventually prevail amine comic books, magazine litin these presentations, the life of erature and newsstand novels, the underworld is frequently glam- among a wide range of topics orized in the process. Lawless- which include dope peddling, drug execs that lightening his load will duarter hour of sponsorship of to the benefit of all parties the Friday night, 8:30-9:30 profects of such programs upon the methods.

effort to determine the effect of some influence is manifest in the play and garb of children.

"The old Western tradition of Delinquency Subcommittee in checking your gun at the door is now literally carried on in the ton and other major centers dur- elementary classroom. The subing the next several months, the committee has had called to its attention instances in which Subcommittee declared in an in- youngsters are required to leave their play "shooting irons" outcommittee said it will take a look side the classroom, indicating the too at "interstate traffic aimed at effect of mass media Western programs have upon such children. graphic phono disks, movies and Whether or not such programs also influence a child's attitude toward the standards of society and his sense of right and wrong is a matter to be explored by the subcommittee in its future work."

The subcommittee, which recently got a year's extension and an additional appropriation, indicated it will stage hearings in such major centers as New York, Whether TV and radio industry people will be invited to testify has not been determined. TV. "Thru TV, radio, movies and radio and movies aren't likely to

CBS-TV Will Ease Burden on Godfrey

NEW YORK, March 20.-CBS-TV this week agreed to relax the ation. It has become increasingly burden of work on Arthur God- difficult to flush out sufficient frey by chopping down his day- financially able sponsors to pay time video show sometime in the daytime Godfrey freight. June by at least a quarter hour, Snow Crop moves out this spring, and probably by half an hour. In and most probably won't be rethe latter case, the Godfrey daytime TV show will be programed for an hour Monday thru Thursdays this summer and next season. Godfrey, however, will continue to maintain his daytime radio schedule for an hour and a half across the board without any change. And Godfrey's other TV chores, at night, will be unaffected.

The decision by the web to reduce the Godfrey daytime show half an hour Monday thru Thursday can be attributed to the fact that the personality, now passing his 50th birthday, has not fully recovered from his operation.

He is currently carrying one of the most formidable performing chedules in the medium, one that would break the back of many an entertainer in much bows out shortly. Bristol-Myers better shape. It is felt by web involved.

There is also another considerplaced except by a short-term sponsor. The total annual cost for Godfrey daytime radio and TV sponsorship runs around

It is believed that the network won't have too much trouble replacing him. It has several top daytime properties kicking around, none of which is ready to go now. It also has several strong personalities who could move into the spot, if called upon. But the network will remain eternally grateful to Godfrey for becoming the fulcrum around which its daytime operation was of the sales service department.

CBS Radio expects to sustain the traffic department, replaces three quarter hours of "Godfrey Digest," after Owens - Corning replaces Hilton in traffic. remains the sole client, with a ducer and has written two books

By Du Mont

department. Richard Hubbell, most recently manager of WGLV, Weekly, joined the sales depart-

& Son and WLW, Cincinnati.

WASHINGTON ONCE-OVER

UHF's battle for survival in VHF so high, how the rates were arcities will come in for discussion rived at, why the fees shouldn't be at a closed-door meeting of the nominal if they're to be charged at Senate Interstate and Foreign all. The Commission will be ex-Commerce Committee Wednesday pected to file the answers before (24), but don't look for anything the Senate group resumes the conclusive from that session. Fire- hearing. Of course, the FCC would works on the long-smouldering is- be within its legal rights if it sue will flare out later at a public makes final its proposed new hearing which the committee will schedule before the Senate comschedule for Sen. Edwin C. John- mittee has a chance to conclude son's (D., Colo.) TV multiple-own-the hearing. Committee members ership bill (The Billboard, March are aware of that even if they're 6, 13, 20). It's likely that the pub- not saying so publicly. However, lic airing will be staged within a the FCC will dutifully wait for month. If Senator Johnson has the committee to wind up its dehis way (and he usually does), liberations. major networks will be invited to testify on their relationships with affiliated VHF stations in cities where UHF-ers are on the air.

SOLONS STILL HOLLER "WE WANT COLOR" . . .

Judging from a lot of the questions tossed at FCC members by a House Appropriations Subcommittee at a closed hearing on the agency's outlays, it looks like the solons are in a dither to turn in their black-white TV sets for color. FCC Chairman Rosel Hyde patiently recounted to the congressmen what major sets manufacturers have been advising the Commission-namely, that there won't be more than 75,000 color sets on the market by this year's end and most of those sets will probably go into promotional use rather than homes. Hyde emphasized that stations aren't likely to begin continuous color programing for a while because of additional costs, and he added pointedly:

"It is quite possible that color will be introduced by degrees. It is also likely, it seems to me, that the manufacturers of black-andwhite sets will attempt to give such a good black-and-white set, which, after all, carries the news and program material, that it will be a question of judgment and interest whether you spend the extra money for color. You may find that you get your money's worth out of a black-and-white set."

IT'S ROUND TWO IN FEES FIGHT . . .

This week's Hill hearing on the Federal Communications Commission's proposed schedule of license fees for TV and radio broadcasters left it more certain than ever that the Senate Interstate and Foreign Commerce Committee will insist on drastically toned-down rates. By the time this week's hearing was recessed (there'll be a resumption in a couple of weeks), the Commission was loaded down with questions demanding to

Billböard

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

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Main Advertising and Circulation Offices 2160 Patterson St., Cincinnati 22, Ohio Subscription rates payable in advance. One year, \$10 in U.S.A. and Canada. All foreign countries, \$20. Subscribers, when requesting change of address, should give old as well as new address. Published weekly, Entered

lished weekly, Entered as second class matter June 4, 1897, at Post Office, Cincinnati, Ohio, under set of March 3, 1879. Copyright 1954 by The Billboard Publishing Company. The Billboard also publishes Tide, the fortnightly magazine of sales and advertising trender one year, \$6.50, and Vend, the monthly magazine of automatic merchandising; one year, \$4.

WASHINGTON, March 20 .- know why its proposed fees are

L. A. 2d in TV Market

HOLLYWOOD, March 20.-Los Angeles is now the second largest TV market in the country. This status was attained during February when the number of setsin-use in the seven-county area increased to 1,793,763. February's increase totaled 17,745 in the signal area consisting of the counties Barbara and Ventura, according Riverside, San Bernardino, Santa tric League of Los Angeles.

HEART OF NEWS'

NBC Radio Preps Fresh News Show

NEW YORK, March 20.—NBC Radio has hopes its "Heart of the News" quarter-hour strip news show will bring something fresh journalism show is a presentaexperts from the NBC news staff outside experts to perform the same function.

Once the show gets underway, NBC Radio expects to program a sixth show based on the strip which will read letters from lis-

teners. The show soon starts in the 10:15-10:30 p.m. time slot. The network has also set "The Affairs of Peter Chambers" in the Tuesday night, 9:30-10 p.m. time period, after "Dragnet." The mystery show will replace "Rocky Fortune."

of Los Angeles, Kern, Orange, to the survey reported by the Elec-

ARTHUR MURRAY SUES

Scribes Accused of Planting TV Plugs

to radio listeners. The group for other products in a four-and- month. a-half-minute skit written for his tion of news in depth, examined 15-minute NBC-TV show, Arthur from every angle. It will feature Murray has filed a \$101,750 suit against video scribes Mort Green commenting on their specialties, and George Foster. The suit is an answering action to three filed previously (both separately and together) against Murray by the two writers, who charged the dance empire exec with breach of contract.

Murray hired the writers last fall for six shows, with an option for six more. He paid them for three scripts-including one which wasn't used because the show took a hiatus—but refused to use or pay for one, because he termed it unacceptable.

Payment on the other two is being withheld by Murray pending outcome of the suit. The dance king has entered an action

NEW YORK, March 20 .- fto combine all four suits (the Charging that two writers writers' three and his one) which planted four brand-name plugs will come up at the end of this

December 21 Seg

Most of the charges center about a script Green and Foster wrote for Murray's December 21 show last year. Murray is asking \$1,750 for the cost of the script, which he alleges was of inferior quality, but was submitted so close to the date of the show that there was no time for a rewrite. In addition, Murray charges the defendants wrote in plugs for other firms, for which they were paid, thus "cheapening" the show and "cheating" him and the two co-sponsors of the show, Liquinet and 5 Day Deodorant Pads.

As a result, claims Murray, the show's Nielsen rating dropped five points that week, from 19 to The alleged pay-off plugs were made for Arpege Perfume, Old Grand-Dad Whiskey, Hudson-Hornet Autos and Dr. Scholl's Foot Pads. The four-and-a-half-minute skit, which was written while Murray was in Florida, fea-tured Mrs. Kathryn Murray and Jack Norton, a character comic whose specialty is drunks. While Norton pursued Mrs. Murray in pantomime, writer Mort Green, doubling as narrator, described the action.

When Norton lurched on, Green hailed him as "maybe an old grad - more likely Old Grand-Dad." Mrs. Murray's reaction to throes of final rule-making on Norton's alcoholic scent drew "Just got a whiff of perfumeproposed new rules for FM multi- of the Multiplex Development cast band. Such rule-making Arpege it ain't." At the close she took refuge under a table and Green noted. "For anybody who's going to try this, I suggest knee pads and Dr. Scholl's Food Pads." Then as the lady shuffled off stage - still under the table -Green called after her. "Good-bye, Kathryn. Hello Hudson-Hornet!"

MULTICASTING VIA TV

FCC's Proposed New Rules for FM Could Stimulate U.S. TV Film Biz

next major step if the Federal ing. Communications Commission's William S. Halstead, president multiplexing over the FM broadcasting are made final. Separate Corporation of New York, whose could set a precedent for rulings workable in experiments.

made TV film in foreign markets, the regular TV program, while a way. and might also create new possi- sound track in Japanese was mulbilities for development of foreign tiplexed. language audiences in populous U. S. cities. TV multicasting would hopeful that the new technique enable producers to sell films with sound tracks in two languages, according to engineers who have developed the new technique. Multicasting adds three audio channels to broadcasting over FM, and thereby would have the effect of giving televiewers a choice of sound tracks, since TV sound is also broadcast over FM.

Thus a film with the original sound track in English could be sold with an additional track recorded on magnetic tape in another language. Listeners with TV sets adapted for multicasting would be able to select the foreign language sound track by pressing a button. The additional sound track could be sponsored or sold on the air on a fee basis, with viewers paying to hear the sound track of their choice.

This is seen as opening important new possibilities for TV stations in large cities where there Pierce, Fla., in a speech before is a heavy foreign language population, Foreign language

'Knowledge' Theme Wins Columbia U. Air Time Bonanza

NEW YORK, March 20.— Columbia University has been getting a promotional bonanza on radio and TV here for the current celebration of its bicentennial. The event has had coverage on over 150 shows, local and net-work, since November 13 when the campaign began.

Leon Levine, former CBS public affairs producer, who is head-ing the radio-TV effort for Coling the radio-TV effort for Columbia, said the pay-off has resulted from his stressing of the celebration's theme, "Man's Right to Knowledge and the Free Use Thereof," rather than the anniversary itself. He said he never approaches a producer unless he has a specific program idea for him.

man, WMVA, Martinsville, Va.; F. Ernest Lackey, WHOP, Hop-kinsville, Ky.; Glenn Dolberg, BMI veepee; Dick Campbell, WDVA, Danville, Va., and Herbert E. Evans, Peoples Broadcasting Company, Columbus, O.

A BMI program clinic was also held in Portland, Ore., yesterday

The university has received over 10,000 requests for reprints of the talks given on the current CBS-Radio series, "Man's Right to Knowledge." The reprints go for \$1. Beginning April 4, "Invitation to Learning" on CBS-Radio Sunday mornings, will begin a 13-week series on the theme "Free Use of Knowledge," and Levine is getting at least one Columbia prof on each of those Columbia prof on each of those segments.

WASHINGTON, March 20.— sound tracks could be dubbed in ticipated action on FM multiplex-Multicasting via TV may be the on ordinary TV film via multicast- ing. The commission is in the

Enthusiasts of multicasting are will be spurred by the FCC's an-

BMI CLINIC

Watch Canned Propaganda, Warns Howe

RICHMOND, Va., March 20 .-What every broadcaster needs is a greater sense of responsibility for the information that is passed over his radio facilities," said James L. Howe, prexy and general manager of WIRA, Fort a Broadcast Music, Inc., program clinic here yesterday (19).

Howe urged that broadcasters carefully survey the material we receive, such as Facts Forum and other canned propaganda. If we are going to use it and not have it appear on out air as all-in material. If we are going to allow a commentator of known bias to use out facilities," he added, "then we should compensate for him so that our audience at least has an opportunity to hear both sides of the issue."

Other speakers addressing the group of 90 radio men and women, included Robert H. Smith, WCYB, Bristol, Va.; Ken Sparnon, BMI field representative and clinic chairman; Barbara Zimmerman, WMVA, Martinsville, Va.;

held in Portland, Ore., yesterday (19), with nearly 100 broadcasters and their staffs in attendance. Speakers included BMI prexy Carl Haverlin; De. Roy McCall, University of Oregon; Paul E. Walden, KODL, The Dallas, Ore.; Jim Cox, BMI field representative and clinic chairman; Ben Slack, Hoover, KTIL, Tillamook, Ore.; Eugene Halliday, KSL, Salt Lake City; Kay West, KEX, Portland, Ore., and Elmo Ellis, WSB. Atlanta.

rules for TV multicasting will have firm has done considerable pio- on TV multiplexing, as well as to be set up, but engineers say the neering in the new technique, opening the door to consideration technique has already proved cited experiments in offering two of fee TV and subscription radio. languages with a film presentation It is generally felt that authoriza-Multicasting via TV could open in Japan. The English sound track tion of fee broadcasts is necessary new market potentials for U. S .- of a travelog was transmitted with before multicasting can pay its the people SEE Wilmington, Delaware Channel 12

the people BUY **WDEL-TV** advertised products

Write for information about your profit opportunity in WDEL-TV's large, rich market.

AM TV FM

Steinmon Station

New York . Chicago . Los Angeles . San Francisco



For a number of years I have watched with interest your coverage of radio. Today I believe you offer the best all-around weekly report available!"

Peter Bochan Program Director, WNAB Bridgeport Conn.

SUBSCRIBE TODAY

The Billboard Cincinnati 22, Ohlo 2160 Patterson Street Please enter my Billboard subscription for one year at \$10. Payment is enclosed. 858

(Foreign rate, one year, \$20)

Occupation



CBS Eye-Opener Is Literally That

TELEVISION-RADIO

combination of news, film fea- dancing, a convention of witch tures, weather, interviews, music doctors in Africa and a slalom and well-presented. It also offers Germany. two strong personalities in Walter Cronkite and Charles Collingwood.

Cronkite, on whose broad shoulders the success of the program rests, is especially outstanding. He has a clean, unaffected, casual manner before the cameras; he looks good and should build a large following in a short while. He could, however, be a little more mobile and not stay anchored behind a desk as he does. Collingwood is the news commentator, and his delivery and appearance are both highly satisfactory.

The puppet wizardry as displayed by Bil and Cora Baird should do a great deal to please the youngsters. Charlemane the Lion, their major puppet charac-ter, will be unusually attractive to them. He could use a few more cute characteristics, but is okay as he is now. The idea of Lassie Series a good one, and it offers a chance to program music for a change of pace.

There were two interviews on the show caught, with Ivy Baker Priest, the Treasurer of the United States, and with Stephen Mitchell, chairman of the Democratic Party. Both were good and of interest to many people.

NEW YORK, March 20.—CBS- The special news features were election were announced yesterday TV can take credit for a major well worth watching. Among the (19) by C. E. Arney Jr., secretaryprograming effort on its "Morn- noteworthy ones were those that treasurer of the association, as ing Show." The two-hour (7-9) showed blind people being taught follows: and puppetry is well-conceived race held by one-legged skiers in N. Y., re-elected; District 4: James Leon Morse.

2 Cancel on CBS Radio

NEW YORK, March 20.-Two cancellations which CBS Radio had been hoping to prevent this week came to pass. Cream of Wheat canceled its "Theater of Today" in the Saturday 12:05-12:30 time period. General Foods has given up on its thrice-weekly sponsorship "Beulah," 7:15-7:30 again, having served two succeeding William C. Grove, KFBC, Cheyenne, Wyo., who was not eligible to serve again, having served two succeeding William C. Grove, KFBC, Cheyenne, Wyo., who was not eligible to serve across the board.

Neither show will be sustained Johnson, KOY, Phoenix, Ariz., reunless immediate sponsorship interest is discerned.

Campbell Eyes

NEW YORK, March 20.— Campbell Soups this week was Carol Reed's weather tips on an animated map is another good feature. It doesn't run too long and is informative.

There were two interviews on evincing considerable interest in "Lassie," the film series which is being produced by Robert Maxwell. The soup advertiser wants the show for an early evening time period on the weekend.

born is the agency.



"THE MORE THE MERRIER" WE ALWAYS SAY . . .

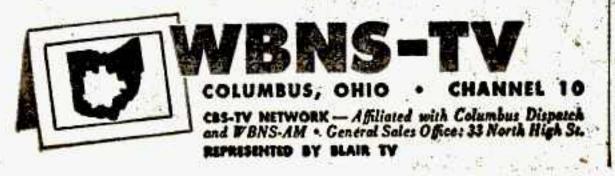
WBNS-TV takes great pride in its fast growing group of national promotion awards. Last year WBNS-TV received the Billboard, duPont and Sigma Delta Chi plaques.

So far this year 4 more have been added!

Namely:

- * Biliboard's Film Service Poll awards (one first place, two second places, one third place and one specific mention)
- * Billboard's Audience Promotion award.
- * Billboard's Merchandising Promotion
- * Zenith Television award (for public service programming. received by WBNS-TV's Fern Sharp for her "Sharp Comments" series)

WBN5-TV accepts these honors as a responsibility. The high standard of operation which made possible these awards will continue to provide top ranking service and programming on both national and local levels.



NARTB Radio **Board Reports** On Election

WASHINGTON, March 20.-Results of the National Association of Radio and Television Broadcasters' radio board of directors

District 2: E. R. Vadeboncoeur, WSYR, WSYR-FM, Syracuse, H. Moore, WSLS, WSLS-FM, Roa-noke, Va., succeeding Harold Es-sex, WSJS, Winston-Salem, N. C.; District 6: Henry B. Clay, KWKH,

KWKH-FM, Shreveport, La., re-elected; District 8: Robert B. Mc-Connell, WISH, Indianapolis, succeeding Stanley R. Pratt, WSOO, Sault Ste. Marie, Mich., who did not stand for re-election; District 10: K. S. Gordon, KDTH, Dubuque, Ia., succeeding E. K. Hartenbower, KCMO, Kansas City, Mo.: District 14: Walter E. Wagstaff, KIDO, Boise, Idaho, succeeding William again, having served two succes-

sive terms; District 16: Albert D.

Large stations, Martin B. Camp-

bell, WFAA, Dallas, succeeding Paul W. Morency, WTIC, Hartford, Conn.; medium stations, J. Frank Jarman, WDNC, Durham, N. C., succeeding A. D. Willard Secondarily, it aims at making the WCAC Augusta Co. who was H. Quenton Cox, KGW-FM, Portland, Ore., succeeding Michael R. Hanna, WHCU-FM, Ithaca, N. Y.

It is still looking for a night time show to replace its "Soundstage" on NBC-TV. Batten, Barton, Durstine & Os-Share Berle

NEW YORK, March 20.-Associated Products, Inc., (Five-Day Deodorant Pads) is negetiating with NBC-TV to take over half of Milton Berle's Tuesday night time have been most interested in slot from 8:30 to 9 p.m. this summer. If the deal jells, there's a strong possibility, Associated will fill the spot with Arthur Murray's RCA Develops new book show for his wife, Kathryn.

Associated is currently co-sponsoring (with Liquinet) Mrs. Murray's 15-minute variety show over NBC-TV on Monday nights at 7:30 p.m. Meanwhile, the dance tycoon is scouting around for a top "situation" writer for the new half-hour airer.

Restless People, Revolving Doors

Virgil M. Graham succeeds Ralph R. Batcher as director of the engineering department of the Radio-Electronics-Television Manufacturers' Association. . . . The Senate this week confirmed President Eisenhower's nomination of Justin Miller as a member of the U.S. Advisory Commission on Information. Miller, whose of the Broadcast Advisory Com-

'CHARLEMANE, LION'

CBS and Toy Maker Co-Operate on Puppet

CBS-TV merchandising operation doll based on Dagmar of "Mama." leased a puppet character from the network. "Charlemane, the Lion," the puppet created by Bil and Cora Baird and which is now featured on "The Morning Show" on the web, was introduced at the Toy Show here seven days before the show even started on TV.

The result was that the toy version of the puppet was one of the hits of the Toy Show. The manufacturer, of course, got the advantage of a strong promotion drive for the TV show, which placed full-page ads in 79 newspapers in 51 cities carrying the program for several days before the program teed-off.

"Operation Quietly Efficient," as the CBS-TV merchandising set-up is known, has been active in many fields, including clothing, book publishing, amateur theatricals, toys, games, moving pictures, and newspaper syndica-

Jr., WGAC, Augusta, Ga., who was ineligible, having served two suc-found that, in most cases, a heavy cessive terms; small stations, advance royalty payment is not necessary from the lessee. Perville, N. C., succeeding the late haps more important is getting the benefit of indirect promotion thru the sale of products. Lee W. Jacobs, KBKR, Baker, Ore.; the right firm to push the item, Monies for such promotion would and not hampering the manufacturer by taking cash which otherwise might be spent in building the new product.

Just as important, perhaps, is the co-operation of the sponsor in getting the item started. Sylvania was very helpful, for example, in promoting a "Beat the Clock" game that is now on the market, and many other CBS-TV sponsors, have helped just as

New T'mitter

CAMDEN, N. J., March 20.— The Radio Corporation of America this week announced the development of the first high-power UHF TV transmitter to use conventional type tubes thruout. According to RCA, the new transmitter cuts power and tube costs and makes UHF station operation as simple and reliable as that of standard TV broadcast transmitters.

Designed for color as well as black and white, the transmitter will be ready for initial delivery in May and will be sold as a complete transmitter package. RCA estimates the lower power con-sumption of the new UHF transmitter offers a station savings up to \$34,000 on a 10-year operation.

expire in 1956, is also chairman America.

NEW YORK, March 20.—Ex- leasing CBS-TV shows and char-ceptional co-operation was mani- acters have been toys and clothfested this month between the ing. Just on the market is a new and a toy manufacturer who There is also a set of party cloth-leased a puppet character from ing created from "Mr. Lookit," the station-break character that the network uses. One of the more successful of the CBS-TV merchandising projects was the kids' book that was published by Simon & Schuster based on the "Whistling Wizard."
"Winky Dink"

Now in the works is a similar book for youngsters which features "Winky Dink," the character featured on a Saturday morning show. "Rod Brown" space guns and holsters are now being sold, and Columbia Records, the disk subsidiary of CBS, Inc., is readying a "Rod Brown" marching song which is now being recorded for distribution. Also in the works is a newspaper syndication fea-ture which is based on a quiz show currently on the network.

CBS-TV makes it a policy not to expressly create characters or tamper with a show because it is to advantage of a manufacturer who has a leasing agreement with the web. It also makes it a policy not to compete with any of its clients when it merchandises any of its properties. The network believes that its merchandising otherwise have to be appropriated by the webs.

NEW YORK, March 20.—Once again, NBC-TV will program a "Saturday Night Revue" this summer in the 9-10:30 time. The show however, will not return with Hoagy Carmichael as the emsee.

If Eddie Albert can work himself free from a movie deal, he will take over as emsee of the show.

The network is also signing up personalities for guest appearances. Already contracted are Ben Blue and Alan Young.

WGN-TV Show Geared To Peddle New Homes

CHICAGO, March 20 .- WGN-TV will introduce a new type of sponsorship next week when it presents a directory of homes for sale. The idea is to show as well as describe various properties for the convenience of buyers planning Sunday house-shopping excursions.

Time will go at the rate of \$40 per minute for both sight and sound, with the realtor furnishing a 150-word description of the house, landscaping, etc. Included new term on the Commission will mittee for the USIA's Voice of in the \$40 fee are slides and announcers' fees.

ONLY 10,000 JAP TV SETS

Ain't No Yen for Video in Tokyo; 1,000,000 (\$2,770) Loss Daily

By RALPH J. KRYZYZAK

TOKYO, March 20. — Six months after Japan successfully started its TV broadcast operations, the stations now operating find themselves losing approximately one million yen (\$2,770) per day. The main problem is the skimpy number of television sets in Japan at the present time.

On Feburary 1, there were 10,000 registered sets. TV-NHK. which charges 200 yen (56 cents) per month per television set as a listening tax, grosses two million yen from the 10,000 "aristocratic" TV owners.

This figure is no more than enough for two days' operating month.

The Nihon TV Network, which company operating at the present time, grosses approximately 1.5 minimum operating expenses of two million yen each day. The company airs some 25 programs daily, of which only five or six bare sponsors. Each program 1,000 sets per month. It is expensed to the sponsors are now working at top speed, producing approximately there sponsors. have sponsors. Each program normally lasts 15 minutes and cost the sponsor 100,000 yen (\$277). In addition, there are spot end of autumn. announcements sponsored by some 10 companies which gross a total of 100,000 yen (\$250) more.

Wrestling Bouts

The most sought after TV stanza is Japanese traditional year. these programs.

NTV officials estimate it could is the sole commercial television make both ends meet if it has ten 1.000 sets per month. It is extion will reach 20,000 sets by the,

> NTV has a close tie-up with American capital and techniques.: There are now TV stations in Osaka and Nagoya, and the second TV station is scheduled to open in Osaka by the end of this:

expenses, and the loss of approx- Sumo wrestling, staged twice NHK has completed the con- imately 28 million yen is borne yearly, which last only three struction of five micro-wave re- by the nation's 12 million radio hours and nets the TV_company lay stations between Tokyo and listeners, who pay the license fee a half-million yen per hour. It is Osaka. The micro-wave will be of 50 yen (approx. 13 cents) a not difficult to find a sponsor for used for multi-purpose airings. including military work.

NBC Assurance on Agency Pacts Seen

4-Ply Deal Changes Raise Questions; Pat, Bob Pledge to \$20 Mil for Lead

same objective: increased circu-

reason for the disquiet is the feel-

ing that the network intends to

exert sole jurisdiction over such

reachable for direct comment,

nevertheless are understood to be

well aware of the reactions and

agencies.

NEW YORK, March 20. — The repeated intention of NBC-TV's leadership team of Pat Weaver agency or sponsor has voiced ob- is being undertaken by the Mu-and Bob Sarnoff to attain net- jection. But, as one agency exec tual Broadcasting System. work dominance this fall at any said, "It's a question of in whose cost was causing some ruffled opinion a time period can be feelings along Agency Row this week. The Pat and Bob tandem trouble area." He said the main has been beating the agency bushes, telling key execs that they're prepared to spend as much as \$10,000,000 to \$20,000,000 cases. to insure NBC's topping the crowd.

However, NBC now faces an indoctrination problem in selling the agencymen on Weaver's own conviction that the moves are meant to benefit both client and

network.

The key to the entire situation is Weaver's determination that he and Bob Sarnoff will do anything they deem necessary to cut into the strongest nights of their key antagonist, CBS-TV, with Mon-day nights the starting point. In so doing, Weaver intends that the network shall have full and complete control over the programing aired on its facilities, so that it can program the most potent possible way.

New Developments

The new developments, stemming from that conviction, which had Madison Avenue buzzing this week, included:

1. A clause, written into contracts of sponsors whose time is subject for pre-emption for the upcoming NBC color spectaculars, spelling out the dates on which they may lose their time. This states specifically that 12 of a sponsor's 52 weeks are subject to pre-emption by the web.

2. Full intention to knock off the schedule any programs the web considers to be "weak sisters" on evenings being rescheduled, regardless of sentimental or emotional feelings about the shows or sponsors.

3. Putting into full practice Weaver's conviction that the programing and commercials aspects of web broadcasting must be separated in the same manner a magazine separates editorial from advertising content. Sponsors are sought on the basis of buying into programing material controlled by the web; sponsor or agency produced or controlled shows are

deemed on the way out.
4. Full enforcement in the future of the mutual cancellation clause which frequently has been winked at in the past. This clause permits the networks as well as the agency to serve notice of cancellation 60 days prior to the end of any 13-week cycle. Altho this has been a part of the web's contract for over three years, many agencies have simply crossed it out in returning their contracts in the past. The web now insists it be a part of any agreement, and it will enforce it whenever deemed desirable.

Dominant Fear

Altho only a limited number of sponsors and agencies are affected by these moves thus far, discussion on them, pro and con, are sweeping advertising circles. The dominant fear among those yet unaffected seems to be that a precedent is being established. precedent is being established which may ultimately reach

On the whole, NBC's approach has been that it is in the interest of both clients and network that better caliber programing be inserted into certain time slots. The point is made that the sponsors as well as the web are after the

WASHINGTON, March 20.— The television industry's observances of religious and moral prin-ciples was praised this week by the board of the National Council of Churches in a resolution giving the Council's endorsement to
the TV code of the National Association of Radio and Television
Broadcasters. The Council represents 35 million members of
protestant and orthodox churches in America.

Time Salesmen for

In 1/2 million pop, area, 2-Station Market. Has opening for two aggressive time salesmen. Prefer Central States men with radio sales background. Guarantee; commission.

Write or wire Box 714 e/o The Billboard 88 W. Randolph St., Chicago 1, III.

Mutual to Study **Listening Habits Effect on Sales**

NEW YORK, March 20. - A two-pronged research study, designed to pinpoint the role that out-of-home radios play in the listening habits of the American public and the extent to which With that general approach, no they sell advertised merchandise, tual Broadcasting System.

> The nation-wide study, still in the formative stages, will be handled by the J. A. Ward research organization.

The radio nets, in their pitch to advertisers, have often maintained Weaver and Sarnoff, altho not that out-of-home radio listening, which is not covered by the rating services, is an important factor in the radio picture. Out-ofto be planning further explana- home radios include those in tions to reassure NBC clients and automobiles, business establishments and portables.

CRIME BUSTER

TV's Role in Spotlighting Drive in Chi

CHICAGO, March 20.-The use of television as medium to arouse public interest and spur officials into action was dramatically portrayed here this week by Alderman Merriam, crime buster member of the city council from the Fifth Ward.

Merriam has a half-hour show over WGN-TV each Sunday at 7

Report Shore Seg Canceled

NEW YORK, March 20 .- NBC Radio this week reportedly received a cancellation notice from Chevrolet for its Dinah Shore

The musical stanza is on Tuesdays, 8-8:15 p.m.

Campbell-Ewald is the Chevrolet agency.

tire fracas is in the hands of the grand jury.

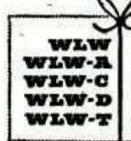
Last Sunday (13) Merriam aired p.m. titled "Spotlight on Chicago." a tape recording of a city em-Two weeks ago, on the premiere ployee as he tried to bribe a Chiprogram, Merriam aired a tape cago landlord for a favor. In the recording by "Policeman X," who tape it was recorded that this emrelated his knowledge of graft and ployee could grant a passover of a political-crime set-up. Since normal requirements if the land-that show, the Chicago police force lord came across. The airing of the been trying to find "X." He was finally identified and the en-



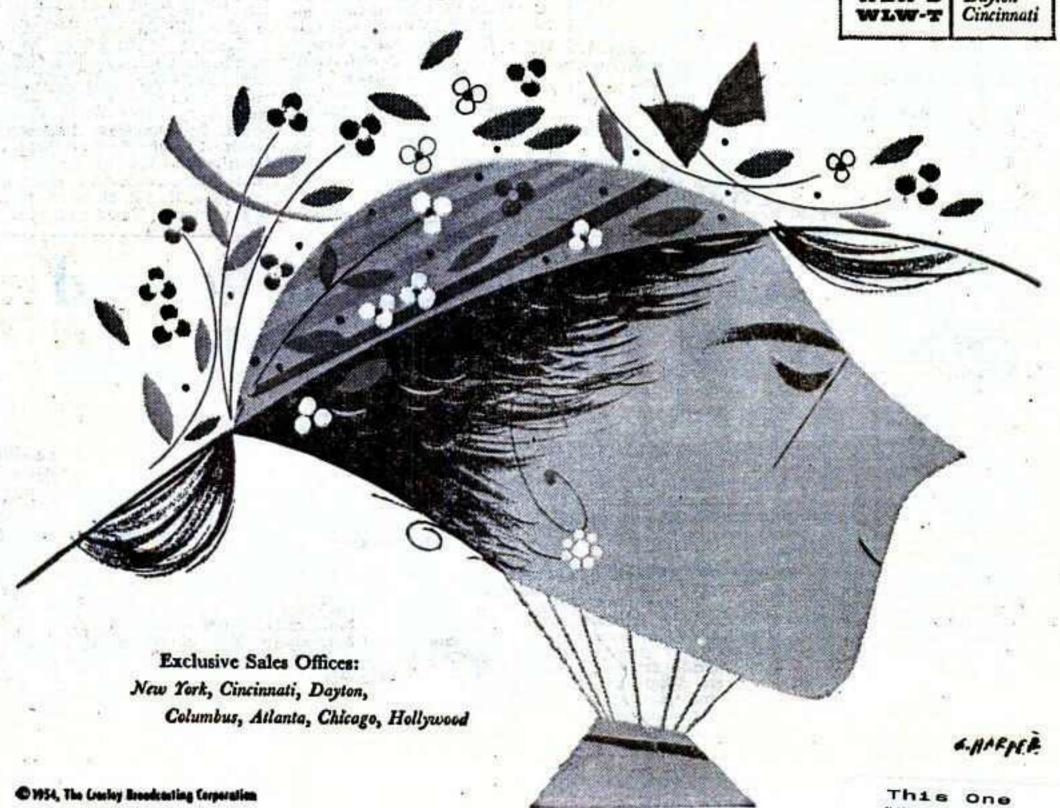
nothing Works Like Wantmanship

Putting the yearn on everyone to want something more, new or better. That's Wantmanship, the Crosley Group's dynamic new dimension in selling. Typical of the Group, WLW-T, Cincinnati, uses top talent-professional want-makers, to make wants real and urgent. Wantmanship explains why the Crosley Group makes more sales faster, at less cost, than any other medium or combination.





Radio Atlanta Columbus Dayton



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

Ratings of Syndicated Films Vs. Web Competition Rising

New Series, Reruns Get Audiences, ARB Says; 'Badge 714' Top Runner

Continued from page 1

hit the top 15 in such places as Gene Autry is now in its third tion. It also shows that reruns of Charlotte, N. C., ("City Detective"); Columbus, Ga. ("Linkletter and the Kids"); Columbus, O. ("Death V alley Days"); Fort Worth ("Cisco Kid," "Annie Oakley" and "Racket Squad"); Houston ("Amos 'n' Andy"); Milwaukee (Liberace); Miami and Norfolk (both with "Foreign Intrigue"); Oklahoma City ("Cisco Kid"); Pittsburgh ("I Led Three Lives" and "Captured"); Portland, Ore. ("Chevron Theater"); Providence ("Favorite Story"); Seattle ("Badge 714," Abbott and Costello, "Douglas Fairbanks Presents" and "Captured"); Spokane ("Amos 'n' Andy," "Cisco Kid," "Death Valley Days" and "Chev-Costello, "Douglas Fairbanks Preron Theater"); San Diego, Calif. ("Range Rider" and "China Smith"), and San Francisco ("Badge 714").

Some of the more spectacular achievements of the Jack Webb series ("Dragnet" in its network run via NBC-TV) on ARB include the Seattle - Tacoma market, where the show got a 41.5 against the 16.2 for "Campbell Sound-stage," 3.4 for "Our Miss Brooks," and 2.6 for "Movietime"; San Francisco, where "Badge" got a 36.2, "Kraft Theater" a 22.6 and "Chevron Theater" an 8.1, and Chicago where it hit a 32.1 and its feet each of three-strip Techni-

sive network properties as the "Buick - Berle Show," "Godfrey and His Friends," "Life of Riley," "Studio One," "TV Playhouse," the Paul Winchell Show and "My

Color Test Commercials

NEW YORK, March 20. — On the heels of its closed-circuit screening of color film last week, the Film Producers Association is now making definite arrangements to shoot color test commercials. It will shoot about 3,000 Chicago where it hit a 32.1 and its competition, "Fireside Theater," "Make Room for Daddy," and "This Is Showbusiness," rated 16.3, 14.6 and 5.8 respectively.

"Badge," in the same ratings, took the measure of such expensive network properties as the sive network properties as the sive network properties as the packages, the test footage will the packages, the test footage will London Reps Atlas appraise flesh-tone values.

Top 10

Pulse reports indicate that shows in their second, third and fourth runs crash into the top 10 multi-weekly. In Chicago, where

Slides That Walk, Talk

CHICAGO, March 20 .- The Filmack Trailer Company, Chicago, announced this week a revolutionary innovation in the TV com-mercial field—animated slides.

Don Mack, TV sales director, announced that these slides would probably change the slide habits of the nation. "These new slides can walk and talk," he said, "and are not much more expensive than the present inanimate TV slide."

The new slide is also said to be able to afford such special effects as zooms, wipes, spins, crawlers, and back-ups, just to mention a few. The New York office of the firm is also set to handle the production of the new slides. The firm is promising 24 hour delivery.

TV on West Coast

Atlas Television Corporation this week named Jack London, for-merly of Harriscope, Inc., as its West Coast sales director. He will uled color signals. The RCA Time. merly of Harriscope, Inc., as its West Coast sales director. He will head up sales in the 11 Western

Atlas' other regional sales reps are Jack Dube in the East, Pete Rodgers in the Midwest and Bill Dubensky thru the South.

HOPPY ENTERS CORRAL OF LC

WASHINGTON, March 20. -Even the sedate Library of Congress isn't immune to an invasion by TV cowboy Hopalong Cassidy. Don't expect singin' and guitar strummin' in the Library halls, tho. Hopalong will be represented by a typescript of "Hopalong Cassidy Returns" in the Library's new exhibition on brary's new exhibition on "the wild and wooly West" scheduled to stay until June 30.

Top Ten Network Film Shows

and comparative rank among all web shows

This feature, which runs once a month in The Billboard's TV Film department, shows the relative standing of the top 10 film shows telecast on a network basis. It also stacks up film shows vs. live web shows by indicating the standing of film programs among all network entries. In the latter column, film shows which did not hit the top 25 among all web programs carry no rank number, but are designated with asterisks. Rating figures are from the latest monthly findings of the American Research Bureau.

Rank Among Web Film	Rank Among All Web			February
Shows	Shows	Program	Web	Rating ·
1.	1.	I Love Lucy	CBS	63.0
2.	2,	Dragnet	NBC	59.6
3.	3.	You Bet Your Life	NBC	52.5
4.	5.	Ford Theater	NBC	48.1
5.	8.	Life of Riley	NBC	43.5
6.	15.	Our Miss Brooks	CBS	37.9
7.	19.	Burns and Allen	CBS	35.5
8.	21.	Fireside Theater	NBC	34.8
9.		I Married Joan	NBC	32.6
10.	•	My Little Margie	NBC	32.0

Filmack Bows RCA Has New Camera for Televising Color Films, Slides

CAMDEN, N. J., March 20.— signal (a narrow yellow-green Rounding out a complete line of color TV studio and broadcast equipment, the Radio Corpora- cally unnoticeable on black and tion of America this week an- white receivers. nounced the development of a new camera for televising color films and slides, and a new color signal generator to expedite installed at stallation of color receivers in the

According to RCA, the 3-V (Three Vidicon) camera scheduled for initial delivery late this year, offers more advantages for economy and flexibility than other known methods for televising color films and slides.

It will operate with existing black and white TV film projectors "with only minor modifica-tion"; and it permits instantaneous switching a mong three picture sources with a single camera. The 3-V also permits of spot sales manager for the Cenoptional use of 16-mm. or 35-mm.

Check Reception

RCA's new color signal generator will enable service technicians Before joining Ziv-TV Wilto check color set reception dur- liams was sales chief of 20th Cen-HOLLYWOOD, March 20.-The tor will enable service technicians

The generator can be installed equipment to permit transmission of color programs.

Phil Williams Upped by Ziv

NEW YORK, March 20.—Phil Williams, who has been covering North Texas and Oklahoma for Williams will serve as a roving aid to Central Division Sales Manager Ed Broman.

25 Bankrollers in 65 Areas in on 'D.A.' Bow

major markets thruout the country, with 25 sponsors purchasing the David Brian starrer which was sold by Ziv on a syndicated basis.

Largest purchasers of the show are Samsonite Luggage and Carter Products' Rise and Arrid, which have contracted for the show on an alternating basis in Philadelphia, Los Angeles, Chicago, De-troit, Cleveland, San Francisco, Baltimore, Washington, Cincin-nati, Minneapolos, St. Paul, Kansas City, Dallas, Houston, Seattle, San Antonio, Toledo; Huntington,

HOLLYWOOD, March 20.—"Mr. W. Va.; New Haven, Conn.; Lou-District Attorney," newest in the Ziv Television Programs' series, tees off the week of April 1 in 65 Oklahoma City; Ames, Ia.; Des Moines, Memphis and Milwaukee.

> In addition, Samsonite will solo sponsor "Mr. District Attorney" in Birmingham and Omaha, and al-ternate sponsorship with Golden Grain Macaroni in Salt Lake City. Carter Products has bought the show on an exclusive basis in Binghamton, N. Y.; Grand Rapids, Mich., and Johnstown, Pa., and alternates with Krueger Beer in New York.

Other purchasers and their markets in which they have bought "Mr. D. A." are Safeway Stores in Albuquerque, N. M.; Capitol Stores, Baton Rouge, La.; Westing-house in Boise, Idaho; Woodrums, Charleston, W. Va.; Southern Biscuit in Greenville, S. C.; Raub Supply and England-Packard in Harrisburg, Pa.; Westinghouse and Standard Optical in Idaho Falls, Idaho; Wiedemann Brewing, Indianapolis; Little Rock Packing Company, Little Rock, and Pine Bluff, Ark.; Ford dealers and H. Hill Lumber, Monroe, La.; White Way Laundry, Nashville; Arizona Puiblic Service, Phoenix acquired his controlling interest and Yuma, Ariz.; Manischewitz Wine and Ray Company in Pittsburgh; Southern Colorado Power Company, Pueblo; Payne Packing, Roswell, N. M.; Bank of St. Louis in St. Louis, and Valley Electric,

> Cities where the show has been purchased by the local station are Amarillo, Tex.; Augusta, Ga.; Boston; Cedar Rapids, Ia.; Las Vegas, Nev.; Lawton, Okla.; Hannibal-Quincy, Ill.; South Bend, Ind., and Wilkes-Barre, Pa.

will be tied up.

Traffickers Expand To Handle TV Film

NEW YORK, March 20.—The Modern was set up as an in-continuing growth of the TV film dependent operation in 1937 for industry has produced marked signs of expansion in the three major shipping and trafficking firms over the past week.

Modern Talking Picture Service was set to move its TV division to triple its present space and is instituting a training program. Bonded Film Storage also formed a separate company for TV known as Bonded TV Film Service and is opening a new ware-house for TV film on the West Coast on Monday (22).

Modern picked up two more ad agency clients on the West Coast

Bonded's new West Coast plant will be located at 904 North La Cienega Blvd., Los Angeles.
Manny Kandel, vice-president in
charge of Bonded's TV operation,
claims the new plant will be
equipped to handle 50,000 film shipments monthly and will be the largest plant for TV film handling in the country.

Third Major Firm

The third major shipping firm, Comprehensive Service, has also continued to expand its client roster steadily. Comprehensive originated in the equipment field and expanded into trafficking service four years ago. It claims to have the only film rejuvenation plant in the country and it. tion plant in the country. Al di Pietro is head of its TV depart-

Bonded has been in motion picture shipping for over 25 years and got into TV film handling about six years ago.

the non-theatrical distribution of sponsored films. Its TV division distributes about 50 sponsored films (parent company has over 250) to stations. In the past 18 months it has obtained over 2,000 TV bookings of these films.

Modern is believed to handle the greatest bulk of spot booked programs. It resigned the distributor accounts it had last year, but is understood to be about to move into this area anew. Head of Modern's TV division is Dick Ritenour.

Davis, Los Angeles, for whom it will ship Starkist Tuma spots nationally, and M. E. Harlan, San Francisco, for whom it will ship Kobe Coffee spots. Modern's TV headquarters will occupy the entire eighth floor of 219 East 44th Street here as of April 1. Ponded's new West Coast plant

the whole situation was still Howard Hughes himself, who now appeared to have a clear path toward becoming sole owner of the picture company on April 2. Altho James Grainger, presi-dent of RKO, recently denied that the firm would put any of its product into TV, trade observers here felt that, actually, there was really no telling what Hughes might do next.

in Dover, Del., on Thursday (18) at in the company's books.

NEW YORK, March 20. - TV | voted overwhelming in favor of film distributors this week were watching the changing fortunes of RKO Pictures Corporation with wonder. But generally they feel that new developments block any possibility of RKO's 700-odd pictures getting into immediate TV distribution.

The one unknown quantity in the whole situation was still voted overwhelming in favor of accepting Hughes' offer to buy the outstanding stock in RKO for \$6 per share. The only possible stumbling block now is a minority stockholders' suit still pending in Chancery Court, Wilming-ton. The trial wound up last Thursday (11) before Chancellor Collins Seits. Opposing attorneys in the action filed their original briefs on Tuesday (16) and are briefs on Tuesday (16) and are filing their reply briefs today. The plaintiffs, Louis Schiff and Jacob Sack, charge that the value

of RKO assets is greater than the \$23,489,478 that Hughes has placed on it.

The plaintiffs brought in the testimony of a number of TV film distributors in their attempt to prove that the value of the pic-tures in RKO vaults exceeds the

Several TV sources in the past have attempted to get the RKO oldies for considerably more than \$1. At the time Hughes refrom the Ralph Stolkin syndicate, Matty Fox, head of Motion Pictures for Television, Inc., was reported to have offered \$12,000,000 for the 700 films. And Du Mont at one time was reported to have offered about \$8,000,000.

San Louis Obispo, Calif.

Cities where the show purchased by the local s

The sole dissenting voice at the stockholders meeting Thursday was that of Lewis D. Gilbert of this city. Gilbert declared that the \$6-per-share price was an ar-bitrary one at best and that the corporation may have values of which the stockholders at large were not aware. He is not known to have a large with the stockholders at large were not aware. He is not known by the have all the large with the stockholders at large producers and distributors of "Mr. D. A.," indicated that within 90 A meeting of stockholders held \$1 that Hughes has pegged them to have cited the pictures' TV days an additional 100 markets potential.

Film Trend Fulfills Sponsor Objectives

By MILTON GORDON President, Television Programs of America. Inc.

The stepped-up utilization of film syndication by national advertisers is today a definite and decisive trend. Previously live TV on a network scale satisfied the aspirations of giant national advertisers and manufacturers and had a tendency to muscle out the regional and local industries, which are the heart and core of American free enterprise. But the cation with the sponsor's product. very same problems confront the The advertiser in Oshkosh or large advertisers as beset the White River Junction gets the smaller ones. National sponsors same quality program as the are finding that they can meet giant corporation and is able to their objectives of saturation selling only by availing themselves of syndicated film distribution.

Television uniquely fulfills two divergent facets of American activity: the demands of the mass market and the appetite for home entertainment. In its inception, TV utilized makeshift techniques borrowed from printed advertising, and blended accepted variety - entertainment standards. Live TV was the most accessible and, at the time, the most practical instrument serving this aim.

Jet Propelled

But today the pressures of decentralized regional and local businesses demand a more mobile, flexible and adaptable technique. Live network TV is fast becoming the "milk train," while syndicated film is recognized as "jet propelled," providing the most benefits for the greatest number of advertisers.

It is specious to compare live TV with film syndication from the narrow viewpoint of which is at present superior artistically.
The only realistic comparison
must include: (1) the economics,
(2) the availability to the mass market, (3) the accommodation to time and cost factors, (4) the

Prime Factors

The economics: The making of a film does not cost less than the making of a live show. And yet, when all the factors are summed up and an over-all production cost is reached, there is no question that the technique of filming a 26 or 52-week program provides a lower per unit cost and a substantially lower per series cost than live TV.

Availability: Film syndication is the exclusive form of telecasting which accommodates large markets and small and which is available to station and advertisers at the hour preferred and for the audience aimed at.

Accommodation: Stations get higher revenues in scheduling film because they are not con-

TV Film Guest of the Week



MILTON GORDON

Milton Gordon is one of the outstanding financial brains in the film business. Last fall he left active supervision of the Walter E. Heller Company, Chicago bankers, to take part in the organization of Television Programs of America, Inc., of which he is president. Among his financial feats was the re-organization of United Artists. In connection with UA, Gordon effected the first split hemisphere film financing deal between a U. S. banking firm and English investors to produce "African Queen." In 1946 Gordon practically singlehandedly pulled the frozen food business out of the red. He also instituted a new program for the Capehart-Farnsworth organization and midwifed its merger with International Telephone & Telegraph.

trolled by a restraining cost faetor which cuts into their sales of station time.

Adaptability: The fluid character of film syndication corresponds to the fluid currents in the rise of regional and local enterprise.

Product identification: Film syndication in each area provides an exclusivity in programing and a specific exclusivity in identifioffer this program exclusively identified in his region with the wares he has to sell.

Peter Paul Buys 'Palooka' Series

NEW YORK, March 20.—Peter Paul Mounds this week signed to pick up the tab on "The Joe Palooka Story" on WABD here. The station made the sale thru Dancer-Fitzgerald-Sample after carrying the show sustaining for one week. This is Palooka's first so far.

PLENTY FREE **BALLYHOO AS** WHALE MOVES

NEW YORK, March 20 .-Cameramen galore covered the moving Tuesday (16) of Mrs. Haroy, the whale brought in last April by Leif Soegaard, to its exhibit space at 69th Street and Broadway. As was hoped, there was heavy coverage with the re-sultant free publicity. Repre-sented were CBS, NBC, Telenews, Pathe and Paramount. The Dave Garroway video show Wednesday morning (17) pictured the moving of the mammal on its huge flatcar and trailer.

WGN-TV Buys T-P Products

and Scott Brady.

FOREIGN FEATURES

Fortune's Success **Opens New Market**

to mount steadily this week, as other distributors began scrambling for suitable European pic-tures to dub into English for TV.

Fortune is now sold into a total of 33 markets, including the Canadian Broadcasting Corporation. The only major U.S. markets still unsold are New York and San Francisco. Even so the package is figured to be more than two-thirds toward its break-even point.

Audience re-action to the dubbed pictures was reported to CHICAGO, March 20.—WGNTV has signed a contract with
Tele-Pictures Inc., of Beverly
Hills, Calif., for 22 feature pictures
which will be available starting
in January next year.

dubbed pictures was reported to be good in several markets.
KING-TV, Seattle, wrote Fortune, "We have been very pleased with the acceptance of our audience to the series." WGLV, Easton, Pa., wrote, "Your films are pulling a large and interested

candy sponsor. Guild Films has Bartok, Dane Clark, Joan Leslie, Italian films are known to be sold the show in some 30 markets Marie Windsor, Sterling Hayden, under consideration at this moment. The interest, of course,

NEW YORK, March 20.—Sales springs from the fact that while of Fortune Features' package of known sources of first-run U. S. 30 Italian feature films continued pictures are now virtually dried up, an enormous supply of European pictures is available. The crucial question still remains: will the TV public take to them?

It is widely recognized that the Fortune package has a lot of flash in such stars as Jean-Pierre Aumont, Maria Montez and Anna Magnani, who are known to a wide segment of the U.S. public; also the locales and story material in the Fortune films provide good action and color. Hence, if the Fortune pictures click it would not necessarily mean that televiewers would sit still for a flood of dubbed films.

\$500,000 In Sales

Fortune claims to have grossed in the neighborhood of \$500,000 on its sales so far. The basic cost of the package is estimated to be \$20,000 per picture at the most.

When Jules Weill, president of Fortune, made his deal with Italian Film Export last spring, he announced that he was paying \$1,000,000 for the rights to slightly over 100 pictures. That would mean \$10,000 per title, plus \$10,000 at most for dubbing. A few of the pictures in the present package were already dubbed when Weill took them over. Add to this 20 per cent distribution costs, and the break-even point on these 30 films is an estimated \$750,000.

The most recent buyers of the series are: WHEN-TV, Syracuse; WICS, Springfield, Ill.; WBTV, Charlotte, N. C.; WTVR, Rich-mond; KBTV, Denver. In recent weeks Fortune also sold Buffalo and Boston.

Weill has been in Europe for the past month, primarily for the purpose of selecting titles to be included in the next package of 26, which the firm is due to begin distributing next October.

1-A-DAY PLUS

That's Sales Record for 'Waterfront'

HOLLYWOOD, March 20. - A phenomenally successful sales record-more than one sale per working day since it was made available for purchase—and an equally imposing initial audience rating here have been chalked up by "Waterfront," Preston Foster

starring telefilm series. Sales this week have taken the Roland Reed Productions' series into 50 major markets-representing more than one sale a day since United Television Programs, Inc., started peddling the property in early February. Coincident with this were results of the first American Research Bureau rating of the program showing it outclassed all other Tuesday night programs in the Los Angeles area

with its 24.3.

Major sales revealed this week by UTP's national sales manager, Wynn Nathan, were to Falstaff Beer for sponsorship in St. Louis and three other major cities; Standard Brewing for Rochester, N. Y.; Sears, Roebuck & Company in Houston; Schaeffer Beer in Boston and Schenectady, N. Y.; Cudahy Packing Company for Omaha; three stations in Kansas City, Mo., Dallas and Denver, and to Annhauser-Busch Brewery for Budweiser Beer in Cleveland.

These sales give "Waterfront" a total of 18 sponsors in the 54 markets.

Salkow Series to Roll

HOLLYWOOD, March 20. - A new series of 52 telefilms, "In-ternational Story Theater," has ternational is now working out a ternational Story Theater," has barter deal. Japan's TV allotment been set for production by Lester Salkow and starring Raymond Burr, for filming outside the U. S. First filming is slated for late fall, with 26 pictures due to be shot in the Philippines, 13 in Japan and 13 in India. Norman Sickel has been inked to write the format Juan Viguie, president of Viguie

By the end of the year there
Films, Inc., of Puerto Rico. For are expected to be some 50 TV tion Picture Company of Japan is which calls for Burr to star in a the past five years Viguie has stations outside the U.S. that Ineach week.

APRIL PREEM SEEN

Gen. Tele.'s Film Distrib Bid To Be Backed by 5 Series

adaptability to the sales and programing of the sponsor and station, and (5) the identification with the product.

NEW YORK, March 20.—Gengen self, will remain with the particular company. General Teleradio.

No Time Wasted Altho organizational bluepress.

in the process of being shot, are: "Counterspy," "We, the People," "Gangbusters," "Greatest Drama" and a 13-episode series composed tribution policy will be "first-of scripts drawn from the "Gang- come-first-served." buster" files but which will be

According to Dwight Martin, vice-president of General Teleradio, the new firm, which may or may not take the name of its early stages of operation by the middle of April. Talks have already been held with several

NEW YORK, March 20 .- Gen-| self, will remain with the parent | Howard Johnson in one market,

The five properties, two of The new outfit will set up sales which are already in the can or staffs thruout the country and will market its shows for network, national spot, local and regional sponsorship. General dis-

According to Martin, the firm turned into a newly-titled series. is working on the acquisition of According to Dwight Martin, additional TV film packages and is willing to take over straight distribution of properties that it does not own. It also may finance General Telecasting, will begin outside producers and/or set up production units of its own.

"Greatest Drama" The "Greatest Drama" sales execs interested in taking erty, which was produced by over the job of putting General 20th Century Fox Movietone Teleradio's new subsidiary on its feet. It is expected that an-eral Teleradio's subsidiary, Gennouncement of the new TV firm's eral Telecasting, is currently spot sales head will be made within booked by General Tire and Rubthe next few weeks. Martin, him- ber in over 45 markets and by

Boston. The property, while still business will be backed up by at least five major first-run syndicated film series, in addition to the 30 top-drawer feature films it has acquired from the Bank of America.

No Time Wasied

Altho organizational blueprints are still in the formative stage, Martin this past week has been reported huddling with TV film buyers, indicating that little time is being officially distributed by Fox, will probably be turned over in the near future to General Teleradio's new TV film firm for sale in markets in which it has not yet been shown.

The 13-episode untitled series, based on "Gangbusters" scripts, currently consists of three films already completed, four currently in the process of being shot, and six more to be lensed in the near future. Except for the feature films and "Greatest Drama," the four other packages disclosed so far are all half-hour shows based on the Phillips H. Lord properties which General Teleradio bought several months ago.

Denmark Producing TV Shorts for U. S.

COPENHAGEN, Denmark, March 20. - Columbia Pictures, Inc., has acquired two athletic shorts for video distribution in the United States. One is titled "Gymnastic Champions" and was shot at the Ollerup High School gymnasium. The other, "Femi-nine Rhythm," features the ath-letic prowess of Danish girls.

A juvenile short, "Palle Alone in the World," has also been sold for TV in America by its producers, Astrid and Bjorne Henning-Jensen, who are currently producing three TV shorts for "Omnibus," via CBS-TV.

firm now has nine agents around the globe. Mrs. Douglass plans to institute a bicycling set up for distribution to the governmentowned European stations by 1955.

International recently made the first sale of U.S. film to French TV. It was a one-reel cartoon titled "Undersea Wedding," owned by Fleetwood Films. International is the only firm currently selling Japanese TV, aside from the newsfilm companies.

Because of the tight currency restriction on Japanese sales, Infor the current quarter is \$30,000. which is consumed to a great ex-tent by the newsfilm. Mrs. Douglass recently sold Winik Films' "Madison Square Garden" to Japan's commercial station, NTV.

New Export Firm Will Produce in Puerto Rico

bodying both production and dis- theaters here in New York. tribution, developed at the export end of the TV film business with Rican Government under its inthe formation this month of Inter- dustrial development plan, Viguie national Radio & TV Programs. is now constructing the first mo-The new firm is headed by Adri- tion picture studio in Puerto Rico. enne Douglass, who formerly ran the TV department of Editors editing facilities. It is due to be Press Service, world-wide news ready by June 1. Most of the feature syndicate.

has been absorbed by Mrs. Doug- power from the U. S. lass' new firm.

agents were found to be unfathat distribution alone does not pay enough to sustain the opera-

Her partner in International is not depend on lip sync.

film suitable for export.

NEW YORK, March 20.—The Rican newsreels, distributed thruvertical type of organization, em- out the island as well as to 22

On a loan from the Puerto technicians and craftsmen will be Editors Press has stepped out native, it is understood, but of the TV field. Its TV operation Viguie may import some man-

International will use these fa-The main reason for EPS's cilities for both the production of bow-out appeared to be that its new shows and the adaptation of existing film for foreign distribumiliar with the specific problems tion. Viguie and Mrs. Douglass of selling TV film. At the same are now mulling what properties of selling TV film. At the same are now mulling what properties time, Mrs. Douglass has decided to put into production there. They intend to produce their shows in both Spanish and English. This, tion. Following the pattern of the it was emphasized, will involve U. S. TV film industry, Mrs. double shooting rather than dub-Douglass is now making arrange- bing. The adaptation work will ment for the production of TV involve primarily dubbing Spanish narration on film that does

been the sole producer of Puerto ternational will be servicing. The for Winik.

3 STATIONS

L-A Musical Skein by FGP To Roll in May

HOLLYWOOD, March 20 .- Vet producer-director Duke Goldstone and well-known composer Lou Forbes have set early May to start filming the first in a series of 26 musical telefilms which their newly formed company, Forbes-Goldstone Productions will syndicate. Series will 'e shot in Eastman color.

The still untitled, the property will in general follow a Latin-American revue format, featuring a male and girl singer, the Joe Carrioca rumba combo and a 10piece orchestra for background music where necessary in production numbers. Goldstone already has inked Ronnie Deauville, former singer with the Jerry Gray ork and "Your Hit Parade," as male vocalist.

Bernard Brody has been assigned to handle music clearances. Arrangements also are under way to pave the way for foreign marketing. Present production plans call for the shooting on a budget of approximately \$10,000, the filming of one half-hour show per week, integrated between Goldstone's handling of the "Liberace" musical show and "Life With Elizabeth."

Goldstone said he is negotiating with Prexy Reub Kaufman for possible syndication thru latter's Guild Films, tho a definite decision had not as yet been made. Filming is slated to be done at Music Hall, Beverly Hills, where until recently shooting took place on the Liberace program. The latter, incidentally, is now being shot in Eastman color.

Film Council to Meet

NEW YORK, March 20 .-Stanton Osgood, NBC Film Division's film production manager, will be guest speaker at the National Television Film Council luncheon meeting next Thursday (25) at the Hotel Warwick. Os-good's subject will be "NBC Looks at Films for Television."

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BILLBOARD FILM GUIDE

Syndicated Pix ARB Multi-City Ratings

The following chart lists the American Research Bureau's rating for syndicated film series showing the first week of February in one fourth of the cities surveyed individually by ARB. The complete study listing all cities surveyed is published over a four-week period be ginning with the third issue of The Billboard each month.

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

SAN DIEGO

& STATIONS

4 STATIONS

Title of Show	Category	Station-Days-Time	February ARB Rtg
Life of Riley	- Carlotte - Carlotte		21.6
Chine Coults	Comedy	VETV Th 7.10 0.00	
China Smith	Adv	AETV-TH7:30-8:00 .	21.0
Victory at Sea	Docum	KFMB-III/;00-/:30 .	
Waterfront	Adv	KFMB-306:30-7:00	19.6
Cisco Kid	West	KFMB-17:00-7:30	
Range Rider	West	KFMB-T6:00-6:30	
Abbott and Costello	Comedy	XETV-W7:00-7:30	
Ramar of the Jungle	Adv	XETV-Th7:00-7:30 .	
Hopalong Cassidy	West,	XETV-F7:00-7:30	
Amos 'n' Andy	Comedy	KNXT-T8:00-8:30	
Heart of the City	Drama	XETV-F7:30-8:00	
Amos 'n' Andy	Comedy	KFMB-F6:00-6:30	
Space Ranger	Adv	XETV-T7:00-7:30	
Annie Oakley	West	KFMB-M6:00-6:30	
The Visitor	Drama	XETVM7:30-8:00	
Favorite Story	Drama	KFMB-F-9:00-9:30	12.6
I Led Three Lives	Adv	KESD-T-7:00-7:10	12.6
Death Valley Days	Adv	KFMB-F-8:00-8:30	
Hank McCune	Comede	KEMB-Su -4:30-5:00	
Gene Autry	West	XETV-M -7:00-7:30	
Ringside With Rasslers	Sports	XETV_T _7:10.8:10	
Gene Autry	Wast	KNYT_So_5:10.6:00	
Biff Baker, USA	A.4=	VETV Su 0.00 0.10	
Play of the Week	Desma	VETY M 9.00 9.30	9.8
riay of the week	Drama	XETY-51,-6:00-6:30	8.6
City Detective	Mystery		8.6
Range Rider	West	KNX1-17:00-7:30	8.6
Badge 714	Adv	KFMB-Su11:00-11:30	
Dangerous Assignment	Adv		7.8
Orient Express	Drama		7.4
D. Fairbanks Presents	Drama		6.7
D. Fairbanks Presents	Drama		6.1
		KN8H-F10:30-11:00 .	5.9
Drew Pearson	News	KFSD-Su6:00-6:15	5.7
Foreign Intrigue	Adv	KNBH-Th10:30-11:00	5.1
My Hero	Comedy	XEIV-W8:00-8:30	5.1
City Detective	Mystery	KNXT-M10:00-10:30	4.9
Space Ranger	Adv	KNXT-Th -7:00-7:30	4.9
The Visitor	Drama		
Mad. Sq. Garden Highlight			3.3
Adventures of Blinky			2.9
Flash Gordon	Adv		
City Detective	Mystery		2.9
Biff Baker, USA			2.0
Ditt Batti, Con	Aut	KILA-IR9:30-10:00 .	1.4

CHICAGO

		CN T 0.00 9.30	-
Badge 714	Adv W	GN-18:00-8:30	
Liberace	Music W	GN-W9:30-10:00	
Gene Autry Time	West W	BBM-M. to F3	:30-6:002
Annie Oakley	West W	BKB-Su2:00-2:30	
Cisco Kid	West W	BKB-S4:30-5:00	
Inner Sanctum	Mystery W	NBQ-S10:00-10:3	0
Favorite Story	DramaW	NBQ-W9:30-10:0	0
Hank McCune	Comedy W	BK8-Su2:30-3:00	
Victory at Sea	Docum W	NBQ-Su9:30-10:0	0
Foreign Intrigue	Adv W	NBQ-Th9:30-10:0	00
Racket Squad	Adv W	BKB-M -9:30-10:0	0
Ramar of the Jungle	Adv W	BK8-S4:00-4:30	
Boston Blackle	Mystery W	GN-Th.9:30-10:00	
Led Three Lives	Adv W	GN-T9:30-10:00	
Dangerous Assignment	Adv W	BKB-F:900-9:30	
Crown Theater	Drama W	8K8-T10:00-10:3	01
Gene Autry	West W	BBM-T7:00-7:30	1
Am the Law	Mystery W	BKB-T-10:30-11:0	0
Cases of Eddie Drake			
Close-Up			
City Detective	Mystery W	BK B-W -8-10-9-00	
Heart of the City	Drama W	BK B - M - 10:00-10:	10
Craig Kennedy			
Drew Pearson			
Biff Baker, USA			
Sportsman's Club			
Movie Quick Quiz	ChildW		

will de la		1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1	The second second
Life of Riley	Comedy WP	TZ-F-8:30-900	26.
Cisco Kid	West WC	AU-F-7:00-7:30	
I Led Three Lives	Adv WC	AU-W7:00-7:30	
Badge 714	Adv WC	AU-S-6:30-7:00 .	24.
Boston Blackie	Mystery WC	AU-Th7:00-7:30	23.
Victory at Sea	Docum,WF	IL-T7:00-7:30 .	
Craig Kennedy	Mystery WC	AU-S6:00-6:30 .	
Front Page Detective	MysteryWC	AU-S5:00-5:30	14.
Dick Tracy	Mystery WC	AU-S5:30-6:00	13.
Ramar of the Jungle	Adv WF	IL-M. to F6:00-	5:3013.
Foreign Intrigue	Adv WC	AU-Th10:30-11:00)12.
Range Rider	WestWP	TZ-T6:00-6:30	
Dangerous Assignment	AdvWF	IL-M7:00-7:30	12.
Liberace	Musical WP	TZ-Su2:30-3:00 .	
I Am the Law		IL-W7:00-7:30	11.
Hopalong Cassidy	WestWF	IL-M5:00-6:00	
Gene Autry	WestWC	AU-T8:00-8:30	11.
Ramer of the Jungle			
Annie Oakley	WestWF	IL-Su6:00-6:30	
Racket Squad			
Gene Autry Time			
Hopalong Cassidy			
Captured	Mystery WF	IL-F7:00-7:30	8.
Drew Pearson	NewsWF	1L-Su11:00-11:15	
Dangerous Assignment	Adv WF	IL-W10:00-10:30	7.
Racket Squad	AdvWF	IL-M11:15-11:45	7.
Abbott and Costello	ComedyWC	AU-S10:30-11:00	7.
Pulse of the City	DramaWF	1L-Su6:45-7:00	
Telenews Weekly			6.
Kieran's Kaleidoscope	Misc WP	1Z-Su6:45-7:00	5.
Time for Beauy	Child WC	AU-Su1:00-1:30	5.

Ramar of the Jungle Adv. WFIL-Su.-11:30-12:00 0.3 Movie Quick Quis Quiz WNAC-M. to F.-4:00-4:15 0.5

nnie Oakley	Comedy	A LEGISLAND ON THE RESIDENCE OF THE PROPERTY OF THE PARTY	
		WHAM-F8:30-9:00	
Innalana Carrida			
topatong Cassiny	West		
iberace	Musical	WHAM-Th10:30-11:00 .	
		WHEC-Su,-7:00-7:30	
		WHAM-T10:30-11:00 .	
		WVET-W6:30-7:00	
		WHAM-M10:30-11:00	
		WHAM-W10:30-11:00	
			• • • • • • • • • • • • • • • • • • • •
		WHEC-T7:45-8:00 WHAM-M. to F12:15-	

Ramar of the Jungle
Life of Riley
Racket Squad
Annie Oakley
Range Rider
Favorite Story
Badge 714
Liberace
Boston Blackle
Telenews Daily
Cisco Kid
Counterpoint
I Led Three Lives
Cowboy G-Men
Heart of the City Drama WLW-A-W8:00-8:30 5.6
Paul Killiam
Strange Adventure
Look Photo QuizQuizWLW-A-M. to F11:00-11:15 1.0

S. Carlotte	DAYTON (2 STATIONS)
1	ife of Riley
R	iberace Musical WHIO—Th.—7:30-8:00 23.4 ange Rider West WLW-D—Th.—6:00-6:30 21.5 adge 714 Adv. WLW-D—M.—10:30-11:00 20.0
B	oston Blackie
F	Iy Hero Comedy WHIO-W7:00-7:30 15.2 he Visitor Drama WLW-D-M7:00-7:30 14.0 oreign Intrigue Adv. WLW-D-T10:30-11:00 12.7
D	ife With Elizabeth

	DENVER	and the same	4 STATIONS	
Rudes 714	Adv	K FFISu7:	00-7:30	44 1
Contured	Mystery	KI 7-Su -9:00)-9:30	
Led Three Lie	esAdv	K17_T_9:00	9:30	36 1
Racket Sound		KRTV-W -9	30-10-00	23
Panes Bides		KEEL - F -7:1	0-8:00	
ife of Diler	Comedy	KIT_M _6:10	-7:00	32.0
Gene Auter	West.	KERI E 6.3	0-7:00	
Circo Kld	West.	VERI C 6:0	0-6:30	
Connelta Store	Drama	VECT C. 7.	30 0.00	
ravorue story .	Child.	PERL The	30-8:00	
lime for beany	Calle	KFEL-100.	00-6:30	
Kamar of the Ji	ngleAdv	KLZ-111,-0:30	0-7:00	
Hopatong Cassic	lyWest,	KBIV-F6:3	0-7:00 1	17.4
Liberace	Musical	KBIV-th9:		
Annie Oakley .		KBIV-M6:		
Boston Blackie	Mystery	KOA-Th9:0		
Crusade in the	Pacific Docum	. KBTV—Su.—8:		
Amos 'a' Andy	Comedy	.KBTV-W7:	30-8:00	12.
vid. Sq. Garden	Highlights Sports	.KFEL-W9:		
Victory at Sea	Docum	.KLZ-Su5:00		
Crown Theater	Drama	, KLZ-Su8:00		
Life With Elizab	ethComedy	, KBTV-T9:0	0-9:30	
Foreign Intrigue	Adv	.KFEL-T8:3	0-9:00	
loe Palooka	Drama	.KBTV-W6;	30-7:00	11.2
Heart of the Cit	yDrama	KFEL-T9:3	0-10:00	10:5
Front Page Det	ective Mystery	KFEL-T9:0	0-9:30	10.2
City Detective .	Mystery	KBTV-S8:0	0-8:30	. 9.
Cases of Eddie	Drake Mystery	.KFEL-Th8:	30-9:00	6.1
Hollywood Off-B	eat Mystery	KOA-Th9:3	0-10:00	
China Smith	Adv	KBTV-T9:3	0-10:00	
The Ruggles	Comedy	KFEL-Su9:	00-9:30	
look Photo Out	zQuiz	KLZ-M. to T	h6:15-6:30	. 3.9
Adventures of P	llinky Child	KBTV-S4:3	0-5:00	3.
John Kieran	Misc	K1Z-W-6:4	5-7:00	
Drew Pearson	News	KOA-50-5:0	0-5-10	3
Junior Crossroa	dsDocum	KIZ-M. to T	h -5:45-6:00	3.3
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Junior Crossroads Child WGN—St. 1. W. P.—5:15-5:30 0.8	PROVIDENCE 3 STATIONS
PHILADELPHIA (3 STATIONS)	Life of Riley
Life of Riley	Range Rider
Badge 714	Badge 714
	I Am the Law Mystery WJAR-M10:30-11:00 .36.6
Ramar of the Jungle	Annie Oakley
I Am the Law	Adventures of Blinky
Racket Squad	Racket Squad
Drew Pearson	Hopalong Cassidy
Abbott and Costello	Drew Pearson News WNAC—W.—6:15-6:30 1.3 Cisco Kid West WNAC—Th.—6:30-7:00 1.3 Dangerous Assignment Adv. WBZ—M.—11:15-11:45 0.6
Kieran's Kaleidoscope	Foreign Intrigue
Art Linkletter	Life of Riley
	Mayle Ould Only Ould WNAC-M to F 4004:15

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

EDITORIAL

Won't Benefit Pa. Ops

It isn't exactly a secret that the Pennsylvania agents were behind the move to put new teeth in that State's laws which demand that out-of-State agents obtain licenses and maintain offices in order to do business in that State.

Increased competition among the smaller independent agents, and between them and the big offices, probably accounted for part of the move. The State theoretically has no interest in the competition, but has an interest in the added license fees it could get. We sympathize with the agents who have offices to maintain and find making expenses harder than ever today. But we doubt that forcing the big offices into a mold will benefit the small Pennsylvania independents.

It's almost a foregone conclusion that the big offices will not open Pennsylvania branches unless they feel they'll be profitable. But should they do so, they would have to justify the additional expense by aggressive selling drives.

The business the independent Pennsylvania agent has now would almost certainly be endangered. No independent agent could stand up very long against a salesman with an MCA, William Morris or GAC list.

Pa. License Ruling **Hits Talent Agencies**

Three Majors, Smaller Offices Must Obtain Licenses or Be Subject to Fines, Jail

NEW YORK, March 20.—The cense holder to book thru. The That means that acts can stay three major talent agencies, plus latter usually stamps a contract abroad as long as they get work the smaller offices, were hit by a with his own name for a previ-Pennsylvania directive ordering ously determined fee (usually \$5 tation back to the United States. them to have offices in that State a contract), thereby fulfilling the to do business there, and obtain letter of the law.

ceived their letters early this against out-of-State agents.
week signed by Walter Boehn, head of the Pennsylvania Depart- and GAC attorneys plan a meetment of Labor and Industry. The ling here next week to discuss plant of Labor and Industry. The letter, in effect, warned that start-policies to meet the new law. One ing Monday (15), out-of-State agency attorney said he felt the talent agencies would no longer rule was illegal and "we intend UP MARTHAS be permitted to book talent in to fight it." Another agency law-Pennsylvania. "In the past we yer said, "The whole thing is a have permitted you to have con- tempest in a teapot. Every time tracts stamped by Pennsylvania a new man comes in, he feels he

State and be subject to its laws has been on the books for some time. It provides, among other things, that only such State-licensed agents can do business in Pennsylvania.

Common Practice

licenses, or be subject to fines Insiders claim that the new troupes may be picked up and and/or prison sentences. Insiders claim that the new troupes may be picked up and clampdown by Pennsylvania was routed thru cafes, theaters and clampdown by Pennsylvania was routed thru cafes, theaters and The Music Corporation of the direct result of Pennsylvania officers' clubs in the various coun-America, William Morris and the agents putting pressure on the tries. It is possible that entirely General Artists Corporation re-State to protect home industry new troupes will be made up

agents or thru power of attorney vested in such agents ..."

The law providing that all talent agencies booking talent in Pennsylvania be licensed by that office in Pennsylvania. We have An agency official said, "We have no intention of opening an office in Pennsylvania. We have offices in areas where we do business. If we followed the Pennsylvania law, we would also have to open offices in 30 other States that have similar regulations."

The consensus is that if the Pennsylvania law is really put It has become a common prac-tice, however, for out-of-State simply won't book their name tal-agents to use a Pennsylvania li-ent in the State.

CLUBS CAST A WARY EYE

Braves May Help Milwaukee **Ops Out of Current Slump**

By BENN OLLMAN

MILWAUKEE, March 20. -With the opening of the baseball season just a few weeks off, local showing signs of life is Jimmy nitery operators are readying for Fazio's Supper Club on the outtheir second year in the big skirts of town. Currently in a leagues. (Continued on page 42)

The outlook, however, is not as optimistic as last summer's expectations of big things when the Braves first came to town. Last year's expected bistro boom never materialized. Record crowds jammed the County Stadium but very few of them visited night clubs following the games.

The only spots to gain business from the baseball invasion were several eateries and beer parlors near the ball park. Downtown and suburban night spots were conspicuously bare of patrons March 20. - In recent months circus season. during night games while local there has been an unusual amount ball fans kept their ears glued of shifting around the booking to radios.

Night club business has fallen off considerably in Milwaukee during this winter. Al Tusa's Tic-Toc Club reports a big lull. Tusa present set-up is still a bit only two months instead of the is attempting to stir up some action by converting part of the room into a separate intimate area with a bar and a piano, which in turn will mean budget outlay for the main room. Across the street, the Schroeder Hotel

featuring a local combo, on an indefinite basis.

NEW PLAN OPENS DOOR WIDE FOR EUROPE JOBS

Combo of Army-Civilian Tours Boon to U. S. Acts; Trips Free

· Continued from page 1

band leaders who will pay their Abramson. It is also part of the civilian talent buyers. Flexibility own room and board and \$100 a plan to use names, already may be almost a necessity. Blue week for actors.

All fares (round trip airplanefirst class) will be paid by the Armed Services. Performers will also get their room and board

The advantage to performers and talent buyers abroad is that the fares, frequently an obstacle (unless the act is in demand), will be taken care of. Many perform-ers would like to work abroad but can't make a deal on account of the transportation. Foreign impresarios seldom pay fares. Single round-trip fares are about \$500, an item which few small acts can ignore. If the act has more than one person, the fare increases proportionately.

Under the Abramson program, the Armed Services have agreed to a delayed transportation plan. That means that acts can stay

After their one-month work for the Armed Services, entire abroad of the performers sent by

NEW YORK, March 20 .- A couple of leprechauns named "Martha" crept into our typewriter last week and generally confused things. When we reviewed Miss Martha Wright at the Waldorf-Astoria's Empire Room, we knew it was Martha Wright. We have long admired Miss Wright from a discreet distance; so there could not have a mistake.

Yet, when we sat down to write the notice, Miss Wright's name dissolved by some strange fashion, and Martha Stewart, a charming lady with whom we enjoy a slight nodding acquaintance, crept into the review to take her place. (We are sure that Dr. Freud could have a field day explaining all this).

But to compound the omission and the commission, our copy readers, proof readers, etc., went along on the same road. They too must have felt the leprechauns pixy

We are sorry Miss Wright. We are sorry Miss Stewart. That figure you see groveling in the dust is this abject reporter.

up of these Abramson units.

The price each buyer will pay for entire troupes or individuals will depend on the give and take bargaining. As the owner of the units, Abramson will set a price that he hopes will bring back his original (\$7,000) investment plus a profit. Outside agents will get their full commissions, and Abramson will pay the per-

The type of performers in demand will have to meet Armed Forces requirements plus those of

Roberts, Chi Booker, Dies

CHICAGO, March 20. - Sam Roberts, 67, agent and booker in the Middle West for close to 40 years, died here Sunday (7) following a lingering illness. Funeral services and burial was in New

Roberts started in show business at an early age when he teamed up with his brother, Irving, in a comedy act. He was later part of Roth and Roberts and Bernard and Roberts. He entered the agency Theater in Rockford, Ill., and was union's directives. a partner in an Indianapolis theather.

Sadie, and four brothers.

abroad, who wish to do some material or questionable routines extra weeks, to front units made will be out for the Armed Forces, but are considered okay for civilians.

> Basically the performers to be picked will be those who will

AGVA Wins in N. J., Threatens

Union Gets Order Vacating Resort Owners' Injunction

NEW YORK, March 20.-Lakewood, N. J., resort owners lost their case against the American Guild of Variety Artists in Trenton Friday (19) when Superior Court Judge Theodore Schettino ruled that the original temporary injunction obtained by them be vacated and a plea for a permanent injunction be denied.

With this ruling in its hands, business some 40 years ago and AGVA indicated it can now disduring that time supplied acts cipline agents who booked acts for most of the major vaude cir- into Lakewood, and can take accuits in the Midwest. For years he tion against members who acwas house booker for the Palace cepted jobs in violation of the

The case began some weeks ago when Alphonse La Porte, attorney Roberts was president of the for the resort owners (he's also Entertainment Managers' Association of the Middle West in 1953 with which AGVA is now in conand had been a long-time member of the Showmen's League of AGVA from stopping acts from He is survived by his widow, working in Lakewood and en-(Continued on page 41)

NEWS NOTES ON TALENT

Leow-Paramount Chains Again First With Flesh

With the Capitol, Washington, and Loew's State, New York, now

NEW YORK, March 20.—Betty set to kick off with Easter shows, Hutton will re-open the Capitol even on a spot basis, it leaves Theater, Washington, on April 16 for nine days, in Loew's first move to return the house to flesh—which was dropped September

Loew's with only the New York Capitol, among its big houses, still operating on a straight picture grind policy. There is a possibility that the Capitol may also sibility that the Capitol may also use live attractions according to chain booker Leo Cohen, but so far there are none available.

The William Morris office. which handles Betty Hutton, will put probably the same show around her she had with her at the Palace. That would mean Dick Shawn and perhaps the Piero Brothers.

The Paramount chain is also looking for what it calls "middle" attractions. This refers to performers who have name value but are not strong enough to do big business in large cities. A few weeks ago the chain used Mickey Rooney at the Olympia, Miami. Boy did such good busi-ness that Paramount re-opened its Palace Theater, Jacksonville, for him. Booker Harry Levine admits he would also like to reopen other houses, one in At-lanta and the smaller house in Minneapolis, but hasn't found anything that was suitable.

CHRISTOPHER MAGIC SET FOR B'WAY ...

NEW YORK - Milbourne gician to play a one-man show in a Broadway theater in recent work, but now may only get one. years when he opens his show, "Now You Can See It," April 19,

U. S. ACT DEMAND ABROAD

Shifts in Scandia Agency Set-Ups Affect Hiring of American Acts

set-ups of Scandinavia and the Paris. Northern half of Europe, affecting wobbly and subject to change, scheduled three. The Royal is but American novelty, comedy owned by the city of Brussels but and dance acts, now in demand, operated as a concession. Cirque should be well informed on the Medrano, in Paris, showed an upbooking situation before coming swing in attendance, and its bills

Of particular interest to Amer-Empire Room's policy has been ican talent of all categories, with a desire to try Europe, is the effort of the Lew & Leslie Grade book big-time vaude office (London) to expand its activity in Scandinavia and Continuous into that house and an affiliated house in Oslo, Norway. This deal desired to try Europe, is the effort of the Lew & Leslie Grade bills, from May to September, into that house and an affiliated house in Oslo, Norway. This deal desired to try Europe, is the effort of the Lew & Leslie Grade bills, from May to September, into that house and an affiliated house in Oslo, Norway. This deal dropped record acts several to to the Grade list was the months back and plans to con- Royal, in Brussels, for which the tinue as a dine and dance spot Grade office had the exclusive competitive spots such as Lise-

COPENHAGEN. Denmark, | booking for a January-February | berg park in Gothenburg, Sweden.

This tied in nicely with its exclusive deal for the winter indoor season of Cirque Medrano, in

The Royal apparently failed to

Rooms in the Nordic lands using big-time vaude and outdoor acts during the summer season and booking agents handling these spots in Denmark, Norway, Sweden and Finland had developed a system of co-operation which resulted in excellent bills.

Brian Roxbury, who handles the Scandinavian affairs of the Grade office, was able to place Grade acts under that set-up but at present is being given the cold were uniformly good.

Last summer the Grade office shoulder by several agents and theater managers. This affects theater managers. This affects principally high salaried acts Christopher will be the first mawhich under the former set-up could be assured of three months'

In Denmark there has been con-

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

Cap Sales Volume Near \$17 Mil Mark

Figure an All-Time High; Net Profit Of 690G 38% Above Earnings for 1952

Sales of Capitol records during the original issue of preferred 1953 reached a volume of \$16,941,- stock, \$1,379,750 has been pur-230, racking up a new all-time chased and retired in the past

earnings for the year showed a annual installments. 38 per cent increase over 1952. In detailing the many strides with sales up 15 per cent over made by the firm during 1953, the preceding year. In 1952 the Wallichs pointed to the enviable company's sales amounted to position the label has achieved

cent of the total net worth at the 1953. beginning of the year.

Firm also showed a new high in its working capital at the close made in the field of high-fidelity of 1953 in \$3,819,207, compared reproduction of classical music, with \$3,362,939 in 1952. Cash, government securities and ac-counts receivable exceeded total liabilities at the 1953 year-end by 12 per cent.

During 1953 Capitol purchased and retired \$100,000 par value of tts preferred stock at a cost of \$80,707, thereby adding 4.1 cents share to the book value of the common stock.

DJ's Get Decca Subscription

NEW YORK, March 20.—Decca Records has expanded its disk jockey service by making available a subscription plan to radio stations not on its regular distribution list for free wax. Started this month, there are already more than 100 stations which have signed up for the new plan.

The subscription plan will not supersede automatic distribution of new wax to stations on the company's several jockey lists. Decca's "A" list currently num-bers about 18,000 platter spinners, the smaller lists are used for all but top-potential disks.

Stations can sign up for the new plan according to their platter requirements. For all pop records released by the label, the charge is \$8 a month. The fee for all country and Western disks is \$4 monthly, the fee also charged for all rhythm and blues output. Combining pop with either c.c.w or r.&b. costs \$10 a month, while the charge for all three services combined is \$12 a month. The unbreakable records will

be shipped to stations twice each month from the company's Rich-mond, Ind., plant. Similar sub-scription services are provided by other manufacturers.

Westminster's I.P's for Japan

Westminster president, and Koki Copyrights, Patents and Trade- a member of the U. S. delegation right." Kaye, urging immediate en-Naganuma, head of the Japanese marks, heard from a big array of to the 1953 Geneva Copyright Infirm and a former vice-minister witnesses at hearings this week on tergovernmental Conference; Herof finance in his country.

Westminster label are expected to appear in Japan in the middle of this year. The full catalog will eventually be issued there, including the company's "Curtain Time" series and light pops, in addition to the basic classical repertoire. A Kokusai representative is due to arrive here later this is due to arrive here later this month to familiarize himself with the latest American techniques of processing LI vinyl.

(Continued on page 41) _

HOLLYWOOD, March 20.- Of the \$1,500,000 par value of high for the plattery.

In his annual report to stock-holders, Glenn E. Wallichs, president of the firm, declared that

The 1953 net income was \$690,154, equal after preferred dividends to \$1.43 a share on the 476,230 shares of common stock outstanding. This compared with
\$500,998, or \$1.01 a share on the

same number of shares in 1952. ment to its stockholders' report Profits in 1953 were equal to 4.1 in a recording which features sevper cent of net sales and 16 per eral of Cap's selections during

> Wallichs also pointed to the important advances the firm has the signing of violin virtuoso Nathan Milstein and the addition of such names as Benny Goodman, Betty Hutton, Frank Sinatra, Duke Ellington and Eddie Cantor to its pop artist roster.

Years on Air

Barrett, veteran country music dates. spinner on NBC affiliate WAVY, Portsmouth, Va., marks his 15th anniversary of commercial radio activity April 1.

by a large segment of the country music biz, in addition to local Gets Rights kudo's in his honor.

In speaking of his early radio days, Barrett said, "I don't think we had much more than a few transcriptions by the Fields and Sam Fox publishing firm has

earned his national recognition.

NEW PUB FIRM IS HIS ANSWER

HOLLYWOOD, March 20.

--Most every publisher in the music biz has at one time or another experienced the anxiety of having a recorded song sit on the shelf waiting for release.

Coast publisher Mickey Goldsen may have the answer, tho. With records by Les Paul-Mary Ford, Tony Martin, Nat Cole, the Mills Brothers and Jo Stafford already cut on a number of songs, Goldsen has organized a firm he'll call Shelf Music.

"At least," says Mickey, "they'll be in the right cata-

Faith-Bennett Tour Starts In Baltimore

NEW YORK, March 20.-The Percy Faith-Tony Bennett road package will tee off the first date of its three-week road trek on March 26 at the Lyric Theater, Baltimore.

After that the package plays 60 per cent in U Washington on March 27, then at the end of 19 Hartford, Conn., (28); Providence, to 67 per cent. R. I. (29); Boston, (30), Scranton, Pa., (31); Pittsburgh, (April 1); Philadelphia, (2); Norfolk, (3); Richmond, Va., (4); Charleston, West Va., (5); Detroit, (6); Beloit, Wis (7); Teledo O. (8); Ja Fort Wis., (7); Toledo, O., (8); La Fay-ette, O., (9); Cincinnati, (10), and Cleveland, (11).

There will be another week of bookings after a week's lay-off. HOLLYWOOD, March 20 .- Art Willard Alexander is booking the

To 'Wanderer'

NEW YORK, March 20 .- The Hall Mountaineers and a couple by Jimmie Rodgers. We managed, however, to piece together 30 minutes a day. Folks didn't object to the many repeats, probably because we didn't have but two radio stations in the area then."

Sam Fox publishing firm has snagged the American and Canadian publishing rights to "The Happy Wanderer," one of England's top selling ditties. Tune was penned by Antonia Ridge and Friedrich Mooler. It started in Germany and was first performed in the UK at the Welsh stations in the area then."

Barrett has successfully molded his "Early Morning Frolics" country show into a format that has a waxed by the Oberkirchen the categories in Germany and was first performed in the U.K. at the Welsh choral concert last summer. Tune was waxed by the Oberkirchen the categories in the categor (Continued on page 41)

Decca Seeks OK on More Stock Shares

Would Issue Additional Million to Finance Expansion; Directors Up for Re-Election

000 shares of capital stock to fi- portant division." nance further expansion and dihas 1,500,000 shares outstanding.

The request is made in a proxy statement mailed this week to Decca's 5,200 stockholders. The corporation will hold its annual meeting here April 13, Management is putting up a slate of all present directors for re-election to the board. George Lawrence Lloyd, ousted board member who \$1.195,413 in 1952, the report dehas launched a proxy fight to gain control of company management, is expected to petition shareholders for proxies next week.

Milton R. Rackmil, Decca president, meanwhile, declared in the company's annual report that the move toward diversification was gathering speed. In the report, released Tuesday (16), he noted that the Decca holdings of about 60 per cent in Universal Pictures at the end of 1953 has increased

One Division

"It seems fair to say," said Rackmil, "that Decca is no longer a recording company alone, but rather that its recording interests

Col. Tries EP Disk Inventory

NEW YORK, March 20. - A complete inventory control system for EP's as well as cello-phane envelopes to protect them is now available to dealers from Columbia Record distributors as part of the firm's current EP drive. The inventory control sys-tem consists of 48 stiff cardboard separators in all colors, containing either artists' names in large type with all of their EP's released to date listed on it, or else indexed under category. The categories include children's, Broadway shows, Christmas mu-

These separators are slightly (Continued on page 37)

NEW YORK, March 20.—Decca now constitute one division of its Records is asking its stockholders activities, and its motion picture to authorize an additional 1,000,- interests another and equally im-

Net income in 1953, including versification. The company now Decca's share in undistributed Universal earnings, was \$1,862,-266. Net income, including Universal dividends but not undistributed earnings, totaled \$1,240,-438. Rackmil predicted earnings will be greater in 1954.

Decca Records' operating profit alone in 1953 amounted to \$1,109,-006, before taxes, compared with clared. Decca's net sales in 1953 totaled \$17,990,176, compared with \$18,231,134 the year before.

Stability Continues "The stability in the record division's sales and earnings, which we noted in our last annual report," declared Rackmil, "contin-(Continued on page 41)

AFM Aid Vs. Paul & Ford

HOLLYWOOD, March 20.-Beldon Kattleman, owner-operator of the El Rancho Vegas, this week demanded an American Federation of Musicians arbitration over what the night spot claims is a contractual default by Les Paul and Mary Ford, currently ap-pearing at the Vegas night spot.

Kattleman declared that the famed duo are not presenting their act in its entirety, claiming that patrons have been disappointed with the Paul-Ford act because of the absence of off-stage guitarist Carol Kamin. Latter, says Kattleman, is heard on the Paul-Ford phono records, a sound which customers have become accustomed to and which the team is not displaying in its current

Grey Gordon, personal manager for Les Paul-Mary Ford, pointed to the fact that the team had been booked as a "two-act," with their GAC pact specifically stating that only two persons would play the spot. Moreso, Gordon declared, Paul and Ford haven't been using a third off-stage person in their act in some time.

Disney Flick Music Penned By Lee, Burke

NEW YORK, March 20.-Peggy NEW YORK, March 20.—Peggy
Lee and Sonny Burke have
penned the songs for the forthcoming Walt Disney cartoon
flick, "The Lady and the Tramp."
The flick concerns dogs; "the
lady" is a thorobred and "the
tramp" is a mongrel. The studio
has tied up with the American
Society for the Prevention of
Cruelty to Animals to exploit the
cartoon movie. cartoon movie.

Abe Galser, head of Walt Disney Music, arrived in town Sunday (14) to visit with a.&r. men to set disks on the tunes from the movie. After he finishes his work here, Glaser will spend a week at the Music Educator's Conference

Good in Denver

DENVER, March 20. - Local ballrooms report good business, with name bands pulling full houses and local orks doing well between times. Joe Leher, owner of the Rainbow Ballroom had to turn away several hundred people last week-end who tried to get in to hear the music of Buddy Morrow and his aggrega-

Leher reports good advance sale for Les Brown and his ork (Continued on page 41)

Global Copyright Treaty Okay in Offing; to Update U. S. Code, Too

WASHINGTON, March 20.—Ad- to the proposed UNESCO treaty, F. Oeschsle, deputy assistant sec-ministration leaders have given a seeks to change the present law retary of commerce for domestic and the rest of the creative arts.

The first disks bearing the hopes to conclude the hearings American Society of Composers, will be holding hearings.

go signal for Senate ratification regarding performance rights for affairs; Thorsten C. Kalijarvi, actthis summer of the long-pending recordings granted to alien authors. ing assistant secretary of state for Global Copyright Treaty and con- Under the present law, citizens of economic affairs; George E. Frost, gressional enactment at the same countries which grant American patent and copyright attorney of time for legislation to bring the authors performance rights for Chicago; Verner W. Clapp, acting U. S. Copyright Code into con- recordings may be granted Amer- librarian of Congress; Robert W. formity with the treaty. Adopted ican rights on public performances Frase, economic consultant, Amerat Geneva last year by the United for profit of their recorded work. ican Book Publishers Council, and Nations Educational, Scientific American performance rights are Frederick Melcher, Publishers' and Cultural Organization, the granted by presidential proclama-projected Global Copyright Pact tion. The new legislation would calls for changes affecting music eliminate the requirement for a Finkelstein and Kaye argued reciprocal guarantee to American that the legislation and the pact In a sudden burst of steam, the authors and would grant American Senate Judiciary Subcommittee on Copyrights, Patents and Trade- all copyright pact member nations.

the implementing legislation and man Finkelstein, general attorney,

Finkelstein and Kaye argued will "reduce artificial barriers to cultural interchange" while "pre-serving the American concept of NEW YORK. March 20.—Westminster Accords this week signed an agreement licensing the Kokusai Radio Center, of Tokyo, to
release its LP's in Japan. The
pact, which runs for several years,
was inked by James Grayson,

marks is preparing to stage a joint hearing soon with a subcommittee
the House Judiciary Subcommittee
to copyright portection." Finkelstein said the legislation
works of our authors, not as a
matter of grace (which is the present situation), but as a matter of
sent situation), but as a matter of
right "Kayo urging immediate enactment of implementing legislation, said "our country should take its rightful place in the Universal Copyright Convention, not only soon at about the same time when Authors and Publishers; Sam Tan- for the protection of the rights of the Joint Senate subcommittees nenbaum, president of the Copy- our own citizens, but as a measure ill be holding hearings. right Society; Jennings Bailey, required by the dignity and stand-The legislation, which conforms American Bar Association; Carl ing of our nation."

This issue of The Billboard inaugurates a special department within the music section devoted to high fidelity and embracing disk and all general phonograph news of particular interest to dealers. Developments in the packaged records field and coverage of equipment and accessories will be included in this section, as will Dealer Doings, a column heretofore carried in Westminster's Japanese ar- Music proper. Turn to page 37.

HERMAN 'THIRD HERD' TO GIMMICK PUTS PLAY HITS OF 20 YEARS

The 15-man band, plus singer Dolly Houston and featured instrumentalist Ralph Burns, will present a concert library that goes all the way back to "Blue Flame," "Woodchoppers' Ball," "Amen" and "Golden Wedding." A selection of the tunes made

NEWS REVIEW

Satchmo Does NY Club Date, 1st Since '49

NEW YORK, March 20.-Louis Armstrong, in his first appearance in New York in five years, is playing to exceptionally strong business at Basin Street, jazz bistro which is now on a policy of top names. With Armstrong are a group of noted instrumentalists and vocalist Thelma Middleton. The ensemble includes Barney Bigard on clary; Trummy Young on trombone; Billy Kyle. piano; Kenny Johns, drums; Milt Henton, bass. Suffice to say, it is an aggregation calculated to charm and entrance jazz aficionados. When caught Tuesday, the

show attracted not only a strong crowd of younger fans, but also a sophisticated group of show business personalities and execs. Spotted around the tables were DECCA OPENS NEW Faye Emerson, Henry Morgan, ST. LOUIS OFFICE . . . Joe Delaney, Lee Eastman, etc.

Satchmo was never better. His olden trumpet performances, his individualistic vocalizing - both in solo and in duets with Miss Middleton-were sparkling. And adding zest to it all were the elements of wit and showmanship implicit in Satchmo's perfor- 21 independent distributors also mance—his asides to his men, and handling Decca wax. his drollery with the audience.

Ralph Watkins, under whose banner Louis played in New York 4 TUNES . . . five years ago, has redone the room. It is larger and more comfortable.

Louis opened Friday (12). He is in the spot for at least four weeks, and probably five or six. Scheduled to follow him are Gene

Paul Ackerman.

NEW YORK, March 20. — A complete musical cavalcade of Herman hits of the last two decades will constitute the program of Woody Herman and the Third Herd in their upcoming 30-day tour of Europe. The ork begins its concert dates April 2 in Oslo for British promoter Harold Davison.

The 15-man hand plus singer Harris) famous by the first Herman Herd is scheduled in the program. These include "Wildroot," by Woody and trumpeter Neal Hefti: "Northwest Passage" and "Bijou," by Ralph Burns; "Laura," "Panacea," "Caledonia," "Apple Honey" (a Herman composition), and "Your Father's Mustache" (written by Woody and Bill Harris) Harris).

> Burns is to be featured in his own composition, "Summer Sequence." Herman will sing "Laura," which Ralph Burns arranged and which was one of the big vocal records of the last 15 years, earning Woody his first gold record.

From the '47-'48 era-the Second Herd — Woody will present "Four Brothers," the Jimmy Guiffre original "Early Autumn." by Ralph Burns; "The Good and I," "Not Really the Blues," "Lemon Drop," and "Tenderly."

Tunes identified with the Third Herd that will be featured in the concerts include "Perdido," "Moten Swing," "Stompin' at the Savoy," "Blue Lou," "Sorry 'Bout the Whole Darn Thing," "Buck Dance," "Leo the Lion," "Four Others," "Celestial Blues," a Herman original; "Mother Goose Jumps," by Woody and Ralph Burns, and "More Moon."

Lipstone is survived by his widow, Ruth, his mother, a sister and two sons, Ronald and Howard.

Lipstone is survived by his widow, Ruth, his mother, a sister and two sons, Ronald and Howard.

MERC INTO ART

CHICAGO, March 20. - A gimmick used recently to promote the sale of an extendedplaying 45 r.p.m. album by Georgia Gibbs has put the Mercury Record Corporation in the art business.

The album, "Under Paris Skies," was illustrated with a reproduction of painting by the contemporary Parisian artist, Gregory Racoff. The liner also noted that a matted reproduction of the painting could be had by sending 25 cents in coin to Mercury Rec-

Death Claims ou Lipstone

Furtwangler Sues Urania on Recording

Hassle May Clarify Artists' Rights Vs. Mfg. and Bear on Tapes From East Germany

NEW YORK, March 20. - Or- They both hit the market here chestra conductor Wilhelm Furt- late last year. wangler this week brought suit in New York Supreme Court to halt the sale of a Urania recording against a French distributor of bearing his name as conductor. the disputed recording, Furtwan-The legal hassle may result in a gler succeeded in having his new clarification of the rights of (Continued on page 37) artist vs. record manufacturer and bear directly on the future of recordings made from tapes acquired from the Eastern zone of

The recording involved in the controversy is a reading of the Beethoven Third Symphony, pro-HOLLYWOOD, March 20. — moted by Urania as a performance by Furtwangler and the Vienna Philharmonic. This was 15 years head of Paramount Pic- apparently performed for radio tures music department, died here use in 1944 and acquired by Thursday (18) of a virus condi- Urania after World War II from East German sources.

The spectacle, put on by Pete Doraine, featured Happy Wilson, Happy Hal Burns, the Marlu Sis-

Happy Hal Burns, the Marlu Sisters and the Melodets. . . Bob Marshall, a singer, has been signed to a recording pact by Dawn Records. His first sides will be out next week. . . Odette, a French chanteuse, is featured on a new M-G-M LP, singing French and English pop songs. . . Singer Sonny Carter has joined the Earl Bostic crew, currently touring the Midwest

rently touring the Midwest. . .

England, Canada and Pennsyl-

Erroll Garner has signed an ex-

clusive contract for solo dates on

the classical concert circuit dur-

will tour under the auspices of

sell and Jane Pickens. . . . Carl

Harte and his society ork have been booked into the Windsor

Room of the Forest Hills Inn.

Long Island, starting next week.

Decca-Universal Cross

vania.

Similar Case In a similar case last December

Yma Sumac to Make Tour of **Italian Cities**

ROME, March 20 .- Italians are finally getting a chance to see and hear the Peruvian songbird, Yma Sumac, in person. Miss Sumac was scheduled to make a p.-a. tour of Italy two years ago and again last year, but prior commitments prevented any of the tour from materializing. Her records are consistenly among the top bestsellers in this country.

Theatrical impresario Remigio Paone has now signed Miss Sumac to a quick concert tour of Italy which will include such large cities as Milan, Prato, Turin, Bologna, Palermo and Rome. Miss Sumac was skedded to arrive in Milan from New York by air on March 19, accompanied by her husband, orchestra director Carlos Moises Vivanco.

Her itinerary, as announced by producer Paone's Ereppi booking

offices in Milan, is as follows:
Nuovo Theater in Milan on
March 22 and 23; Community
Theater in Prato on March 24; Nuovo Theater in Turin on March 25, and Eleanora Duse Theater in Bologna on March 26. Miss Su-Mrs. Binder. The contest was sponsored by M-G-M Records.

[27] In Supposed to rest Saturday (28), but it is quite likely that she will appear in one of the many cities. mac is supposed to rest Saturday Jo Ann Lear, Vanity Records' are clamoring to hear her.

singer gave birth to a girl this On Monday (29) she will appear in Palermo, Sicily, and then she is set to conclude her tour with three concerts at Rome's Four Fountains Theater the following Wednesday, Thursday and Friday (31, April 1 and 2).

British Band Leader Plans Petrillo Visit

LONDON, March 20.—British band leader Lou Preager flies to the States on April 25 for a threevanians start a new road tour after Easter. The group will play dates in Upstate New York, New ing ahead of the mob, Preager will be making tie-ups with various American companies to ship packaged entertainment here for the coming advent of commercial TV. Another of his interests is ing the 1954-'55 season. Garner the Golden Bell Recording Company here for which he will be Giesen and Boomer, Inc., who talent-scouting. handle Burl Ives, Anna Rus- The third an

The third and most important leg of the mission will be a visit to James C. Petrillo, on behalf of other British band leaders, to see whether he cannot untangle some of the knots currently snarling Artie Shaw and His Gramercy | the interchange of bands between Five will play 12 days at the the two countries. Preager will (Continued on page 16) return to this country on May 16.

MUSIC AS WRITTEN

CHALK UP 27

FOR 'MADALENA' . . . Paul Siegel, of Rex Music, whose tune "Madalena" has al-ready been waxed 26 times in its Latin version, is now chalking up edition No. 27. The latest, which contains English lyrics added by the new release by Kay Starr on Mrs. Binder will receive a 10-day Siegel and Lee Kauderer, was cut | Capitol Records, is published by by Frank Murphy for Epic Vesta Music, not Kelly-Stool as Records.

Decca Records has opened a new branch in St. Louis, the hub REDD EVANS GETS of a territory formerly served for the diskery by A.R.A. Distributing. Bob Snell has been named on records as well as a publisher and cleffer, has received a number of the new branch. The and cleffer, has received a number of the spectacle, put on by Pete new addition brings the number

WINNETON SETS

Winneton Music, has started out | Dean TV show in Pittsburgh. strongly. It has already set four tunes on wax with more in the New York can. The first release was the tune "This Is Why I Love You" by Rosemary Belan on RCA Vic-Krupa, Gerry Mullican (in his Eastern debut), Woody Herman and Lionel Hampton. tor. Others are Sammy Kaye's latest on Columbia, "Till You Kiss Me at the Altar," Tony Mottola's new M-G-M release, "Melancholy

Moon," and the Richard Hayman Mercury disk, "Huckleberry Finn."

Warbler Russ Grilly has been signed by Spin Records. . . . Mrs. L. Binder, Philadelphia, won the Betty Madigan "Tag Line" contest this week. Her winning tagline was "Your Disk Cover Girl."

Mrs. Binder will receive a 10-day.

erroneously reported last week. Stanley, Gary Manners and Dorinda Morgan.

ber of invitations to appear on TV of Decca branches to 26, with shows as a result of his waxing 21 independent distributors also of "Trapped" on the Redd-E la-George Paxton's new BMI firm show in Philadelphia and the Joe

> Elise Rhodes returned to town this week after a week at the Moose Club, Erie, Pa. . . . Stan Fred Waring and His Pennsyl-Kavan, .general merchandise manager for Columbia Records, has moved from his Bridgeport, Conn., office and will work out of the firm's executive offices here. . . . Andy Wiswell has been ap-

pointed recording director for Prom Records. . . Sammy Kaye is lining up a fall promotion campaign to pick the top high school

ROME, March 20. — Capitol Records' European representative, Bob Weiss, passed thru Rome last week on his first tour of the Continent since he broke his knee last winter in Germany. During his three-day stay in Rome, Weiss consulted with Italian disk distributors, officials of the Italian radio network, music publishers

In addition to his routine duties, Weiss is currently on a hunt for new songs and music, includ-

ground musical themes. While in Rome, Weiss disclosed pany has ever given an artist that Capitol is working out an here. The contract is due to run arrangement whereby its records for a number of years and cover will be released in Europe, esworld-wide distribution of 78 and pecially in Italy, in co-ordination LP disks waxed by Chacksfield with distribution and publication in the United States. In other A special clause gives Chacks- words, the scope of the new plan field the right to choose his own is to try and issue the same disks titles-an almost unheard of priv- on as nearly the same dates as ilege here. The agreement will possible both in the United States

Weiss is scheduled to return to nation-wide campaign boosting Italy next May to exhibit Capi-Chacksfield to run from that date. tol's famous movie short, "How a The deal was negotiated by Record Is Made," to distributors logna, Rome and other cities.

Plugging Gains Steam NEW YORK, March 20 .- Cross | Anyone" "I Should Care." The master plan calling for the use of both media to promote and capitalize on artist acceptance.

Decca now owns 67 per cent of RCA to Wax Universal stock and Milton R.

Latest example of the close collaboration is a musical short shot last week by Universal and feasince in it the artists sing ditties is skedded for release next year.

Currently on wax. is skedded for release next year.

The flick is based upon the

And this week, Decca released Chandler making his singing de-

plugging of artists by Decca Rec- platter has stirred good initial reords and Universal Pictures is action, and the actor's fan clubs gathering new steam under a have already mobilized behind (Continued on page 41)

Rackmil is president of both firms Under Sea

HOLLYWOOD, March 20. -RCA Victor has made arrangeturing the Four Aces and Karen ments with the Walt Disney stu-Chandler, the latter pacted to Decca's subsidiary label, Coral. The film is being rushed out, Leagues Under the Sea," which

Jules Verne novel and is now in a record of Universal actor Jeff production. The flick uses live actors, with James Maso fea-

ALBERT HEADS CAST

Ist Kapp Album Release, Set For Early April, Is 'One God' Capitol Works

been slowly blueprinting plans for the production of a quality line of albums, this week announced that his first release would be forthcoming early in April. The chief of Kapp Records is now setting his distribution of the production in the production in the production includes the University Interfaith Chorale, and a chorus of 50 voices. Dr. Harry Robert Wilson, music professor at Teachers College and well-known in the field of choral arrangements. The production includes the University Interfaith Chorale, and a chorus of 50 voices. Dr. Harry Robert Wilson, music professor at Teachers College and well-known in the field of choral arrangements. Rome. Rome. Rome. Records' Furnished. is now setting his distribution pattern, and it is likely that shipments will start about April 8.

The first album is titled "One God — the Ways We Worship Him," and is based upon the book New Pact for of that name by Florence Mary Fitch. The cast is headed by Ed-

Cooley Exits Santa Monica

HOLLYWOOD, March 20 .-After eight successful years at the Santa Monica Ballroom here, Western band leader Spade Cooley this week turned over the beach spot to orkster Al Donahue for an undisclosed sum,

Cooley originally had a 10-year lease on the ballroom, operating on a Saturday only policy since 1948, when he started his string of TV remotes via Station KTLA.

Cooley will continue with his teleshow, operating at various ballrooms and theaters in this Chacksfield's personal manager, in Turin, Milan, Florence, Bo-

NEW YORK, March 20 .- Dave | die Albert and includes the

The production includes a song. "One God," especially written by (Continued on page 37)

Chacksfield

LONDON, March 20. — After several weeks' detailed negotiation British Decca announced it ing Italian motion picture backhas signed Frank Chacksfield to one of the best contracts a com-

and his team of 40 musicians. operate from April 1, and Decca's and in Europe. publicity team is stoking up a

Edward Sommerfield.

vacation in Florida, as will deejay Jerry Gaines, of WHAT, Philadelphia. He is the jock who re-The tune was penned by Hal ceived the winning tag-line from week. Both mother and daughter

bel. He will appear on the following programs in the near future, Don McCloud's show in Detroit, the Ed Hurst-Joe Grady

and film producers.

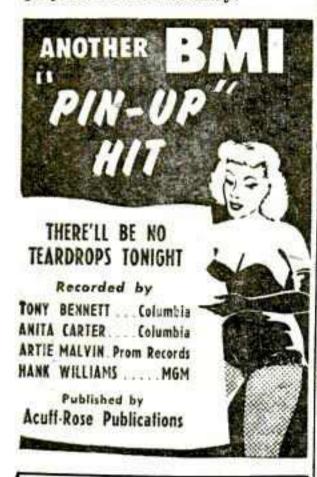
but with the tunes "More Then tured in the lead.

Rem'ton Trims DENVER STAGES. LP Line 30%

NEW YORK, March 20 .- Remington Records is completing an extensive adjustment of its LP line to ready it for an upcoming spring sales drive. The catalog has been trimmed by about 30 per cent, with the deletions assigned to the firm's subsidiary. promotional label, Plymouth Records. New recordings, recently completed, will more than make up the deficit, tho, according to Don Gabor, Remington president.

Under a plan now being set, Remington will sell its product direct to dealers. The company has dropped its distributor network.

Gabor also said he will open a plant in Mexico later this year to press records and manufacture players in that country.



"DOG"GONE IT, BABY, I'M IN LOVE"

(All Record Labels and Artists Listed Alphabetically)

Capital Gisele MacKenzie Columbia Carl Smith Arcade Rusty Wellington Waldorf Doug Well

HILL and RANGE SONGS, Inc.



BOURNE, INC. 136 W. 62nd Street New York 19



ever 67,000 ACTIVE BUYERS read Billboard classified columns each week

MILLER FETE

DENVER, March 20 .-Local residents are turning out en masse to see "The Glenn Miller Story," filmed in Denver and Boulder, Miller's home. Special ceremonies marking the opening here brought Miller's mother, Brig. Gen. John T. Sprague, commanding officer of Lowry Field; Gov. Dan Thorton and other city, state and movie dignitaries out for special ceremonies.

The movie, based on the life of one of Colorado's favorite sons, has been received with wide acclaim. Recordings of hit tunes from the movie are reported selling well, juke boxes are once more getting heavy play on such hits as "Moonlight Sere-nade," "A String of Pearls" and "Pennsylvania 6-5000."

Lawrence Co. Buys Aragon

CHICAGO, March 20. - The Aragon Ballroom Company, headed available. The arrangement is by Ken Moore, announced the sale similar to the one between the of the Aragon Ballroom effective March 16, to the 1106 Lawrence Building Corporation, a company controlled by William Karzas, long associated with the terpery.

Aragon Ballroom Company would shortly change its name and release its present corporate name to Karzas. No new name has been decided upon as yet. The Trianon Ballroom and Prom, Incorporated, will still remain under the control lease of the Trianon property.

Karzas, who has been a long- ages, time operator of the Aragon, was formerly associated with Moore in operation of all three ballrooms. The Trianon and the Aragon have, for years, been the two top ball- with Walter Schumann. room spots in the Midwest. The Aragon, which was opened in the Schenk, demands \$1,000,000 from Schenk, defendants favored as top spot in the Chicago area, both as a date and showcase

2 Masters to BBS for 5G

CHICAGO, March 20.—William J. Borrelli Jr., head of BBS Records, under a cash transaction, has purchased the master of "Our Favorite Waltz" and "You Walk By" for \$5,000. Thrush Ann Gilbert, who waxed both sides which were pushed in Chicago recently during the Music Operators of America convention, has been signed to a BBS exclusive deal. She leaves for New York next week to cut more records.

Also signed to a record pact for three years was the Larry Faith orchestra. Included was the purchase of four masters. First on the release schedule is "Sailing Along" and "Moonlight on Melody Mill." Both tunes are published by the new Chicago pubbery, Windy City Music, a subsidiary of the McConkey Artists' Corporation, which also published the Gilbert sides. Bill Black, of McConkey, set the deal for the handling of the Larry Faith orchestra.

Howard to Head Up Di Leo C&W Dept.

PHILADELPHIA, March 20. -Jack Howard, who brought Hank Snow to America and was instrumental in his success along with that of Bill Haley and His Comets, will head the new country and western department for the Lew Di Leo theatrical agency here. This will be a new depart-ment for the local booking agency, which moves into larger quarters in the Juniper Building on April 1. Until now, the Di Leo Agency has specialized in cocktail lounges and management.

Jack Howard has done promotion work for Hank Snow, Jimmy Wakely and other top names in the hillbilly field. He is currently managing Rusty Wellington, who recorded the original version of "Doggone It Baby, I'm in Love." Howard will service night clubs and parks with hillbilly attractions. He is also president of Arcade Music Company, an affiliate of the American Society of Composers, Authors and Publishers.

Decca Pushes String Bands

NEW YORK, March 20 .- Decca Records has launched a new drive plugging hot hillbilly string bands with the release this week of a disk featuring Grady Martin fronting a new combo, The Winging Strings. Three other bands will be used to further this "revival" pitch.

On the Martin platter Red Foley chants a couple of choruses on one side to help focus interest on the release. This policy of using top folk singers to spotlight attention on the band wax will be followed in subsequent issues.

Paul Cohen, head of Decca's country and Western department, has signed the Billy Gray band to become an integral part of the new pitch. The combo has backed Hank Thompson on Capitol Records. Filling out the string band roster are the Spade Cooley and Tex Williams orks.

Cohen, meanwhile, has completed a deal with Four Star Recdiskeries which already permits T. Texas Tyler, Hank Locklin, and the Maddox Brothers and Rose to appear on both labels.

It was also announced that the RCA, Schumann Sued by Linn

HOLLYWOOD, March 20. -RCA Victor and Walter Schumann were named defendants in an acof Moore. However, negotiations tion filed by thrush Roberta Linnare under way for the sale and in Superior Court here Thursday (18) requesting \$2,000,000 in dam-

Chirp asserts that her pact with the plattery called for label credit, which she was not given on her etching of "Haunted House," cut

Thrush gained fame during her reign as vocalist with the Lawrence Welk ork here.

Card Cuts 10c Off Jay-Dee Disk Cost

NEW YORK, March 20. — Joe Davis, head of Beacon Music and Jay-Dee Records, has come up with a new ginmick to sell records. He is mailing 10,000 postcity which advises recipients that

their distributor in order to get Andrews Sisters. The girls visited credit for the discount. If the him in 1933 and he immediately scheme works here, Davis intends to use it in other cities.

Melachrino Set For Thesaurus

NEW YORK, March 20 .-George Melachrino, conductor of the Melachrino Strings and one of RCA Victor's album artists, will soon be heard in a new RCA Thesaurus radio show, "The Melachrino Musicale."

The show has a quarter-hour, thrice-weekly format, designed to be sold by RCA Thesaurus subscriber stations to single or participating sponsors.

PERFUME BALLY FOR 'MY SIN'

HOLLYWOOD, March 20 .-Mercury Records is promoting the Georgia Gibbs recording of "My Sin" by tying its disk jockey promotion in with the perfume of the same name. Scent, put out by Lanvin, is being distributed in this area to d.j.'s and station librarians, along with the "Sin" etching.

Promotion was initiated here at the direction of Ralph Anthony, Mercury Records Distributing Corporation sales and promotion manager. Anthony disclosed that plans are in the works for a national promotion along similar lines.

KAYE PLANS HS BAND CONTEST

NEW YORK, March 20. -Maestro Sammy Kaye is scheduling a fall promotion campaign to pick the top nation's high school dance band. Details would include sectional winners covering the Northern, Southeastern and Western areas of the country, with finalists battling it out in New York. Commercial tie-ups, aimed at the teen-age group, would defray the budget costs. The local judges, chosen from civic groups, will judge the contestants in their areas. Judges from the band and music field will vote on the finals.

802 Appeals With Ad Drive

appeal for public support in its dispute with WOR will be launched next week by Local 802 ords for the use of Slim Willet on of the American Federation of Decca wax. His first release for Musicians thru the placement of the latter label will soon be made half-page ads in the New York land, ends. Times, News, Mirror and Post. Ads will also be placed in several trade papers.

Purpose of the one-shot ad campaign, which will cost the union local approximately \$6,000, is to bring its side of the controversy to the attention of radio-TV audiences. In addition, the union believes the ads will point up to its members how it is actively fighting the station.

Yesterday's (19) mediation meeting accomplished little. A new mediation meeting has been set for April 2.

The dispute started two weeks ago when WOR refused to continue employment of its staff of 40 musicians after the expiration of its contract with the union. The station insists it does not need and cannot afford to keep full-time musicians.

KANSAS CITY, Mo., March 20. Louis O. Blasco, 50, head of Blasco Music and Cardinal Records, died in St. Mary Hospital here after an illness of two years. He lived at 9428 Manor Road, Leawood, Mo. Funeral services were held Friday (19).

Blasco had been publications Coral a.&r. chief, Bob Thiel, manager of the Jenkins Music kicks off a flying promotion Company for 27 years, and in 1944 trip Monday (22) to visit disk cards thruout key sections of this organized Blasco Music, Inc., publishers and record manufacturers

they can buy the latest Jay-Dee release for 10 cents off by presenting the card at their nearest music shop. The name of the music shop is listed.

The card contains a notice for dealers which tells them that they can present the cards to their distributor in order to get their distributor in order to get their distributor in order to get the card stop the card buy the latest Jay-Dee at 210 Midland Building.

Among the many hits which Blasco promoted thru the years were "My Happiness," "Piccolo Pete," "Nobody's Darling But Mine," "Twelfth Street Rag," and "Time Will Tell." Blasco is also credited with the discovery of the Andrews Sisters. The girls visited arranged for them to meet with an official of Decca Records who promptly signed the trio.

Blasco was an original member of the old Coon-Saunders orchestra. He was a member of ASCAP; father of the Manion Council of the Knights of Columbus, and the Native Sons of Kansas City. Blasco Music and Cardinal Records will continue operation as in the past.

Basie Kicks Off Europe Tour in Copenhagen

COPENHAGEN, Denmark, March 20.—Count Basie, with vocalist Dixie Crawford and a 16piece band, teed off his European tour, in KB Hall, on Sunday (14) night, with two concerts. The hall holds 4,000, and prices range from 65 cents for standees to \$1.25 for top reserves. Richard Stangerup handled the local date.

Count Basie was skedded to jump to Sweden, for a week's tour, starting at Stockholm's Concert House on Monday (15) and ending in Gothenburg on Saturday (20), after which the band goes to Oslo, Norway, for two concerts on Sunday (21).

Beers Helps Songwriters

DENVER, March 20. - Songwriters in the Rocky Mountain area are getting a good break in having their efforts heard.

Bobby Beers, one time Lawrence Welk singer, is now fronting his own band in the Rocky Mountain region and has a weekly music show over KFEL-

On his program he invites viewers with songwriting hopes to mail him their unpublished songs, Each week he picks the best number, puts it into band arrangements and plays it with his orchestra. On the first of May, a special concert featuring the top seven numbers will be played, and from these seven finalists, a winner whose song will be published by a New York publishing house will be named.

Ork Leader Ivy Benson NEW YORK, March 20. - An To Visit States in Fall

LONDON, March 20 .- The girl leader of an all-woman band, Ivy Benson, is planning to visit the States in September after her summer season at Torquay, Eng-

As on her previous visit Miss Benson will be making some guest deejay appearances and fulfill one or two TV engagements. With her on the trip will go her lead trumpeter, Ella Goodwin, and vocalist-impressionist Gloria Russell.

Music as Written

NIGHTINGALE ENTERS POP WITH 'DAMMI' ...

Nightingale Records, Italian record label, has entered the pop field with a waxing "Dammi Amor" by Stuart Foster. The diskery is a subsidiary of the music firm, Cerabino, Inc. Paul Siegel has been named publicity director.

New York

Bob Petti, chanter who cut "You Never Told Me" and "Your Kiss" for his own label, Walnut Records, is back from a deejay trip to Pittsburgh, Philadelphia and Upstate New York. Mercury Records has inked the Laurie Sisters, a girl trio, to a wax pact. They are managed by Tommy Russel... Mills Music has acquired Western Hemisphere rights to the ditty "Royal Lady" from British publisher Lawrence Wright, Ltd. The cleffer is Montague Ewing.

jockeys, operators and dealers in Pittsburgh, Philadelphia, Balti-more, Washington, Boston, Cleveland, Detroit and Cincinnati.

Wanted for Murder...

GANGER is the cruelest enemy of all. No other disease brings so much suffering to Americans of all ages.

YET-though 23 million living Americans will die of cancer, at present rates-there is reason for hope. Thousands are being cured, who once would have been hopeless cases. Thousands more can have their suffering eased, their lives prolonged. And every day, we come closer to the final goal: a sure and certain our for all cancer.

THESE THINGS have all been helped by your donations to the American Cancer Society. This year, please be especially generous!

Cancer MAN'S CRUELEST ENEMY Strike back-Give AMERICAN CANCER SOCIETY

The one and only Tony Almerico and His Famous Dixie Land All-Stars, appearing at the Precision Room and broadcasting over Radio Station WWL in New Orleans, are introducing

THE LOVE ME BLUES RED MAN BOOGIE

THE JITTER BUG BOOGIE Professional copies on request. SPINKS MUSIC PUBLISHING COMPANY RONCEVERTE, W. VA.

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CORAL RECORDS

America's Fastest Growing Record Company

a

MUSIC AS WRITTEN

· Continued from page 13

Falcon Theater Lounge, Detroit, ranger for Roy Rogers, preemed starting March 31, a week at the Sahara Lounge, East St. Louis, Ill., starting April 13, and then four weeks at the Sahara in Las Veges New starting April 20 indefinitely at the Book Casino Room of the Sheraton Cadillac Hotel, Detroit. . . . Les Elgart and Larry Elgart, ork leaders with Columbia and Decca Records respectively, returned from a dee-jay trip to Philadelphia and other Simon this week...

Ben Rosner, advertising services manager for RCA Victor, married Julie Reily, formerly with the diskery, recently. . . Joe Carlton, RCA Victor a.&r. head, leaves for the Coast Tuesday (23) to record Dinah Shore and Dick Linke. . . . Fred Darian, Sunday (21).

Jesse Schnieder has been which has been named local RCA Victor products dealer. Schneider was formerly a sales representa-

his wife of various musical events in San Antonio for 20 years, was Society.

Hildegarde and Johnny Johnston opened Monday (15) at the Hotel Statler Terrace Room, Detroit, in the chanteuse's first Motor City appearance since she opened the Terrace Room, especially decorated for her, about five years ago.

Chicago

Gene Krupa's Trio headlines the Chicago Theater for the next two weeks. . . . Muggsy Spanier and his band will open the new Blue Note Friday, April 2. Max Cooper and associates will handle publicity for the house. . . . Opening at the Regal Theater Friday, April 16, is blues singer Ruth Brown, who shares the bill with Sugar Ray Robinson. . . . Frankie Laine opens at the Chicago Theater April 16, along with Ella Fitzgerald and Illinois Jacquet. . . . Dolores Hawkins, recording star, opened at the Chez Paree Friday (19).

Line-up for Oh Henry Ballroom to August 1 includes Don Reid and his orchestra from April 14 thru May 9, Russ Carlyle from May 10 thru May 16, Ray Pearl from May 19 thru June 27 and Tommy Carlyn from June 30 thru August 1. . . . Pee Wee Hunt starts one-nighters April 11, heading west until he opens at Angelo's in Omaha on April 23 for one week.

Hollywood

Vic Damone etched a pair at M-G-M for his forthcoming pic, "Athena." Sides were "Faster Than Sound" and "Venezia," with George Stoll conducting. . . . Release date of M-G-M's "Rose Marie" album is set for March 26, with the plattery and picture company teaming on promotion. . Songscribes Jimmy MacDonald and Jack Hoffman combined on "Arizona," which won the Arizona State song contest, worth \$1,000. Calcord Records, new indie label, bowed last week with sides by Bill Hamilton, Bea Jay and Nick Thomas. . . . Frank Loesser's pub firm covering the nation's d.j.'s with bottles of Dubonnet wine hypoing Dean Martin's latest, "Hey, Brother, Pour the Wine." . . . Doris Day completed disk

salutations to the nation's disk jockeys last week as a "thank you" for spinning wax from her "Calamity Jane" pic. . . . Vito Records has added Milt Salstone as distrib in Chicago, replacing

Vegas, Nev., starting April 20. City, following his stand at the Shaw has dropped the vibes in Tiffany here. . . . King Four dickhis combo and has taken on guitarist Joe Puma as a replacement wax pact during their stand at for Tal Farlowe. . . . Don Pablo wax pact during their stand at the Rag Doll here. . . . Jay Livingston and Ray Evans penning a new act for Joey Gray which Nick Castle will stage. . . . Score for the upcoming "No Business Like Show Business" at 20th Century-Fox will contain five new Irving Berlin songs. . . . Mindy Carson Eastern cities with manager Bill due for pic tests during her stand at the Cocoanut Grove.

Denver

Buddy Morrow and his ork packed Joe Leher's Rainbow last week-end during their two-day stay. Leher reported phenomenal success with name orks in the and other artists. . . . Howard Rocky Mountain regions. Last Letts, assistant general manager month hundreds were turned of RCA Victor goes to Indianapolis, Monday (22) for a two-day stay. . . . Lennie Wolf, Audivox Record exec, is now in St. Louis pushing the latest Dorothy Collins cutting of "Crazy Rhythm." . . . District and branch managers of Capitol Records from Dlaving at the Reinbary within managers of Capitol Records from playing at the Rainbow within all sections of the country were eight weeks. Bobby Beers, forin town this week to attend sales mer Lawrence Welk singer added powwows held by Capitol execs Jimmy Smith on drums and Jim Bill Fowler, Hal Cook, Bud Fraser Romaine on berryphone to his ork which plays the Rainbow benew singer on the Allied label, tween name dates. Beer's packed will be featured on the "Colgate the Glenn Miller Memorial Ball-Comedy Hour" over NBC-TV, room at Colorado University earroom at Colorado University earlier this month when the combined university military units named to head the RCA Victor held their annual dance. Dell record department at the Perry Clayton was back in town for a Shankle Company, San Antonio, two-day stay last fortnight, with thrush Kay Canfield replacing Denverite Glenna Frasier. Judy Canova pulled good crowds into the Top of the Park Lane Hotel James E. Devoe, sponsor with during her week's stay ending is wife of various musical events last night. Eileen Farrell won the lion's share of the applause for reported critically ill this week at her appearance with the Denver the Santa Rosa Hospital. He suf-fered a stroke. The Devoe's headed the Friends of Music poured thru the turnstiles at the Denver Auditorium last Saturday night to listen to a concert of Sigmund Romberg music featuring Irra Pettina, Lanny Ross, Lillian Shelby, Hugh Thompson and the piano team of Sherman Frank and George Lee Berger.

The Gee Cee trio went into the new El Toro Room, Denver's newest dinery and only club in Northeast Denver with live talent. The trio brought excellent rave notices from the Whittier Hotel, Detroit, and New York City's Hickory House. Early indications point to a like success here.

Cincinnati Harry Carlton, personal manager of Dick Noel, Decca baritone, returns to his office here this week after a fortnight's vacation at Fort Lauderdale, Fla., accompanied by his wife, Louise. . . . Edward Saphier, who has been dabbling in music with his own firm, Westwood Music, has signed with Al Newton's Azalea City Record Company, Mobile, Ala., to handle the promotion on the firm's disks in the Eastern territory. His initial effort is in behalf of two of Newton's own ditties, 'I Put My Last Nickel in a Nickelodeon" and "Some Sweet Tomorrow," as waxed by the Dave Kennedy ork. Azalea holds a BMI license. . . . Set for Milt Magel's Castle Farm here are Will Hauser, March 27; Lionel Hampton, April 3; Tony Bennett and Percy Faith, 10; Ray Anthony, 17; Four Aces, 24, and the Hilltoppers, May

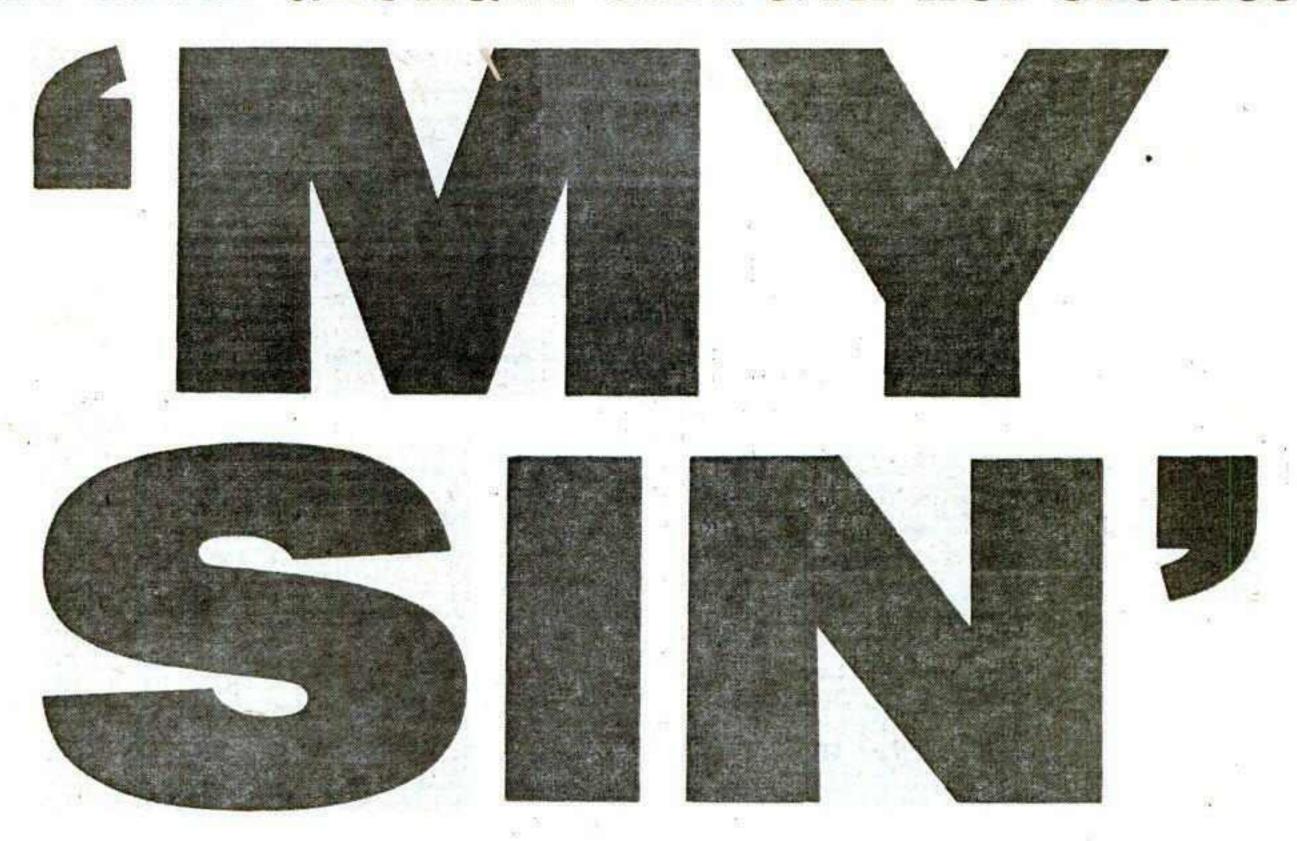
SCA Would Check Facts

SAN ANTONIO, March 20. -Steps to protect the rights of San Antonio's troubadors in recordings and sheet music will be taken by the recently-formed Spanish Composers' Association.

The group at its meeting here discussed ways of checking contracts before they are signed by the guitarists and singers. In the past, some musicians have received no more than an initial payment of \$25 for recordings that have proved to be hits and sold as many as 50,000 recordings, according to Peter Cantu, president of the organization.

Without investigating, they had signed contracts that prevented them from collecting any royalthe Jimmy Martin firm. . . . Jack
Hayes, director and musical arscheduled to be held Sunday (28).

... The Great GEORGIA GIBBS At Her Greatest!



coupled with "I'LL ALWAYS BE HAPPY WITH YOU"

MERCURY 70339 · 70339X45

TOP SELLING POPS!

"Cross Over The Bridge"

PATTI PAGE

MERCURY 70302 • 70302X45

"From The Vine Came The Grape"

THE GAYLORDS

"Cuddle Me"

RONNIE GAYLORD

"Melancholy 'Me"

EDDY HOWARD

COMING UP FAST!

"Melancholy Baby"

RUSTY DRAPER

MERCURY 70327 • 70327X45

"Big Noise From Winnetka" RALPH MARTERIE

MERCURY 70328 . 70328X45

"The Sparrow Sings"

VIC DAMONE

MERCURY 70326 . 70326X45

"Somersault"

"Huckleberry Finn"

RICHARD HAYMAN

MERCURY 70333 • 70333X45

JUST RELEASED!

"Stomp and Whistle"

DA VID CARROLL

MERCURY 70335 • 70335X45

"Until Sunrise"

"Such A Night"

Dinah WASHINGTON

MERCURY 70336 • 70336X45

"Crazy 'Bout You Baby" THE CREWCUTS

MERCURY 70341 . 70341X45

"Padre"
LOLA DEE

MERCURY 70342 . 70342X45



RECORDS, ALBUMS AND SHEET MUSIC - POPULAR, COUNTRY & WESTERN, RHYTHM & BLUES, CLASSICAL

The Billboard Music Popularity Charts

THE MUSIC INDUSTRY'S MOST COMPLETE GUIDE TO THE ACTUAL AND POTENTIAL SALE OF TUNES AND RECORDS IN ALL CATEGORIES

Best Selling Sheet Music

Tunes are ranked in order of their current national selling importance at the sheet music jobber level.

This Week	Last on Week Chart
1. Young at Heart Sunbeam	2 5
2. Secret Love	1 13
3. Cross Over the	Bridge. 8 4
4. Make Love to M	4e 6 7
5. Wanted	9 3
6. Changing Partr	ers 7 17
7. Heart of My H	leart 3 14
7. Oh, Mein Papa (Oh, My Pap Shapiro-Bernstein	a) 5 15
9. I Get So Lonely E. H. Morris	11 3
10. Answer Me. My Bourne	Love— 1
11. Somebody Bad Wedding Bell E. H. Morris	Stole De
12. Stranger in Par Frank	adise 4 17
13. From the Vine the Grape Randy Smith	
14. Y'All Come	1
15. That's Amore.	13 15

Tunes with Greatest Radio and Television Audiences

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

Radio

Amor (R)—Southern—ASCAP
Answer Me, My Love (R)—Bourne—ASCAP
Bell Bottom Blues (R)—Shapiro-Bernstein
—ASCAP

Bimbo (R)—Fairway—BMI
Breeze and I (R)—E. B. Marks—BMI
Changing Partners—Porgie—BMI
Cross Over the Bridge (R)—Valando—

ASCAP
Darktown Strutters' Ball (R)—Feist—ASCAP
Heart of My Heart (R)—Robbins—ASCAP
I Get So Lonely (R)—Melrose—ASCAP
I Really Don't Want to Know (R)—Hill
& Range—BMI

I Speak to the Stars (R) (F)-Witmark-

I Went Out of My Way (R)—Broadcast— BMI Lost in Loveliness (R)—Chappell—ASCAP Make Love to Me (R)—Melrose—ASCAP

Man With the Banjo (R)—Mellin—BMI Marie (R)—Berlin—ASCAP My Restless Lover (R)—Chappell—ASCAP Oh. My Papa (R)—Shapiro - Bernstein—

ASCAP
Pine Tree, Pine Over Me (R)—Miller—
ASCAP

ASCAP.
Ridin' to Tennessee (R)—Johnstone-Montel

—BMI
Secret Love (R) (F)—Remick—ASCAP
Somebody Bad Stole De Wedding Bell (R)
—E. H. Morris—ASCAP

South (R)—Peer—BMI
That's Amore (R) (F)—Paramount—ASCAP
Till We Two Are One (R)—Shapiro-Bernstein—ASCAP
Until You Said Goodbye (R)—Blackstone

-ASCAP
Wanted (R)-Witmark-ASCAP
Young at Heart (R)-Sunbeam-BMI

Television

Anema E Core (R)—Leeds—ASCAP
Changing Partners—Porgie—BMI
Dream, Dream, Dream (R)—Feist—ASCAP
Eh! Cumpari (R)—Rosarch—BMI
Granada (R)—Southern—BMI
Heart of My Heart (R)—Robbins—ASCAP
Hi Lili Hi Lo (R) (F)—Miller—ASCAP
I Get So Lonely (R)—Melrose—ASCAP
If Your Irish You Sing (R)—Montaug—

Make Love to Me (R)—Melrose—ASCAP
Oh. My Papa (R)—Shapiro - Bernstein—

ASCAP
Pine Tree, Pine Over Me (R)—Miller—
ASCAP

Secret Love (R) (F)—Remick—ASCAP

Somebody Bad St le De Wedding Bell (R)
—E. H. Mortis—ASCAP

Stranger in Paradise (R) (M)—Frank—
ASCAP

That's Amort (R) (E) Parameter ASCAP

That's Amore (R) (F)—Paramount—ASCAP
Till We Two Are One (R)—Shapiro-Bernstein—ASCAP
Wanted (R)—Witmark—ASCAP

Wanted (R)-Witmark-ASCAP Young at Heart (R)-Sunbeam-BMI

HONGR ROLL OF HITS Trade Mark Reg.

The Nation's Top Tunes

For survey week ending March 17

This Week		Last Week	Week: Of Char
1.	Make Love to Me By Bill Norvas, Alian Copeland, Leon Roppolo, Paul Mares, Benny Pollack, George Brunies, Mel Stetzel, Walter Melrus—Published by Melrose (ASCAP) BEST SELLING RECORD: J. Stafford, Col 40143. OTHER RECORDS AVAILABLE: Commanders, Dec 29048; P. Daily and His Chicagoans, Jazz Man 105; B. Glenn, Prom 1075; G. Hill, Dec 29969; G. Polk-T. Dorsey, Bell 1029; Z. Taylor, RPM 405.	2	8
2.	Secret Love By Sammy Fain and Paul Francis Webster—Published by Remick (ASCAP) BEST SELLING RECORD: Doris Day, Col 40108. OTHER RECORDS AVAILABLE: R. Anthony, Cap 2678; T. Edwards, MGM 11604; H. Forrest, Bell 1030; Whitman-G. Grant, V 20-5512; G. Jenkins, Dec 28876; M. Murphy, Prom 1073. From Warner Picture—"Calamity Jane."	1	12
3.	I Get So Lonely By Pat Ballard—Published by E. H. Morris (ASCAP) BEST SELLING RECORD: Four Knights, Cap 2654. OTHER RECORDS AVAILABLE: Brigadiers, Prom 1076; Bing Crosby, Dec 29054; L. Clinton, Carillions, A. Lloyd, Bell 1031.	4	8
4.	Young at Heart By Johnny Richards and Carolyn Leigh—Published by Sunbeam (BMI) BEST SELLING RECORD: F. Sinatra, Cap 2703. OTHER RECORDS AVAILABLE: L. Becker, Prom 1078. Bing Crosby & G. Lombardo, Dec 29054; C. De Porest, Bell 1030; G. Hill, Dec 29069.	6	6
5.	Wanted By Jack Fulton, Lois Steele—Published by Witmark (ASCAP) BEST SELLING RECORD: P. Como, V 20-5647 OTHER RECORDS AVAILABLE: L. Becker, Prom 1078; M. Mullican, King 1337.	9	4
6.	Cross Over the Bridge By Benny Benjamin. George Weiss—Published by Catando (ASCAP) BEST SELLING RECORD: P. Page, Mercury 70302. OTHER RECORDS AVAILABLE: A. Lloyd, Carillons, L. Clinton, Bell 1031	8	4
7.	Oh, Mein Papa (Oh, My Papa) By John Turner, Geoftrey Parson and Paul Burkhard—Published by Shapiro-Bernstein (ASCAP) BEST SELLING RECORDS; Eddie Pisher, V 20-5552. OTHER RECORDS AVAILABLE: R. Anthony, Cap 2678; L. Assia, London 18151; Brasshats, London 1403; E. Calvert, Essex 336; B. De Weille, Coral 61111; D. Hill, V 20-5561; H. James-P. Weston, Col 40134; G. Klavan, Col 40173; R. Morgan, Dec 28964; T. Rodriguez, V 47-5568; F. Rullo, Mercury 70283; A. Sanford-J. Carroll, Bell 1019; R. Soloman, Prom 1067; J. Vadnal, V 20-5569; R. Wottowa, Coral 61111. TRANSCRIPTIONS AVAILABLE: June Valli, Thesaurus.	3	16
8.	Stranger in Paradise By Robert Wright and George Forrest—Published by Frank (ASCAP) BEST SELLING RECORDS: I. Bennett, Col 40121; Four Aces, Dec 28927. OTHER RECORDS AVAILABLE: J. August, Mercury 70250; L. Becker, Prom 1066; V. Damone, Mercury 70269; R. Flanagan, V 20-5505; Ink Spots, King 1304; G. MacRae, Cap 2652; T. Martin, V 20-5535; A. Romero, V 20-5551; T. Russo-J. Carroll, Bell 1018; J. Sebastian, Cadence 1421; L. Stokowski, V 10.	5	17

BEST SELLING RECORDS: I. Bennett, Col 40121; Four Aces, Dec 28927. OTHER RECORDS AVAILABLE: J. August, Mercury 70250; L. Becker, Prom 1066; V. Damone, Mercury 70269; R. Flanagan, V 20-5505; Ink Spots, King 1304; G. MacRae, Cap 2652; T. Martin, V 20-5535; A. Romero, V 20-5551; T. Russo-J. Carroll, Bell 1018; J. Sebastian, Cadence 1421; L. Stokowski, V 10.

TRANSCRIPTIONS AVAILABLE: Freddy Martin, Thesaurus.

7 17

By Larry Coleman and Joe Darion—Published by Porgle (BMI)

BEST SELLING RECORD: P. Page, Mercury 70260. OTHER RECORDS AVAILABLE: Crickets, Jay Dec 785; Bing Crosby, Dec 2886b; H. Forest Bell 1017; B. Glenn, Prom 1065; Ink Spots, King 1304; P. W. King, V 20-5537; D. Shore, V 20-5515; K. Starr, Cap 2657.

TRANSCRIPTIONS AVAILABLE: Johnny Desmond, Thesaurus.

10. From the Vine Came the Grape

By Paul Cunningham and Leonard Whitcup—Published by Randy Smith (ASCAE)

Italian translation by Alan Gerard and Pat Nato,
BEST SELLING RECORDS: Hilltoppers, Dot 15127; Gaylords, Mercury 70296. OTHER RECORDS

Second Ten

AVAILABLE: S. Foster, Bell 1032.

Jotona Ton		
11. HEART OF MY HEARTPublished by Robbins (ASCAP)	12	18
12. THAT'S AMORE	9	20
13. TILL WE TWO ARE ONE	13	9
14. ANSWER ME, MY LOVE	15	4
15. SOMEBODY BAD STOLE DE WEDDING BELL	17	7
16. DARKTOWN STRUTTERS' BALL	14	5
17. TILL THEN	15	8
18. MAN WITH THE BANJOPublished by Mellin (BMI)	-	1
19. THERE'LL BE NO TEARDROPS TONIGHTPublished by Acuff-Rose (BMI)		2
20. WOMAN	-	11

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

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

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Packaged Records, Popular	38	Rhythm & Blues	35
Packaged Records, Classical	40	Other Categories	36

• The Music Corner

At this time of year, with the weather turning warmer and the leaves budding on the privet hedges, the thoughts of many members of the music fraternity in New York, Chicago and Los Angeles, which includes publishers, contact men and recording chiefs, turn to the ancient game of golf. What this means, in effect, is that more and more executives start to sneak out to the golf course, and as the days grow longer this occurs with increasing frequency, until publishers and contact men find that they can see recording heads more easily on the golf course than in their offices.

In addition, there is growing anticipation concerning the various music business golf tournaments that are held by artists each year. The Fred Waring golf day, which means a full and enjoyable day at Waring's Pennsylvania country club, for Eastern execs and publishers, has already been set for June 8. The fact that we and many others have been informed about the Waring date a scant three months in advance, surely means that spring is here psychologically as well as chronologically.

Also, the next few weeks should bring news to New Yorkers of the Perry Cómo shindig and the Eddie Fisher clambake, as well as the Music Publishers' Contact Men's annual outing. In other cities there are many other music golf meets. So in spite of the pressure on the part of the publishers to get a tune on a record, and on the part of the recording men to make every record a hit, there are some pleasureful, as well as working days ahead during the next few months. Now if only there was a tune about golf.

The record business, which has

been in a slump pop-wise for a while, is finally starting to show signs of improvement. According to our dealer checks, the pop market is reviving due to some powerful new hits. There isn't any such pick-ups in the c.&w. field yet, with only a few records getting the calls. But rhythm and blues records, which have been off seriously as against the same period last year, are now slowly picking up again. And spiritual disks are continuing to sell well in this market, especially some of the newer spiritual hits

blues records, which have been off seriously as against the same period last year, are now slowly picking up again. And spiritual disks are continuing to sell well in this market, especially some of the newer spiritual hits.

Probably the brightest spot in the market is the packaged goods market. Packages, which really moved during the Columbia, RCA Victor and Mercury sales during March, have maintained a brisk pace during the second and third week of March. In fact, some dealers have said their package sales have helped considerably in offsetting the slump in single record sales over the past 10 weeks. The steady sales in the package market will probably convince many diskeries to concentrate even more heavily on album releases in the future.

England's Top Twenty

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

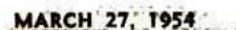
I See the Moon—Feldman (Plymouth)
Happy Wanderer — Bosworth (Boosey &
Hawkes)

Oh, My Papa—Maurice (Shapiro-Bernstein)
Changing Partners—Robert Mellin (Porgle)
Don't Laugh at Me (Cause I'm a Fool)—
David Toff (*)

Tennessee Wig-Walk—Francis Day & Hunter (Village)

Swedish Rhapsody—Connelly (Dartmouth)
Bell Bottom Blues—Michael Reine (ShapiroBernstein)

That's Amore—Victoria (Paramount)
Cloud Lucky Seven—Robbins (Robbins)
Rags to Riches—Chappell (Saunders)
The Book—Kassner (Kassner)
Ebb Tide—Robbins (Robbins)
If You Love Me—World Wide (Peer)
Answer Me—Bourne (Bourne)
Luxembourg Polka—Dash (*)
Blowing Wild—Harms, Connelly (Witmark)
From Here to Eternity—Dash (Barton)
The Jones Boy—Bradbury Wood (Pincus)
Golden Tango—Lawrence Wright (Mills)



THE BILLBOARD

MUSIC

15





B/W

IF YOU LOVE ME

Capitol

Capitol Record No. 2769

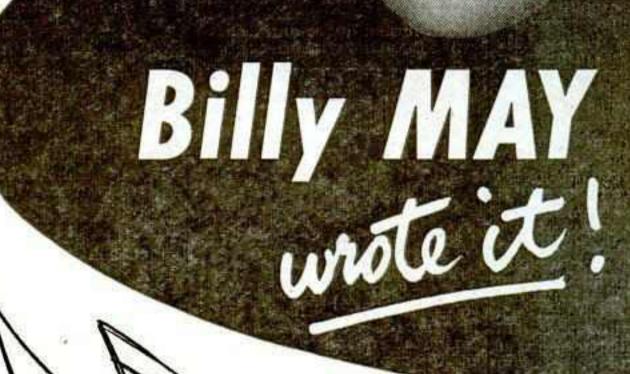
A CONTRACTOR OF THE PARTY OF TH

What a team

What a tune!

Coll San

SAM





Sam DONAHUE

Playe it!

Copyrighted malerial

with BILLY MAY'S orchestra

on Capitol Record No. 2759

Published by MOONLIGHT MUSIC CO. 1733 Broadway · New York 19, New York

www.americanradiohistory.com

RECORDS

TOP SELLERS—

POPULAR

Listed Alphabetically

6.7	
AND STILL I LOVE YOU I'M AVAILABLE	T. Leonetfi2716
ANSWER ME, MY LOVE	N. Cole2687
THE BUNNY HOP THE HOKEY POKEY	R. Anthony2427
DOGGONE IT, BABY, I'M IN LOVE RIDIN' TO TENNESSEE	G. MacKenzie2743
DOUCHKA IF YOU WERE MINE	L. Baxfer2748
GEE TOO LITTLE TIME	J. Hutton & A. Stordahl2727
I'D CIY LIKE A BABY HEY, BROTHER, POUR THE WINE	D. Martin2749
I GET SO LONELY I COULDN'T STAY AWAY FROM YOU	The Four Knights2654
I REALLY DON'T WANT TO KNOW	L. Paul & M. Ford2735
SEEMS LIKE OLD TIMES CRAZY BONES	The Four Freshmen 2745
SIGN POST AIR EXPRESS	R. Anthony2728
THAT'S AMORE YOU'RE THE RIGHT ONE	D. Martin2589
THREE'S A CROWD COW BELL STRUT	P. Hunt2750
UNTIL SUNRISE HUMORESQUE	
WAY, PAESANO MELANCHOLY SERENADE	A. Martino2737
WHAT IT WAS, WAS FOOTBALL, PART II	A. Griffith2693
M10 200000000000000000000000000000000000	F. Sinatra2703

LATEST RELEASE

No. 413

Billy May2759
Gordon MacRae2760
Vicki Young2761
Jimmy Bryant &Speedy West2762
The Ever-ReadySingers
Mel Blanc2764
Kay Starr2769

"EPS" SELLING

LISTED ALPHABETICALLY

ANY REQUESTS!—Stan Freberg 45 rpm "EP" No. EAP-1-496

THE FOUR FRESHMEN-The Four Freshmen 45 rpm "EP" No. EAP-1-433

THE FOUR KNIGHTS SING-The Four Knights 45 rpm "EP" No. EAP-1-414

HITS FROM CAN-CAN-Top Artists 45 rpm "EP" No. EAP-1-482

I GET SO LONELY—The Four Knights 45 rpm "EP" No. EAP-1-506

PIANO RAGS-Joe (Fingers) Carr 45 rpm "EP" No. EAP-1-497

SONGS BY NAT (KING) COLE-Nat (King) Cole 45 rpm "EP" No. EAP-1-500 SUNNY ITALY—Dean Martin 45 rpm "EP" No. EAP-1-481 TODAY'S TOP HITS, VOLUME XI-Top Artists 45 rpm "EP" No. EAP-1-9116 & EAP-2-9116 VAYA CON DIOS—Les Paul & Mary Ford 45 rpm "EP" No. EAP-1-495 WHAT IT WAS, WAS FOOTBALL & ROMEO AND JULIET-Andy Griffith 45 rpm "EP" No. EAP-1-498 YOUNG-AT-HEART—Frank Sinafra 45 rpm "EP" No. EAP-1-510



BEST SELLING-

"Specialized" HIGH-FIDELITY **ALBUMS**

Listed Alphabetically

FULL DIMENSIONAL SOUND-A Study In High 33 1/3 rpm No. SAL-9020 SOUND-Top Artists 33 1/3 rpm No. LAL-9024 HIGH FIDELITY POPULAR INSTRUMENTALS IN TAWNY-Jackie Gleason FULL DIMENSIONAL SOUND-Top Artists 33 1/3 rpm No. LAL-9022 HIGH FIDELITY POPULAR VOCALS IN FULL DIMEN-SIONAL SOUND-Top Artists 33 1/3 rpm No. LAL-9023

THE PASSIONS—Les Baxler & Bas Sheva 33 1/3 rpm No. LAL-486

BEST SELLING-

POPULAR ALBUMS

Listed Alphabetically

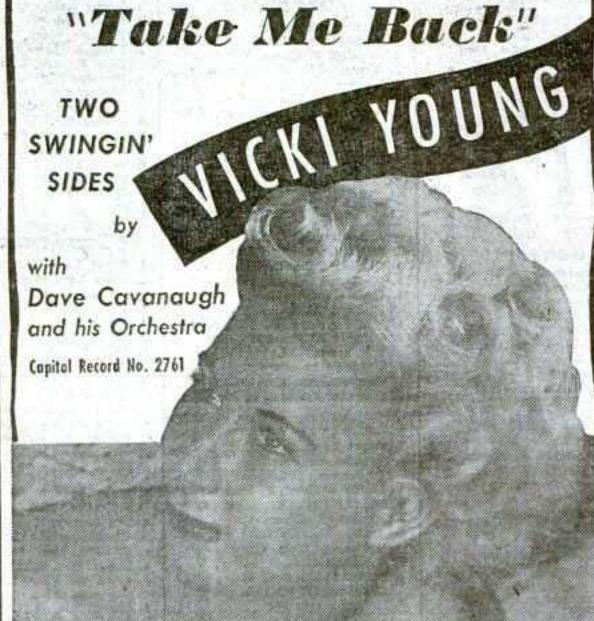
THE EDDIE CANTOR STORY—Eddie Cantor 78 rpm No. DDN-467 45 rpm "EP" No. FBF-467	
33 1/3 rpm Ho. L-467	1
THE HIT MAKERS!—Les Paul & Mary Ford 45 rpm "EP" No. EAP-1-416 & EAP-2-416 33 1/3 rpm No. H-416	
"I REMEMBER GLENN MILLER"—Ray Anthony 45 rpm "EP" No. EBF-476 33 1/3 rpm No. H-476	
LOVE SONGS ITALIANE—Tony Romano 45 rpm "EP" No. EAP-1-478 & EAP-2-478 33 1/3 rpm No. H-478	3
MUSIC FOR LOVERS ONLY—Jackie Gleason 45 rpm "EP" No. EBF-353 33 1/3 rpm No. H-353	2
MUSIC TO MAKE YOU MISTY—Jackie Gleason 45 rpm "EP" No. EBF-45: 33 1/3 rpm No. H-45:	5
NAT (KING) COLE SINGS FOR TWO IN LOVE-	
Nat (King) Cole 45 rpm "EP" No. EBF-42 33 1/3 rpm No. H-42	0
NAUGHTY OPERETTA!—Billy May 45 rpm "EP" No. EBF-48 33 1/3 rpm No. H-48	7
SOFT LIGHTS AND BOBBY HACKETT—	

Bobby Hackell 45 rpm "EP" No. EBF-458 & EAP-1-458 & 33 1/3 rpm No. H-458 EAP-2-458 HIGH FIDELITY CLASSICS IN FULL DIMENSIONAL SONGS FOR YOUNG LOVERS-Frank Sinatra SOUND-Top Artists 45 rpm "EP" No. EBF-488 33 1/3 rpm No. H-488 45 rpm "EP" No. EBF-471 33 1/3 rpm No. H-471 THINKING OF YOU—Les Baxler
45 rpm "EP" No. EBF-474 33 1/3 rpm No. H-474

THIS MODERN WORLD-Stan Kenton

45 rpm No. KCF-460 33 1/3 rpm No. H-460

"You Don't Like It -- Not Much"



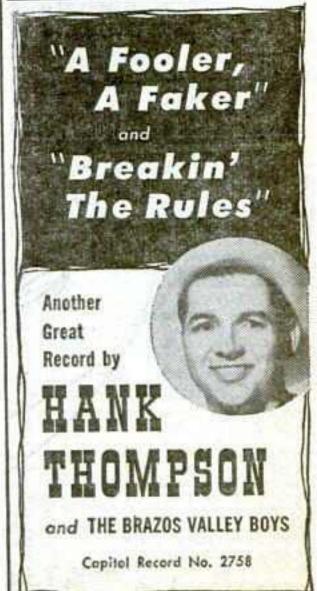
TOP SELLERS-

Listed Alphabetically

ŀ	A FOOLER, A FAKER
	BREAKIN' THE RULES
ľ	H. Thompson
	BRAVE MAN
ŀ	TURN AROUND, BOY
ŀ	T. Riffer
ľ	ELI, THE CAMEL
l	SOMEBODY LIED
l	F. Huskey2746
١	THE GLASS THAT STANDS BESIDE YOU
l	LET'S KISS AND TRY AGAIN
١	J. Shepard & F. Huskey
١	THE HOUSE OF BLUE LIGHTS
1	BELL BOTTOM BCOGIE
١	
1	HURRY BACK
1	HOOTCHY KOOTCHY HEXRY
ł	H. Henson
ı	ACCOUNT OF THE PARTY OF THE PAR
١	BYE AND BYE
١	
1	
	JUST TO BE WITH TOU
1	
1	CO CON VOID HEADT AUT
1	U Thomason 2646
	VALUE RETTED NAT DO THAT
9	HIGH ON A HILLTOD
	Y Collins 2701
1.0	
	THE HOUSE OF BLUE LIGHTS BELL BOTTOM BCOGIE M. Moore

REST SELLING-"1600" SERIES Listed Alphabetically

EARLY AUTUMN	7.0
LEMON DROP	4427
W. Herman	. 1037
HARLEM NOCTURNE	
WHAT IS THIS THING CALLED LOVE	
R. Anthony	. 1664
HOW HIGH THE MOON	
MCEDHINE	
L. Paul & M. Ford	.1675
I'LL REMEMBER APRIL	
CCT UANNY	
J. Christy	1647
LOYER Brazil	
L. Paul	1600
L. Paul	1000
HOLA	
JEALOUS L. Paul & M. Ford	4424
	1021
ONCE IN A WHILE	
BRAZIL	dean
The Dinning Sisters	1653
SEPTEMBER SONG	
LAURA	
S. Kenion	1680
SLIPPING AROUND	
WERNING BELLC	
M. Whiting & J. Wakely	1634
SOUTH	10000
A SHARING WAS A SHIPPED	
P. Daily	1674
Truncal V	1024
TENDERLY	
R. Anthony	145
R. Aninony	1034
TENNESSEE WALTZ	1.0
MOCKIN' BIRD HILL	
MOCKIN' BIRD HILL L. Paul & M. Ford	16/6
TOO YOUNG	
FOR SENTIMENTAL REASONS	UL CONSTRU
N. Cole	1674



•	Best	Sell	lers	in	Stor	es
			For sur	vey w	eek ending	March 17
	RECORD	S are ra	nked in	order	of their	

RECORDS are ranked in order of their current national selling importance at the retail level. Results are based on The	
Billboard's weekly survey among the nation's top volume pop record dealers representing every important market area. The reverse side of each record is also listed.	Weeks on Chart
 MAKE LOVE TO ME—J. Stafford Adi-Adios Amigo—Col 40143—ASCAP 	2 8
2. SECRET LOVE—Doris Day Deadwood Stage—Col 40108—ASCAP	1 12
3. I GET SO LONELY—Four Knights 1 Couldn't Stay Away From You— Cap 2654—ASCAP	3 8
4. WANTED-P. Como Look Out the Window-V 20-5647-ASCAP	4
5. YOUNG AT HEART—F. Sinatra	5 6
6. CROSS OVER THE BRIDGE—P. Page My Restless Lover—Mercury 70302—ASCAP	7 5
7. OH, MY PAPA—E. Fisher	16
8. ANSWER ME MY LOVE— Nat (King) Cole	0 4
9. THAT'S AMORE—D. Martin	9 20
10. FROM THE VINE CAME THE GRAPE—Gaylords	1 8
11. DARKTOWN STRUTTERS' BALL— L. Monte	3 7
12. FROM THE VINE CAME THE GRAPE—Hilltoppers	5 7
T. Bennett	8 16
14. CHANGING PARTNERS—P. Page 1 Don't Get Around Much Any More— Mercury 70260—BMI	3 18
15. TILL WE TWO ARE ONE—G. Shaw 1 Honeycomb—Dec 28937—ASCAP	2 10
18. A GIRL, A GIRL—E. Fisher Anema E. Core—V 20-5657—ASCAP	- 1
17. HERE—T. Martin	- 1
18. SOMEBODY BAD STOLE DE WEDDING BELL—E, Kitt	g (\$
19. TILL THEN—Hilltoppers	6 9
20. CUDDLE ME-R. Gaylord	9 5

Most Played in Juke Boxes

	For survey week ending RECORDS are ranked in order of the	g Mar	ch 17
This Week	greatest number of plays in juke boxes thruout the country. Results are based on The Billboard's weekly survey among the nation's juke box operators. The reverse side of each record is also listed.	Lasi Week	Weeks on Chart
1. M	AKE LOVE TO ME—J. Stafford Adi-Adios Amigo—Col 40143—ASCAP	1	8
2. S	ECRET LOVE—Doris Day Deadwood Stage—Col 40108—ASCAP	2	9
3. I	GET SO LONELY—Four Knights I Couldn't Stay Away From You— Cap 2654—ASCAP	3	7
4. W	ANTED—P. Como	13	3
5. O	H. MY PAPA—E. Fisher	. 3	15
6. C	ROSS OVER THE BRIDGE—P. Page My Restless Lover—Mercury 70302—ASCAP		3
	HAT'S AMORE—D. Martin You're the Right One—Cap 2589—ASCAP DARKTOWN STRUTTERS' BALL—	5	19
	L. Monte I Know How You Feel-V 20-5611-ASCAP	., 10	5
8. r	ROM THE VINE CAME THE GRAPE—Hilltoppers Time Will Tell—Dot 15127—ASCAP	12	6
10. T	ILL WE TWO ARE ONE—G. Shaw, Honeycomb—Dec 28937—ASCAP	7	9
11. C	HANGING PARTNERS—P. Page Don't Get Around Much Any More— Mercury 70260—BMI	6	16
12. H	EART OF MY HEART—Four Aces. Stranger in Paradise—Dec 28927—ASCAP	10	17
13. S	TRANGER IN PARADISE— T. Bennett	7	15
14. S	TRANGER IN PARADISE— Four Aces	14	13
14. Y	Heart of My Heart-Dec 28927-ASCAP OUNG AT HEART-F. Sinatra		
	Take a Chance—Cap 2703—BMI HERE'LL BE NO TEARDROPS		
Manage and	TONIGHT—T. Bennett	:7	. 3
TANGLED STREET	ROM THE VINE CAME THE GRAPE—Gaylords Stolen Moments—Mercury 70296—ASCAP	15	7
17. M	Ames Brothers	19	2
19. T	V 20-5644—BMI TLL THEN—Hilltoppers I Found Your Letter—Dot 15132—ASCAP	19	8
	NSWER ME, MY LOVE— Nat (King) Cole		
10 1	Why?—Cap 2687—ASCAP		
	Man—Col 40144—BMI	–	7
13. 3	OMEBODY BAD STOLE DE WEDDING BELL—E. Kitt	–	3

Most Played by Jockeys

For survey week ending March 17 RECORDS are ranked in order of the greatest number of plays on disk jockey radio shows thruout the country. Results are based on The Billboard's weekly sur-Weeks vey among the nation's disk jockeys. The Last reverse side of each record is also listed. Week Chart 1. SECRET LOVE—Doris Day..... Deadwood Stage-Col 40108-ASCAP 2. MAKE LOVE TO ME_J. Stafford..... Adi-Adios Amigo-Col 40143-ASCAP 3. YOUNG AT HEART-F. Sinatra..... Take a Chance—Cap 2703-BMI 4. WANTED-P. Como..... Look Out the Window-V 20-5647-ASCAP 5. I GET SO LONELY—Four Knights.... I Couldn't Stay Away From You-Cap 2654—ASCAP 6. CROSS OVER THE BRIDGE-P. Page.. My Restless Lover-Mercury 70302-ASCAP 7. OH, MY PAPA—E. Fisher..... 7 Until You Said Goodbye-V 20-5552-ASCAP 8. ANSWER ME, MY LOVE-Nat (King) Cole...... 11 Why?—Cap 2687—ASCAP 9. TILL WE TWO ARE ONE-G. Shaw... Honeycomb—Dec 28937—ASCAP MAN WITH THE BANJO— Ames Brothers..... Man, Man is For the Woman Made-V 20-5644—BMI 11. A GIRL, A GIRL—E. Fisher..... Anema E Core-V 20-5657-ASCAP 12. CHANGING PARTNERS—P. Page.... 17 Don't Get Around Much Any More-Mercury 70260-BMI 13. TILL THEN-Hilltoppers...... 13 I Found Your Letter-Dot 15132-ASCAP 13. THERE'LL BE NO TEARDROPS TONIGHT—T. Bennett..... My Heart Won't Say Good-Bye-Col 40169—BMI 15. FROM THE VINE CAME THE GRAPE—Gaylords 12 Stolen Moments-Mercury 70296-ASCAP 16. STRANGER IN PARADISE— T. Bennett..... 9 18 Why Does It Have to Be Me?-Col 40121-ASCAP 17. FROM THE VINE CAME THE GRAPE—Hilltoppers 15 Time Will Tell-Dot 15127-ASCAP 18. THAT'S AMORE-D. Martin...... 10 You're the Right One-Cap 2589-ASCAP 18. SOMEBODY BAD STOLE DE WEDDING BELL-G. Gibbs...... 19 Baubles, Bangles and Beads-Mercury 70298-ASCAP 18. HERE—T. Martin..... Philosophy-V 20-5665-BMI

Territorial Best Sellers

For survey week ending March 17 Listings are based on late reports secured from top dealers in each of the markets listed.

Atlanta

- 1. Make Love to Me J. Stafford, Col.
- 2. I Get So Lonely Four Knights, Cap.
- 3. Wanted, P. Como, V.
- 4. Secret Love, Doris Day, Col. 5. Cross Over the Bridge
- P. Page, Mer.
- 6. Young at Heart, F. Sinatra, Cap. 7. Here, T. Martin, V.

- Boston 1. Wanted, P. Como, V.
- 2. Here, T. Martin, V.
- 3. Young at Heart, F. Sinatra, Cap. 4. Make Love to Me
- J. Stafford, Col.
- 5. Answer Me My Love Nat (King) Cole, Cap.
- 6. Melancholy Me
- E. Howard, Mer.
- 7. Cuddle Me R. Gaylord, Mer.

8. A Girl, a Girl, E. Fisher, V. Buffalo

- 1. Wanted, P. Como, V. 2. Make Love to Me
- J. Stafford, Col. 3. Young at Heart, F. Sinatra, Cap.
- 4. Secret Love, Doris Day, Col.
- 5. Cross Over the Bridge P. Page, Mer.
- 6. From the Vine Came the Grape
- Gaylords, Mer. 7. Amor, Four Aces, Dec.

8. Am I in Love? J. James, M-G-M.

- Chicago 1. Cross Over the Bridge
- P. Page, Mer. 2. Young at Heart, F. Sinatra, Cap.
- 3. I Get So Lonely Four Knights, Cap.
- 4. Wanted, P. Como, V.
- 5. Make Love to Me J. Stafford, Col.
- 6. Answer Me, My Love Nat (King) Cole, Cap.
- 7. From the Vine Came the Grape Gaylords, Mer.
- 8. A Glrl, a Glrl, E. Fisher, V. 9. Here, T. Martin, V.

10. Secret Love, Doris Day, Col.

- Cincinnati 1. Secret Love, Doris Day, Col. 2. Make Love to Me
- J. Stafford, Col.
- 3. Wanted, P. Como, V.
- 4. Answer Me, My Love Nat (King) Cole, Cap.
- 5. Cross Over the Bridge P. Page, Mer.
- 6. Young at Heart, F. Sinatra, Cap. 7. I Get So Lonely
- Four Knights, Cap.

 5. There'll Be No Teardrops To-
- night, T. Bennett, Col. 9. Oh, My Papa, E. Fisher, V.
- 18. Somebody Bad Stole De Wedding Bell, E. Kitt, V.

Cleveland

- 1. Wanted, P. Como, V.
- 2. Cross Over the Bridge P. Page, Mer.
- 3. A Girl, a Girl, E. Fisher, V.
- 4. Make Love to Me
- J. Stafford, Col.
- 5. Cuddle Me, R. Gaylord, Mer.
- 6. Gee, Crows, Rma.
- 7. Young at Heart, P. Sinatra, Cap. 8. Such a Night, J. Ray, Col.
- 9. I Get So Lonely Four Knights, Cap.
- 10. So Long, Four Aces, Dec.

Dallas-Ft. Worth 1. I Get So Lonely

- Four Knights, Cap.

- 2. Make Love to Me J. Stafford, Col.
- 3. Wanted, P. Como, V.
- 4. Secret Love, Doris Day, Col.
- 5. Young at Heart, F. Sinatra, Cap. 6. You'll Never Walk Alone
- R. Hamilton, Epi.

7. Cross Over the Bridge P. Page, Mer.

- Denver
- 1. 1 Get So Lonely
- Four Knights, Cap. 2. Make Love to Me J. Stafford, Col.
- 3. Young at Heart, F. Sinatra, Cap. 4. Secret Love, Doris Day, Col.
- 5. Stranger in Paradise
- Four Aces, Dec.
- 6. Wanted, P. Como, V.
- 7. That's Amore, D. Martin, Cap.

Detroit

- 1. Wanted P. Como, V. 2. Young at Heart, F. Sinatra, Cap. 3. Secret Love, Doris Day, Col.
- 4. Make Love to Me J. Stafford, Col.
- 5. Cross Over the Bridge P. Page, Mer.
- 6. I Get So Lonely Four Knights, Cap. 7. Such a Night, B. Paul, Ess.
- 8. Cuddle Me, R. Gaylord, Mer. 9. Man With the Banjo Ames Brothers, V.

19. So Long, Four Aces, Dec. Kansas City

- 1. Make Love to Me J. Stafford, Col. 2. 1 Get So Lonely
- Four Knights, Cap. 3. Secret Love, Doris Day, Col. 4. Answer Me, My Love
- Nat (King) Cole, Cap. 5. Wanted, P. Como, V. 6. Young at Heart, F. Sinatra, Cap.
- 7. Cross Over the Bridge P. Page, Mer. 8. Heart of My Heart
- Four Aces, Dec. 9. From the Vine Came the Grape Gaylords, Mer.

1. Young at Heart, F. Sinatra, Cap. 2. Secret Love, Doris Day, Col. 3. Make Love to Me

Los Angeles

Lovin' Spree-V 20-5610-ASCAP

- J. Stafford, Col. 4. I Get So Lonely Four Knights, Cap.
- 5. Oh, My Papa, E. Fisher, V.
- 6. Till Then, Hilltoppers, Dot 7. Stranger in Paradise T. Martin, V.
- 8. Wanted, P. Como, V. 9. Answer Me, My Love Nat (King) Cole, Cap. 10. Stranger in Paradise

T. Bennett, Col.

- Milwaukee L Make Love to Me . J. Stafford, Col.
- 2. Wanted, P. Como, V. 3. Young at Heart, F. Sinatra, Cap.
- 4. Answer Me, My Love : Nat (King) Cole, Cap.
- 5. Secret Love, Doris Day, Col. 6. I Get So Lonely

Four Knights, Cap. 7. So Long, Four Aces, Dec.

- New Orleans
- 1. Young at Heart, F. Sinatra, Cap. 2. Make Love to Me J. Stafford, Col.
- 3. Secret Love, Doris Day, Col. 4. Oh, My Papa, E. Fisher, V. 5. Wanted, P. Como, V.
- 6. Cross Over the Bridge P. Page, Mcr.
- 7. That's Amore, D. Martin, Cap. 8. Stranger in Paradise
- T. Bennett, Col. 9. I Get So Lonely Four Knights, Cap. 10. Changing Partners, P. Page, Mer.

New York

- 1. Secret Love, Doris Day, Col. 2. Stranger in Paradise T. Bennett, Col. 3. Young at Heart, F. Sinatra, Cap.
- 4. Oh, My Papa, E. Fisher, V. 5. Wanted, P. Como, V. 6. Answer Me, My Love
- Nat (King) Cole, Cap. 7. A Girl, a Girl, E. Fisher, V. 4. Darktown Strutters' Ball L. Monte, V.
- 9. Make Love to Me J. Stafford, Col. 10. I Get So Lonely Four Knights, Cap.

Philadelphia

- 1. Wanted, P. Como, V. 2. Secret Love, Doris Day, Col. 3. Darktown Strutters' Ball L. Monte, V. 4. Young at Heart, F. Sinatra, Cap.
- 5. Here, T. Martin, V. 6. A. Girl, a Girl, E. Fisher, V. 7. Answer Me, My Love Nat (King) Cole, Cap. 8. Cross Over the Bridge

P. Page, Mer.

9. Crystal Ball Johnston Brothers, Lon. 16. Oh, My Papa, E. Fisher, V. 10. Gee, Crows, Rma.

Pittsburgh

- 1. Wanted, P. Como, V.
- 1. Gee, Crows, Rma.
- 3. Cross Over the Bridge
- P. Page, Mer. 4. Man With the Banjo
- Ames Brothers, V. 5. Young at Heart, F. Sinatra, Cap.
- 6. Secret Love, Doris Day, Col. 7. There'll Be No Teardrops To-

night, T. Bennett, Col. 8. Cuddle Me, R. Gaylord, Mer.

- St. Louis
- 1. Young at Heart, F. Sinatra, Cap. 2. Cross Over the Bridge
- P. Page, Mer. J. I Get So Lonely
- Four Knights, Cap. 4. Wanted, P. Como, V.
- 5. Melancholy Me, E. Howard, Mer.
- 6. Cuddle Me, R. Gaylord, Mer. 7. Make Love to Me J. Stafford, Col.

8. Secret Love, Doris Day, Col. 9. Tear Down the Mountain G. Mitchell, Col.

- 10. Here, T. Martin, V. San Francisco
- 1. Secret Love, Doris Day, Col. 2. Make Love to Mc
- J. Stafford, Col. 3. Young at Heart, F. Sinatra, Cap. 4. Strunger in Paradise
- T. Bennett. Col. 5. From the Vine Came the Grape Gaylords, Mer. 6. Oh, My Papa, E. Fisher, V.

5. From the Vine Came the Graps Hilltoppers, Dot

Seattle 1. Make Love to Me J. Stafford, Col.

7. Answer Me, My Love

Nat (King) Cole, Cap.

- 2. Oh, My Paps, E. Fisher, V. 3. Cross Over the Bridge P. Page, Met. 4. Gee, Crows, Rma.
- 5. From the Vine Came the Grape Gaylords, Mer. 6. Cuddle Me, R. Gaylord, Mer. 7. Somebody Bad Stole De Wedding Bell, E. Kitt, V.

Balti.-Wash.

- 1. Make Love to Me J. Stafford, Col. 2. Young at Heart, P. Sinatra, Cap. 3. I Get So Lonely
- Four Knights, Cap. 4. Wanted, P. Como, V. 5. Answer Me, My Love Nat (King) Cole, Cap. 6. Anema E Core, E. Fisher, V.

7. Cross Over the Bridge

P. Page, Mct. 8. Stranger in Paradise Four Aces, Dec. 9. Cuddle Me, R. Gaylord, Mct.

10. Y'All Come, Bing Crosby, Dec.

This Week's Best Buys

following recent releases are recommended for extra profits:

According to sales reports in key markets, the

JILTED (Sheldon, BMI) — Teresa Brewer-Coral 85613 Showing impressive form, the singer's latest release is taking off with a bang thru-out the country. While the record has not been available long enough for a full national sample of reports to be gathered, the early reports from Philadelphia, Cin-cinnati, Cleveland, Durham, Pittsburgh, Buffalo and Chicago have been outstanding enough to pick this as a "Best Buy" this

week. Flip is "Le Grand Tour de l'Amour"

(Vim. ASCAP). A previous Billboard "Spotlight" disk,

LITTLE THINGS MEAN A LOT (Feist, ASCAP) I DON'T THINK YOU LOVE ME ANYMORE (Bregman, Vocco & Conn, ASCAP)-Kitty

Kallen—Decca 29037 Having done very nicely on her last release, the singer has a strong bid for a repeat here. Disk started off with power in New York, Buffalo, Pittsburgh, Cincinnati, Chicago, St. Louis, Richmond and Atlanta. Both sides are selling, with no clear

Please send

preference at this point.

One Year.....\$10 (1 year at single copy price USA and Canada is \$13.3

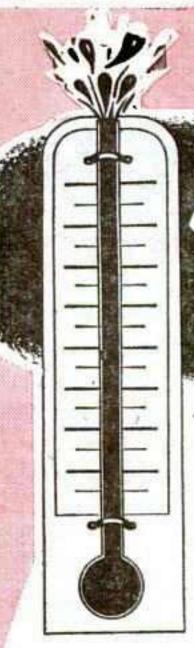
Foreign Rate.....\$20

Payment enclosed

Billboard

mame title or position..... company mature of business..... address

city, zone, state..... The Biliboard . 2160 Patterson St. . Cincinnati 22, Ohio



A SMASH IN ALL FIELDS

and His Orchestra

DOT 15134



DOT'S HOT PARADE

PRAME	THE PERSON	TATE DATE:	CA MAKE	STATE OF	COLOR
PRUP		A 1005	LAPIC	STATE OF	GRAPE
	1111	PILLI	DPPERS	1.00	

JOHNNY'S BOOGH BLUES JOHNNY MADDOX AND HIS RHYTHMASTERS

CASTLE ROCK WITH RUSTY BRYANT AND

THE THEN
THE HILLTOPPERS

THE BASKETBALL GAME (Paris 1 and 2) CUZZIN ALMER

AIN'T SHE SWEET B/W FIVE FOOT TWO, EYES OF BLUE WITH MARVIN HUGHES

15127

15134

15132

15135

15136

MAKE BELEVE WITH HANK GARLAND

JOHNNY MADDOX AND HIS RHYTHMASTERS

JOHNNY MADDOX AND HIS

NEW RELEASES

POOR BUTTERFLY B/W WRAPPED UP IN A DREAM

TREASURE ISLAND B/W
I DON'T WANT TO SET THE WORLD ON FIRE
DOTTIE DILLARD

SMOKE GETS IN YOUR EYES
KENNY ROBERTS

THE TOUCH OF YOUR LIPS B/W THESE FOOLISM THINGS

THESE FOOLISM THINGS

RED HOT R&B

B-I-G DARLING DEAR

CASTLE ROCK
RUSTY BRYANT

C&W

I HAVEN'T GOT THE RIGHT TO LOVE YOU B/W

CRY, CRY, DARLING B/W
YOU DIDN'T HAVE TO GO
JIMMY NEWMAN
LET ME BE THE ONE (#2) B/W

WILD DATS
LONZO AND OSCAR

1196

15139

1188

15134

1194

1195

·Dot

RECORDS . GALLATIN, TENNESSEE . PHONE: 1600

15137

15043

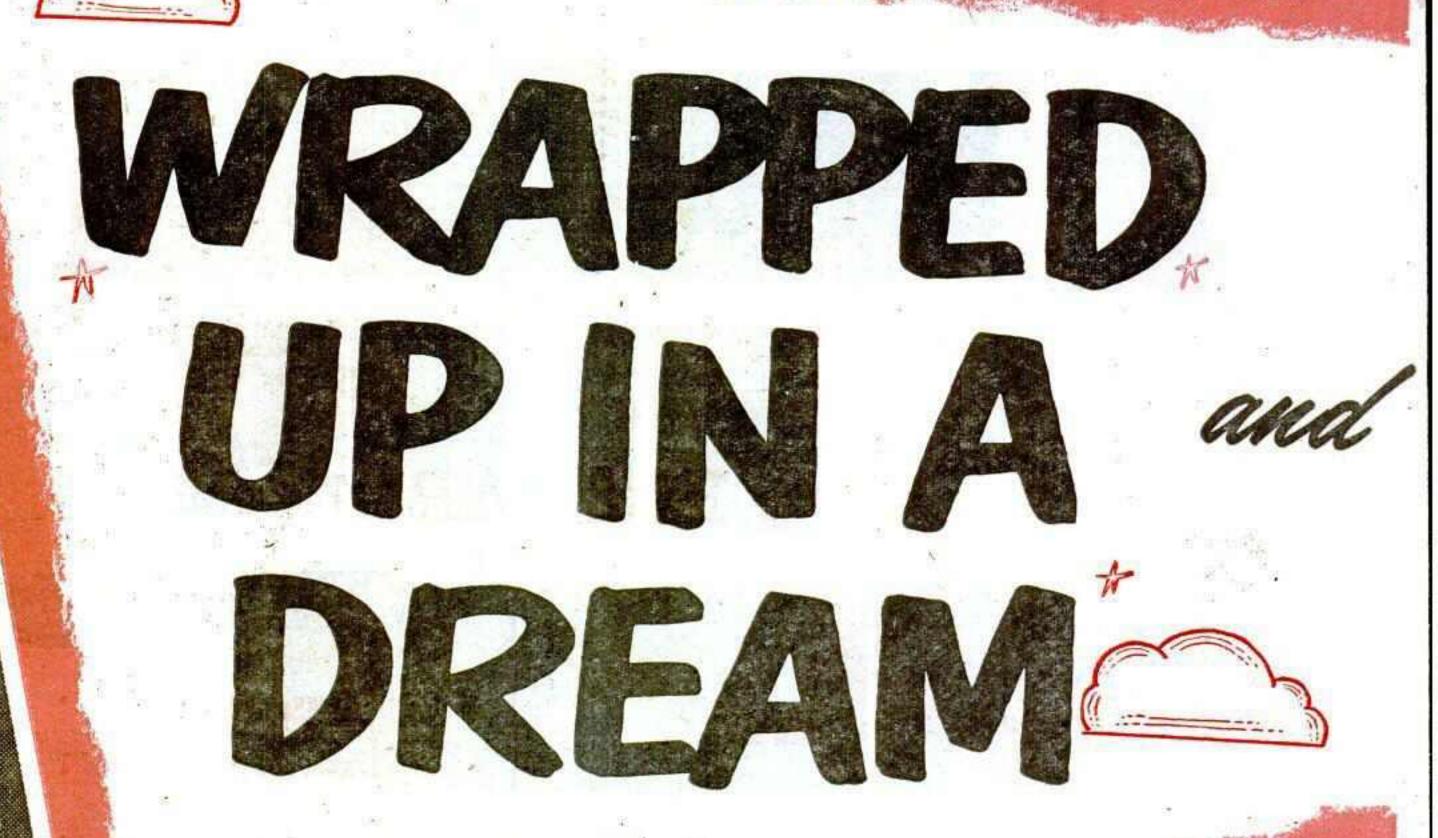
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15140





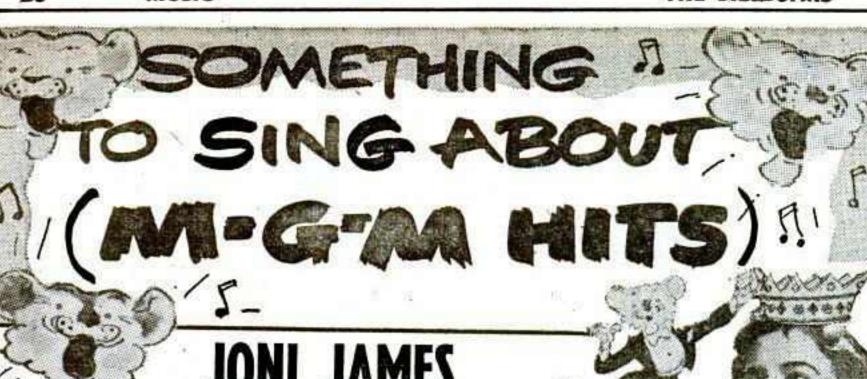


the great voice of JIMMY SACCA

singin



THE NATION'S BEST SELLING RECORDS



JONI JAMES MAYBE NEXT

MGM-11696 78 rpm @ K-11696 45 rpm



WINNER!

Jerry Marshall's WNEW POLL

BILLY ECKSTINE

LOST IN LOVELINESS

MGM 11694 78 rpm . K 11694 45 rpm

DON'T GET AROUND MUCH ANYMORE

RECIEVED

HIGHEST, RATING

NBC

BIG PREVIEW

SHOW

BOB STEWART I WENT OUT OF MY WAY

THE STEPS OF SAINT MARIE

MGM-11699 78 rpm @ K-11699 45 rpm

POSITIVE

DEAN POSITIVELY NO DANCING "

HOLD ME CLOSE

MGM-11683 78 rpm @ K-11683 45 rpm

HANK WILLIAMS

THE ORIGINAL BY HANK HIMSELF THERE'LL BE NO

MIND YOUR OWN BUSINESS

MCM-10461 78 rpm' K-10461 45 rpm

TEAR-DROPS TONIGHT

KEN REMO

OTHAUD

ABOVE THE SUN

MCM-11698 78 rpm o K-11698 45 rpm

PAT O'DAY TELL ME

UNTIL YOU CAME

MCM-11686 78 rpm e K-11686 45 rpm

M-G-M RECORDS THE GREATEST NAME (IN ENTERTAINMENT 701 SEVENTH AVE NEW YORK 36 N.Y.

DEAN PARKER

LET ME TELL YOU BELOVED BOUT LOUISA } MGM-11705 78 rpm • K-11705 45 rpm

THE NOCTURNES

SING IT, PAISAN \$ 1 SAW A STRANGER MGM-11700 78 rpm e K-11700 45 rpm

THE DeMARCO SISTERS

THE LITTLE MAN WITH OH! WHAT IT **THE BIG SOMBRERO** SEEMED TO BE MCM-11689 78 rpm . K-11689 45 rpm

JIMMY LEYDEN'S SERENADERS

YOUR FIRST DAY DISILLUSIONED IN HEAVEN MGM-11692 78 rpm . K-11692 45 rpm

LEW DOUGLAS and His Orchestra TURN AROUND, BOY

MGM-11654 78 rpm CAESAR'S BOOGHE K-11654 45 rpm

WILFRID BURNS and His Orchestra THE THEME FROM "THE BROKEN HORSESHOE"

THERE WAS A YOUNG LADY MCM-30844 78 rpm e K-30844 45 rpm

> ROBERT MAXWELL SOLFEGGIO

THE DOLL DANCE

MCM-11671 78 rpm K-11671 45 rpm

IVORY JOE HUNTER

HAVE A

I FEEL 20 GOOD SECRET MGM-11702 78 rpm . K-11702 45 rpm

MAKE FRIENDS WITH RECORDS

Vox Jox

By CHARLOTTE SUMMERS

Fan Clubs

"I always enjoy and look forward to reading 'Vox Jox' and I know others must too, so a good word for The Crew Cuts would really be swell. Honestly these kids have a lot of talent and Mercury titled, "Crazy Bout You, Baby," backed by "Angela Mia." The young lady closes her pinkscented letter with this wish, "Here's hoping you'll be hearing a

Another fan club letter bearing gifts, 86 pies, short cakes and cookies and gave nine records to the hospital. Had lots of fun too."

Sunday School Week

April 12 thru 18 is being cele-brated as the 10th annual observance of National Sunday School Week, a non-sectarian campaign sponsored by the Laymen's National Committee, disk jockeys and record shops around the country who are volunteering in an all out effort to tie in with the cause. Both RCA Victor and Capitol have suitable tunes-for-tots

YESTERYEAR'S TOPS-The nation's top tunes on records

as reported in The Billboard MARCH 25, 1944:

Besame Mucho

2. Mairzy Doats

3. Holiday for Strings

4. Shoo-Shoo Baby (Andrews Sisters)

Poinciana

Speak Low 7. I Couldn't Sleep a Wink Last

8. My Heart Tells Me 9. Shoo-Shoo Baby (Morse)

10. Star Eyes

MARCH 26, 1949: 1. Cruising Down the River

2. Far Away Places
3. Galway Bay
4. Powder Your Face With

Sunshine

Red Roses for a Blue Lady

Sunflower

7. I've Got My Love to Keep Me Warm

So Tired

9. Lavender Blue Careless Hands

which will be featured during the week. Singer Tex Ritter has a Capitol recording, and RCA Vic-tor has one by Jack Berch. Na-tional chairman for the event is Irving S. Olds, New York attorney and one-time chairman of the Board of the United States Steel Corporation. For further information, jockeys can contact Lay-men's National Committee, Inc., Vanderbilt Hotel, New York.

Polls

of Frank Chacksfield and Richard Hayman and the Mariners and the Ink Spots vocal groups."

Gary Lesters, WVNJ, reports that the big surprise was in the male vocalist department where Alan Dale collected 2,000 more votes than his closest rival, Eddie Fisher. A tie prevailed in the girl vocalist department, with Joni James and Teresa Brewer gathering enough votes the last week to overcome Patti Page's commanding lead. The Four Lads took top honors in the vocal group, and Ray Anthony ran away with band honors, winding up with 5,000 more votes than his nearest rival, Guy Lombardo.

Surface Noises

Dick Painter, chief announcer and deejay at KVGB, Great Bend, Kan., sounds off on "record service" gripes: "This beef against record companies on free service kids have a lot of talent and really deserve the good breaks," first place it seems not illogical writes Christine Hudak, Crew Cut fan club prexy. Miss Hudak can't afford to service every radio station in the country and still stay solvent. They must have a stay solvent. They must have a budget too, fellas. And in the who recently cut a new record for budget, too, fellas. And in the Mercury titled, "Crazy Bout You, second place, it really doesn't cost a mint to furnish a library, with a good assortment of records. And I don't mean buy everything the wax factories grind out. If a stalot from The Crew Cuts and tion can't afford to buy a dozen perhaps mention them in your or so recordings a week, the column." budget is too small or the station is going broke. We have been treated good and bad by different the signature of "The Bird," representing the Robbin ("Bobbin With Robbin") Seymour fan club, WKMH, Dearborn, Mich., tells us about the good work they did at the Childrens' Hospital: "Just like to tell you that on March 6 R. Errhard at KAWT, Douglas, we went to the Childrens' Hospital. we went to the Childrens' Hospi- Ariz., How about giving the rectal and had Robin Seymour's ord companies a kick-back on the birthday party there. We had 60 time you sell on your disk shows? After all, the music is bringing in your listeners. I will now cover my head and await the storm."

Change of Theme

Gene Emerald, KRNT, Des Moines, has discontinued radio work to free lance in the TV field and concentrate on hotel and supper club dates.... Several weeks ago we mentioned that Dick Thomas, former deejay at WOND, Pleasantville, N. J., had moved to WNNJ, Newton, N. J. However, thru a typo in our paper, the State was listed as N. H. rather than N. J. Please note his new address. ... Chuck Thompson, and his rooster, Elmer, left Jackson, Miss., for Mobile Ala., and are now heard mornings on WALA, Mobile.... Raymond E. Spencer, has taken over the early ayem spot on KORK, has Vegas, Nev. ... Ed Lake, former instructor in radio-TV at the University of Alabama, takes over the morning slot at WSGN, Birmingham.... Art Ford, WNEW, New York, has started an interview show on WOR-TV, New York, across the board... The Bill Garr show, KWKW, Pasadena, Calif., has moved to a late afternoon slot....

Ken Scott, 'VPEO, Peoria, Ill., has given up the "1020 Club" to Tommy Dunn and is concentrating on his own show at WPEO.

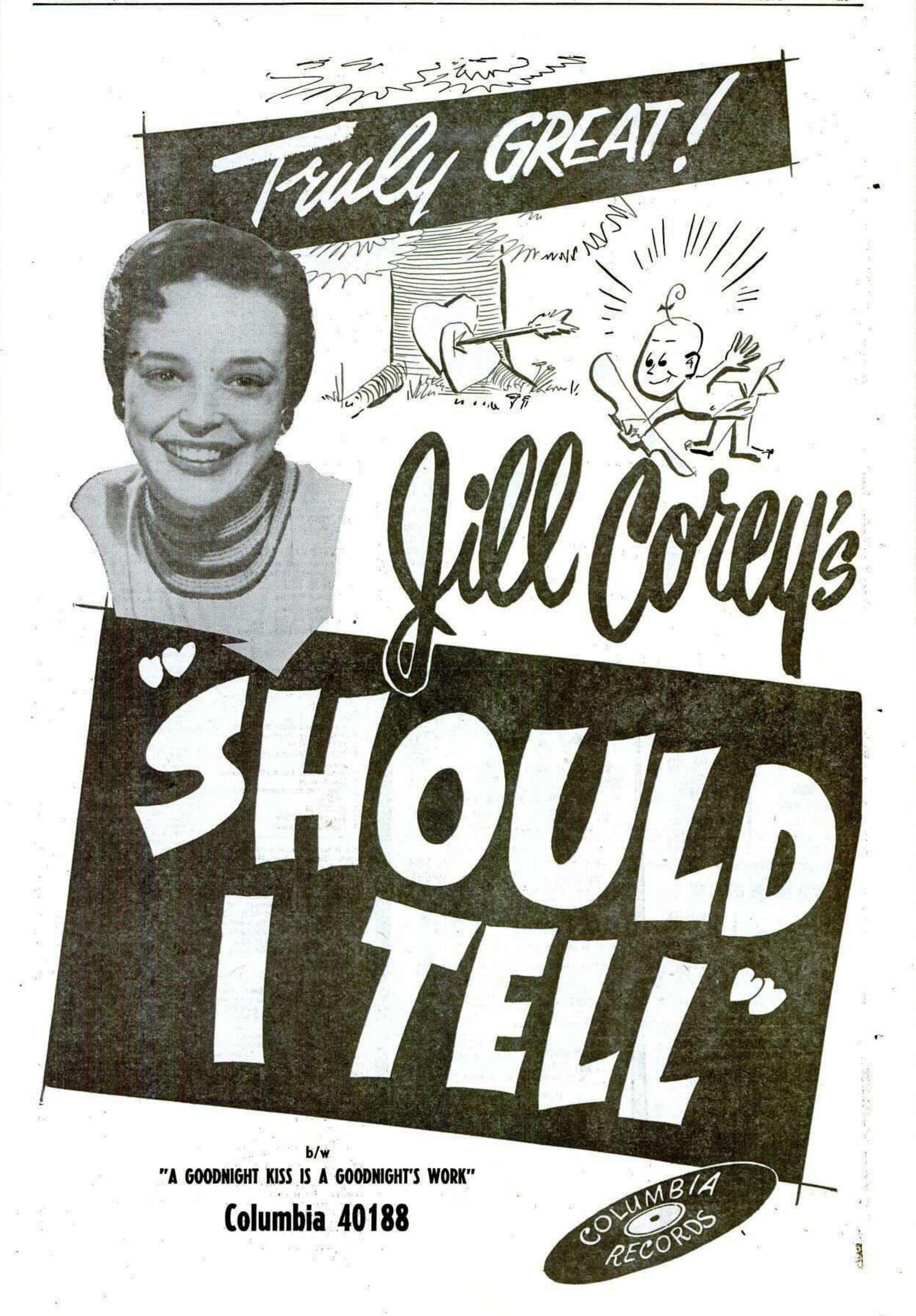
This 'n' That

Ed Paulin, WMRN, Marion, O., believes that "I Love You," recorded by Jimmy Wakely on the Coral label, has the basic necessities to be even bigger than "You, You, You." . . . Dick Gilbert, KTYL and KTYL-FM, Phoenix, Ariz., has been named by the Arizona State Fair Commission as manager of the Miss Arizona pageant for the third consecutive year. . . Ned Butler, WOZK, Ozark, Ala., reports that "Dead-wood Stage" is breaking big in his area. . . . Chuck Balding, WOAY, Oakhill, W. Va., tells us that he picked "I Get So Lonely" as the No. 1 song on his show recently and as a result had to have help in reading the requests for the disk that followed. . . . Joe Happel, WLOW, Portsmouth, Va., is very excited about the new Two popularity poll results reached this desk this past week—one from WNEW jockey, reports a barrage of mail never before equalled which put Joni James, Tony Bennett, Ray Anthony and the Hilltoppers in the No. 1 spot as American's favorite disk entertainers. "Every category also showed new entries to the top 10, reports Marshall, including Julius LaRosa, June Valli, Eartha Kitt; the orchestras

Shaw and Dorsey Brothere Ben record. . . . Don Stewart, KWJB, Globe, Ariz., is also very excited about the new 10-inch Bell disks and the Shaw and Dorsey Brothers record. . . . Ken Warren, KERG, Eugene, Ore., tells us that the "big interest is now in schmaltzy works like Paul Weston. Percy Faith, Victor Young, etc." . . Jack Brooks, news editor and deejay at WCCC, Hartford, Conn., has been elected to the East Hartford Advisory Board of the Family Service Society. The Shaw and Dorsey Brothers' Bell record. . . . Don Stewart, KWJB, the Family Service Society. The committee's job is to acquaint the community with the help that Family Service can offer.

Davis Distrib Opens Salt Lake City Office

HOLLYWOOD, March 20.-Davis Sales Company, vet indie distrib with headquarters in Denver, last week cpened an addi-tional branch in Salt Lake City. Jerry Josephson has been named to helm the Utah branch. Firm will cover Utah and Idaho as its sales territory.



The Billboard Music Popularity Charts POPULAR RECORDS

Reviews of New Pop Records

KAY STARR

CAPITOL 2769 - Kay Starr proves here that she can sing any type of material, as she sells this rhythmic new sacred effort in her own inimitable style, socking over every line. She even duets with herself on it with "dub-ins." The backing is solid, and the disk is really exciting. This one could be big.

If You Love Me 85 The canary sings this big ballad with plenty of heart and feeling, while a chorus and ork back her with much spirit. She turns the tune into a mighty salable disking via a great vocal. Both sides have it.

THE BOB TROW QUARTET

Soft Squeeze Baby84
Zodiac 108 — Gimmick production raises this novelty entry into the money class. Ditty, waxed earlier by Arthur Godfrey, will pull lots of laughs in this funny treatment, full of gags and tricks. A natural for morning deejays, with good juke action also likely. (Erwin-Howard, ASCAP)

I Went Along for the Ride 68 Poor contrast to flip. It's all on the other side.

GEORGIA GIBBS

all freshened up by a most appealing new arrangement which really sparkles. This side has a chance to break thru, and it should be a real coin-grabber on the boxes. Watch this one. (De Sylva, Brown & Henderson,

I'll Always Be Happy With You....78 A melodic waltz effort receives a beautiful reading from the petite thrush, with lovely support from the ork. The tune is good; her vocal is excellent and the side has possibilities. (Hill & Range, BMI)

THE MULCAYS

Alabamy Bound CARDINAL 1014 - The harmonica group that did so well on its last re-lease, "My Happiness," has come out with another powerful release here. Imitating the sound and rhythm of a train in motion, the group builds up an exciting pace which will sweep many customers off their feet. (Shapiro-Bernstein, ASCAP)

It's Been a Long, Long Time 79 harmonicas seems especially attractive in this lovely evergreen. The group renders it with unusual taste and feeling. (E. H. Morris, ASCAP)

LOLA DEE

happy novelty effort has a chance. The tune has an infectious melody, and the thrush, with the help of a male vocal group, hands it a sock reading. The backing, full of gim-micky sounds, is very attractive. With exposure this could break thru. (Commercial, ASCAP)

Padre 70 The thrush asks the Lord to keep her love safe and sound while he is away From her. Listenable cutting. (Brandom, ASCAP)

LOU MONTE

Somewhere There Is Someone.......78 V (45) 47-5691-Monte, closely supported by a vocal group, turns in an appealing rendition of a fresh and appealing new love ballad. Should win good exposure as a follow-up to his "Darktown Strutters' Ball." (Sheldon, BMI)

Won't You Forgive Me? 74 Reminiscent ballad is warbled full voice by Monte. Another good effort. (Roncom, ASCAP)

GORDON MacRAE

Backward, Turn Backward78 CAPITOL 2760-This is a simple and retentive waltz ballad with good lyrics and melody. The appeal should be general, with this tasteful waxing awarded plenty of spins. Could pull sales. (Sheldon, BMI) Face to Face....74

Single extract from the Capitol album, "Three Sailors and a Girl," is a mighty pretty ballad. And it's sung with the familiar MacRae resonance and warmth. (Witmark, ASCAP)

CREW CUTS Angelia Mia

undergoing revival via the Crown Records cuttings, receives a pleasant rendition here from The Crew Cuts, with an arrangement similar to the original record. If the tune breaks, this version will share some of the loot. (Crawford, ASCAP) Crazy 'Bout You Baby....77

The Crew Cuts, new vocal group on the label, turn in another good performance here with a bright, snappy rendition of a slick novelty item. The boys sell it in bubbly fashion, and the side has possibilities with exposure. (Sunbeam, BMI)

THE VOICES OF DOROTHY COLLINS

been a sock disk had it started with

the Rose Murphy-ish sounds that the thrush attains halfway thru the disk and repeats at the end. As it stands it's a very listenable side, featuring spirited vocalizing by the thrush and bright guitar backing. Jocks will flip. (Harms, ASCAP)

Mountain High, Valley Low....60 With the use of multiple taping, thrush Dorothy Collins sings the lovely melody from "Lute Song" with many, many voices. It could be called an engineering and artistic triumph but very weak commercially. (Gold-sen, ASCAP)

JOHNNY DESMOND Would You Let Me

Hold Your Heart?76 CORAL 61153 - Happy romantic ballad is warbled resonantly by Desmond. Bouncy support by the ork helps sell the effort. Should win moderate air exposure. (Studio, BMI)

The Zoo 75 Humorous semi-calypso is pleasantly chanted. This one will pull smiles from many. (Midway, ASCAP)

GUY LOMBARDO ORK

Bimbo 76 DECCA 29074 - Lombardo's many followers will be pleased with this fine version of the tune which is still a hit in the country field. Kenny Gardner and the trio handle the vocal neatly. Good wax. (Fairway, BMI)

This is also a hit in the country field, in fact at the top of the heap. It is played stylishly by the Lombardo crew, with Gardner again on the vocal. (Cedarwood, BMI)

JOHN GORDY ORK

Makin' Whoopee75 V (45) 47-5688-There's lots of tasteful corn in this small combo reading of the venerable oldie. Played with sparkle and a lilt, it can be counted to capitalize some on the backwash of the hoopla generated by the "Eddie Cantor Story." (Bregman, Vocco & Coan, ASCAP)

If You Knew Susie Like I Know Susic....75 Same here on another great old item associated with Cantor. (Shapiro-Bernstein, ASCAP)

JEFF CHANDLER

More Than Anyone......75 DECCA 29004-Tasteful side. Chandder sings the ballad with nice phrasing, to the sophisticated, lush backing of Victor Young's ork. (Hub, ASCAP)

I Should Care....68 Here's a passionate ballad. Chandler belts it out okay, with fine backing by Victor Young and his strings. (Dorsey, ASCAP)

BILL (MR. INK SPOTS) KENNY

smart rhythm ditty here. The side has an excellent sound, stemming from Sy Oliver's distinctive arrangement for chorus and ork. This disk should get attention. (Laurel, ASCAP)

Vows....69 Bill Kenny gives this ballad his distinctive rendition. Good ork backing is conducted by Sy Oliver. (Regent, BMI)

ROBERTA LEE

receives a lively performance from the thrush, backed with a lift by the ork and with some sharp work by a vocal group. If the tune breaks, this version could catch some of the coin. (Johnstone-Montei, BMI)

I'll Be There If You Ever Want Me 72 Tune now moving up in the country field is handed a good warble by the thrush over good ork support. A slightly less country-ish vocal would have helped make the disking a stronger one for the pop field.

LES ELGART ORK

Roo Roo Kangaroo74 COLUMBIA 40202-Les Elgart's ork has a smart arrangement of this catchy novelty. There's sound and drive to this side. Could get spins. (Milber, BMI) Flat Foot Floogee 73

The oldie gets a newfangled treatment here. The instrumental arrangement against a slowly chanted vocal is quite modern in character. Jockeys will like this side as a bit of unusual programing. (Allied, ASCAP)

DAN BELLOC ORK

My Love Is With Me74 M-G-M 11714—The Dan Belloc crew performs the pretty melody nicely, while thrush Ginny Patton contributes a good vocal. Listenable wax. The Belloc ork plays in the Miller manner.

Boston Bonnee....70 The kids will find this slight riff effort satisfactory for dancing, via the band's pleasant rendition of the tune.

BILLY MAY

some kicks of this bright instrumental version of the evergreen, which is taken out of the May ork's latest (Continued on page 30)

RATINGS—COMMERCIAL POTENTIAL

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

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

The Man Upstairs87

3 Areat Decca Hits! PEGGY VICTOR YOUNG and the Singing Strings

AUTUMN ROME

from the Vittorio DeSica Film, "Indiscretion of an American Wife"

Released by Columbia Pictures

b/w Johnny Guitar

Decca Record 29076

GEORGIE SHAW

with JIMMY LEYDEN orchestra

THERE MUST BE SOME MISTAKE

b/w A Fool In The Ways Of Love

Decca Record 29078



JANE TURZY

with JACK PLEIS orchestra

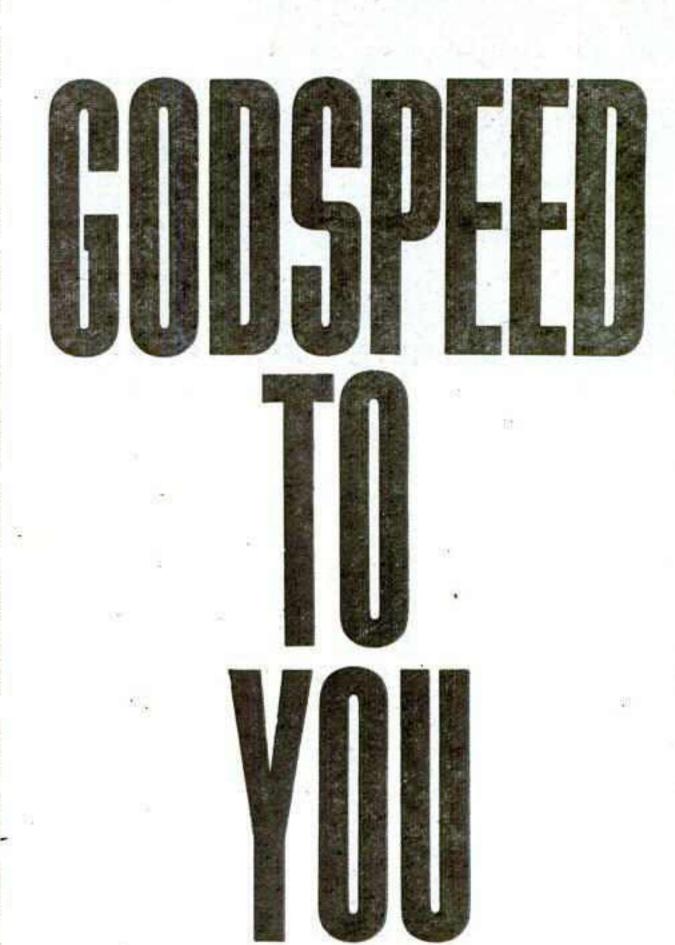
IT'S YOU, IT'S YOU LOVE

b/w Such A Night

Decca Record 29087

SWING AND SWAY WITH

in that ever-wonderful hit-making way!



Vocal by Jeffrey Clay and The Kaye Choir

78 rpm 40205

45 rpm 4-40205



(I Won't Be Happy)

ALTAR

Vocal by the Kaydets and Jeffrey Clay



COLUMBIA RECORDS

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The Billboard Music Popularity Charts POPULAR RECORDS

Reviews of New Pop Records

Continued from page 28

album set, "Naughty Operetta," With the flick "Rose Marie" soon to open, this side could get spins. (Harms, ASCAP)

BIII and Sam 69 A cute riff effort by the ork featuring tenorman Sam Donohue. Jazz jocks will give it some whirls. (Moonlight,

REMO BIONDI ORK

CHANCE 3016-A driving version of this fine novelty is in the groove here. Plenty of pace and life in Jerry Tyfer's vocal and the solid accompaniment of Remo Biondi. (Studio,

Pizza-Cat-Oh....65 Side has merit as a novelty instrumental. Some deejay eposure indicated. (Studio, BMI)

KEN REMO

M-G-M 11698 - There's warmth in



MOON MULLICAN

GOOD DEAL, LUCILLE

WANTED KING 1337 ***********

THE ROYALS

WORK WITH ME ANNIE

UNTIL I DIE FEDERAL 12169

mmmm EARL BOSTIC

CRACKED ICE

MY HEART AT THY SWEET VOICE KING 4699



BREAKS

Ken Remo's reading of this pretty lyric. There's melody too, and a tasteful backing by Lew Douglas. Deejays will like this.

Quanto?....69 Latin-flavored tune, with tango beat, belted out in showy fashion by Kon Remo. Good ork backing by Lew Douglas.

BILL STEGMEYER ORK

BENIDA 2027—Bill Stegmeyer's ork delivers a lush, full sound on this pretty waltz, adapted from Delibes. There's an engaging vocal by Jose Duval. (Emperor, BMI) Banjos and Bongos....69

This novelty instrumental is a change of pace from the flip. Ditty is smartly arranged and performed. (Sanford,

DON CHERRY-CAMARATA ORK

You Didn't Have to Tell Me73 DECCA 29005-Cherry has some unusually fine material to work with here. The tune, written by Walter Donaldson, is a melodious one, with a melancholy, bittersweet flavor that sticks in the mind. Cherry captures the mood very nicely. (Bregman Vocco & Conn, ASCAP)

Im Thru With Love....72 Cherry gives the oldie a competent reading, bringing out the emotion of this material with convincing style. (Robbins, ASCAP)

THE CORONET ORK

M-G-M 30845—The English ork plays this tango with great style, showing off the virtuosity of its strings and other sections nicely. The rich orchestral fabric of this material makes it ideal for background music as well as for dancing. (Lowell, BMI)

Caress 71 A pretty and tricky rhumba which lifts you up off your feet. Two cacellent instrumentals that many docjays will find ideal programing. (Mecca, ASCAP)

JERI SOUTHERN

DECCA 29042 — Poetic ballad is much concerned with the seasons and love. Jeri Southern sings it nicely, with fancy backing by Tutti Camarata. Bregman, Vocco & Coun, ASCAP)

That Ole Devil Called Love....71 There's a throb in Miss Southern's voice as she tells of that sly, old devil love. (Pickwick, ASCAP)

MILTON DELUGG ORK

lots of bounce, and it's delivered with infectious energy by the ork and chorus. Dancers will like.

Crying Polka....70 Another hopper for polka fans, also with cute lyrics.

VAN LYNN ORK

DECCA 29028-Van Lynn's ork has knocked off a very bright instru-

HEED NOT THE DEVIL

ATTENTION, DJ's-

Blackstone 541A

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Flushing 65, New York

JUST RELEASED AND GOING STRONG—A TERRIFIC JUKE BOX RECORD

"I PUT MY LAST NICKEL IN A NICKELODEON"

"Some Sweet Tomorrow" DAVE KENNEDY ORCHESTRA

Vocal by Glen Martin AZALEA #7414

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mental here. The rapid-tempo item is replete with brilliant string work and good sound. A cinch to get deejay eposure. (Love, BMI) Fiddles and Bows....72

This side's a mate to the flip. The same virtuosity in the strings and the same bright arrangement. (Love, BMI)

AL TRACE

Everything Depends on You72 M-G-M 11703—A smart arrangement, a cute ditty and fine performance by Al Trace produce an attractive side. There's beat and novelty. My Home Town....69

This side matches the beat of the flip and is a good novelty effort. Dwight Stokes does the vocal.

BROTHER LEE ROY

EPIC 9027-The clean, modern sound of this band, its solid beat and distinctive style make it a good new crew in the band world. The ork plays the instrumental brightly. (Gleawood, BMI)

Rollin' Rock 69 This material has a slightly bluesy touch and an easy-going manner which is quite impressive. This group ought soon to have a real following. (Moonlight, BMI)

CONNEE BOSWELL

this well-known ballad out with spirit and persuasive charm. Her way with a song is still impressive enough to hold long-time admirers and intrigue

new ones. (Joy, ASCAP) The Philadelphia Waltz....66 Another listenable side, conceived in a simple, unpretentious style. Miss Boswell just lets the pretty melody and relaxing three-quarter rhythm sell themselves. A little old-fashioned but nice. (Supreme, ASCAP)

SHIRLEY HARMER

M-G-M 11713-The thrush turns in a good reading of the oldie with fine ork support. Good filler material for

jock programing. I'm Playing With Fire 69 Same comment.

LOUIS JORDAN

Fat Sam From Birmingham71 DECCA 28983 - Jordan is almost without a peer in this type of comic patter. Here he describes a friend of his who can fix you up with everything from chicks to easy dough. A bright item with a hectic beat. (Lynn, BMI)

The Soon's Baby 70

Jordan delivers this blues in a style which lies somewhere between the pop and traditional r.&b. idioms, and will probably appeal to fans in both markets. (Popular, ASCAP)

LEE LAWRENCE

The Little Mustard Seed70 LONDON 1428-Warbler sells this new tune as well as he can, but the material is rather difficult to put over on wax. Tune concerns faith in the future with a mustard seed as the symbol.

My Love for You....69 Lawrence hands the ballad a rather night club-ish reading, over big backing by the full ork and chorus. The chanter's style is somewhat similar to Tony Martin's.

STEVE LAWRENCE

I Need70 KING 1325 - Sentimental, dreamy ballad gets the full romantic treatment. Steve Lawrence belts out the lyric with assurance, to the accompaniment of lush strings in Glenn Osser's ork. (Pickwick, ASCAP) Liebchen 68

More of the same here. The lyric is done with passion and elan, to the accompaniment of quivering strings. (Hubert, ASCAP)

JERRY GRAY ORK

Stop That Dancing70 DECCA 29038-Slow, rhythm novelty, with a vocal chorus by Linda Lee. Lots of beat here, plus a sophisticated arrangement. (Love, BMI) Coronado Cruise....68

This side's an instrumental with a modern arrangement. Catches a mood. (Albert, ASCAP)

TEDDY PHILLIPS ORK

Please Unlock the Door68 KING 1333-Happy novelty effort could get spins in some areas. The story concerns a young lass who is locked in by her mother who doesn't approve of her boyfriend. Arrangement features a gang vocal and thrush Lynn Hoyt. Brandom, ASCAP)

The Laughing Saxophone....68 Phillips has a ball with his laughing saxophone on this hokey effort, while Lynn Hoyt does as well as can be expected with the vocal. Okay wax from the novelty ork. (Arnel, ASCAP)

ANN GILBERT

When You Walked By68 CHANCE 3014-Attractive piece of material has fetching tempo, and gets the benefit of a smart vocal by Ann Gilbert. Good novelty programing. (Southern, ASCAP)

Our Fav'rite Waltz 60 Sentimental three-beat melody gets a fair vocal by Miss Gilbert, backed with a schmaltz fiddle and chorus. (Windy City, ASCAP)

BOB ANTHONY

ceives a smooth rendition from Anthony, who has warbled with a num-. ber of top orks. Jocks could spin. (Songland, BMI) Do I Worry?....65

The fine oldie is sung pleasantly by Anthony, former band warbler now on his own as a single. (Melody Lane, BMD

JOHNNY CONQUET SEXTET

The Lady Is a Tramp66 EPIC 9028-Vibes handle most of the melody in this attractive rendition of the evergreen by the small combo. Good program wax which should have some interest for the jazz collector. (Chappell, ASCAP) Venus De Milo....64

A mlghty listenable instrumental treatment of the pretty tune in bolero - mambo rhythm. (Jefferson, ASCAP)

DEAN PARKER

Let Me Tell You 'bout Louisa65 M-G-M 11705-Pleasant ballad gets a fair reading. Mitchell Ayres' ork backing is lush.

Be Mine, Beloved 60 Sugary ballad has routine effect.

BOB SANTA MARIA

Farewell, Farewell65 M-G-M 11715-Santa Maria sings this new ballad in lack-luster style, while a large chorus and full ork add support.

Tsuzammen....62

A watered-down Hebraic melody is sung routinely by the chanter. Again he is aided by a chorus. Disking is undistinguished.

RICK JOHNSON

Wheel of Chance64 FEATURE 1085-Love is likened to a wheel of chance in this rural love tune. It's a good, commercial idea, and Rick Johnson renders it credit-

I Cried 60 She married another. This weeper is worth a fair trial by deejays.

RATINGS—COMMERCIAL POTENTIAL

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

90-100, Tops 80- 89, Excellent 70- 79, Good

60- 69, Satisfactory 50- 59, Limited 0- 50, Poor

Review Spotlight on . . .

RECORDS

THE HILLTOPPERS

Poor Butterfly (Harms, ASCAP)

Wrapped Up in a Dream (Leeds, ASCAP)-Dot 15156 -The group, one of the hottest in the country, should remain so with this new slicing. "Butterfly" is sung with a beat and excitement, and the ballad is in the Hilltopper's groove. Two fine juke sides.

TALENT

JILL COREY

Should I Tell (Acuff-Rose, BMI)—Columbia 40188— Thrush Jill Corey, relatively new to the label, makes a strong bid for the big time via a top-flight performance on a wonderful new tune. With enough push this could put the gal over. Flip is "A Goodnight Kiss Is a Good Night's Work" (E. H. Morris, ASCAP).

TUNES

LIKE PAPA AND ME

Ruth Wallis-Monarch 3006-A new ballad loaded with sentiment and poignancy is handed a good rendition by thrush Ruth Wallis. The tune may be strong enough to give this new release much exposure. Flip is a parody "Kiss-A-Me-Slow."

Other Pop Records Released This Week

Cross Over the Bridge; I Get So Lonely-Betty Johnson-Three Beaus and a Peep,

Hometown Shout; John Peel Rag - The Duchess at the Keyboard, London 1420 Madonna; Waltz of the Stars-Stanley Black Ork, London 1414

Pino Pantaloni; Hearts Win, You Lose-Frank Petty Trio, M-G-M 11711 Secret Love; Young at Heart - Helen Forrest, Bell 1030

Strange But True; Tantalizin' Polka-Tom Montgomery, C. L. W. Hoffman 21373 There Was a Young Lady; The Theme From the Broken Horseshoe-Wilfrid Burns Ork, M-G-M 30844

Turli-Turla-Turlu; Do I Worry - Bob Anthony Ork, Eagle 107 Window in Heaven; I Want a Girl-Martin Walker, Camm 135

"LOVE'S

Capitol #2736



Published by

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(BMI) Philadelphia, Pa.

Fred Waring

FRANK DAVIS

singing 'Somebody Bigger

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THE

JUBILEE -5132

and

'MARIE"

Jubilee #5128

Orioles

A Smash In Pop And R&B

"DON'T GO TO STRANGERS"

Jubilee #5137

BETTE

Singing with orchestra conducted by Hy Oliver

"I'M ALONE BECAUSE I LOVE YOU"

b/w.

"PLEASE DON'T LEAVE ME"

Jubilee #5139

SANDY

A Must for the Machines

"COME ON AND TAKE ME"

b/w

"OUT OF MY MIND OUT OF MY MIND"

Jubilee #6061

DICK
THOMAS

Great Pop-Hillbilly

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b/w

"I'M GOIN"

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SECOND IN SERIES ON MUSIC POP CHARTS

Review, Spotlight Opinions Aid Record. Users to Determine Disks' Potentials

As pointed out last week, one of the basic business problems facing record dealers, juke box operators, disk jockeys and program directors is that of attempting to determine which new records each week are most likely to receive favorable public reaction.

The weekly Billboard reviews and "spotlight" feature in all categories of records are designed and operated specifically to assist in the process of evaluating new records.

NEW RECORDS: An average of over 100 popular, country and western, and rhythm and blues records are released every week in the year. The Billboard estimates that manufacturers release 3,000 popularles, 1,000 country and western singles and 1,500 rhythm and blues singles each year. Add popular and classical albums and children's records to those 5,500 singles and the job of evaluating records each week is evident.

It must be borne in mind that manufacturers have a substantial investment in every record. For the most part so do the writers and publishers of the song as well as the recording talent. Every record is released because the manufacturer believes that it will sell in sufficient volume to make a profit all the way down the line. And yet public reaction is of such nature that less than 10 per cent of single records are successful and profitable; far less than that reach the "hit" status.

Thus the problem of determining which of the new records are going to "make the grade" is a very real one. To dealers and operators it can mean the difference between profit and loss. If they fail to spot the most likely records, the dealer loses business due to lack of inventory, and the operator loses the dollar volume those records would have pulled. If they make too many "bad buys," both are caught

RATINGS—COMMERCIAL POTENTIAL

So. 100. Tops

90.100. Tops

90.100. Tops

80. 89. Excellent

70. 79. Good

10 determining the commercial rating, the following factors are considered: Interpretation, analerial, artist's name value, distribution power, exploitation potential.

with inventory that will not move or make money. The disk jockey's problem is equally difficult since he is restricted on air time and must choose records which are most likely to develop a responsive and pleased audience.

BILLBOARD REVIEWS, RATINGS AND SPOT-LIGHT: Much of The Billboard's Music Pop Chart operation is entirely impersonal and objective. In this category would fall the tremendous mass of survey information gathered from dealers, operators and jockeys—all of it tabulated by machines and all of it representing a truly national cross-section of record sales and programing.

Another segment of the over-all chart structure lies in the area of opinion. Even here, the objectivity quotient is very high, for the very nature of the operation provides a series of checks whereby virtually every record is listened to three times. Too, no record



is heard by only one man; rather, six men contribute to the final assaying of a disk's potential.

A glance at the mechanics of this "opinion" segment of the charts will make the eader more aware of its relation to the over-all chart structure, and will enable the dealer, operator and disk jockey to understand more thoroly how much hard fact, knowledge, authority and experience make up what is loosely termed "opinion."

THE MEN WHO ARE RESPONSIBLE: Records shipped to The Billboard from hundreds of labels all over the country receive their first hearing at a session held each Thursday night. Five men attend, including Paul Ackerman, whose experience encompasses all phases of indoor show business, and who has edited the Music department the past six years; Joe Martin, whose experience includes a stint as promotion manager of The Record Industry Association of America, advertising and sales promotion manager at London Records, editor of Song Hits and other music magazines; Bob Rolontz, who has owned his own record firm and has held executive posts with other labels; Is Horowitz, former Juilliard student whose knowledge includes a wide experience in the coin-operated music machine field; Gary Kramer, musicologist who also acts as liaison with The Billboard's vast pool of statistical information.

These men, with fresh, up-to-date information at hand, much of it obtained from their daily reportorial rounds, hear each disk in concert and discuss its potential. Entering into their collective "opinion" are such factors as current strength of artist, capacity of the publisher to aid in the exposure of the disk and suitability of the disk for certain segments of the market. These segments of the market may be geographical, as Deep South for certain types of disks, Midwest for polkas, etc.

Similarly a disk's suitability would be considered from the standpoints of deejay programing, operator programing or general, over the counter sale. Together with all these factors of market, promotion power and category, there is also the factor of artistic excellence within the confines of what is considered "commercial."

THURSDAY SESSION: The Thursday session, then, considers a great many single disks covering pop, country and western, rhythm and blues, spiritual and sacred fields. Those which are considered as meriting "Spotlight" consideration are set aside, with final judgment scheduled at the very end of the week, so that last minute information may be obtained.

Spotlight (formerly titled Records to Watch) has been broadened. Generally records are spotlighted. But in special cases, an outstanding new artist or a compelling piece of material may be especially called to the attention of the trade.

There is much more to the mechanics of the Review-Spotlight operation. The great number of records heard in concert Thursday night are divided among the aforementioned men and reviewed at home over the week-end. This is the second hearing which is given a record. The reviewer writes his formal review on the basis of his two hearings, and he has at his command all the relevant knowledge which his colleagues volunteered at the first hearing Thursday.

On this second hearing, some disks may strongly impress the reviewer. In the event these were not already set aside for Spotlight consideration, the reviewer brings them back to The Billboard. Here, on Tuesday, is held a "bring-back session."

THE TUESDAY "BRING-BACK": At this hearing—which is the third for many records—the entire
staff again assembles and considers the record for
Spotlight consideration by bringing to the discussion
all pertinent information.

So, one man checks another; each man's information is at the disposal of all; factors which include the artistic but which range far beyond that enter into the appraisal. And it is this which we loosely term "opinion"; but which is, obviously, the distilled thought of experienced men who have access to much information.

ANOTHER FACTOR: Overlaying the entire Review-Spotlight procedure is yet another factor, subtle, the extremely forceful, in its pressures. This factor is professional pride—the pride of the individual music staffer, and of the Music department collectively—in maintaining a high standard in the Review-Spotlight operation. Any employee of The Billboard is quickly inculcated with the utter necessity of bringing to bear on the appraisal of records every resource—to the exclusion of the pressures of friendship and personal taste.

The Billboard staffers and The Billboard itself cannot afford to jeopardize the prestige of the chart structure—developed at great expense over many



years—by lending an ear to myriad blandishments. Similarly, it cannot jeopardize the charts by bowing to the wrath of "injured" artists, publishers or record companies.

LIMITATIONS: As we have pointed out many times The Billboard's Reviews, Ratings and Spotlight features are OPINION. And, regardless of the application of experience, knowledge and conscientiousness, opinion in a business can be wrong. In applying opinion to predicting the public's reaction to records is a most precarious one principally (if for no other reason) because such a very small percentage of records are successful ones.

The Billboard Reviews have been wrong at times and will undoubtedly continue to be so on occasion. If anyone ever discovers an infallible formula for "picking" records before they are made and exposed to the public, that person is going to make fortunes.

In considering reviews in The Billboard many things must be borne in mind by the dealer, the operator and the jockey. He can approach them knowing that The Billboard's staffers have no angles to shoot in behalf of any label, artist or publisher. He can assume correctly that the review and rating are honest opinion. He also can be assured that The Billboard staffers are experienced music men that know their business and apply this knowledge conscientiously.

However, the dealer, operator or disk jockey must apply his own opinion on top of The Billboard's. We could cite cases of very high Billboard review ratings on records which in certain areas did not "make it." And also cases of low Billboard ratings on records which in some areas were quite successful.

Local conditions and local public tastes are very important factors to apply to The Billboard's opinion. Many manufacturers have asked us not to review their records unless we could give them a 60 or better rating. We don't agree with them. In our opinion, we have to rate them as we see them in order to carry out the job we have set for ourselves in the interests of dealers, operators and jockeys.

But we also honestly believe that "exposure" of records thru The Billboard's reviews is important for the manufacturer, even if they receive relatively low ratings. Let dealers, operators and disk jockeys apply their own opinion on top of ours.

PERFORMANCE RATING ON SPOTLIGHT: As nearly as we can determine, the Spotlight feature is roughly 50 per cent dependable. This is a high figure for opinion about records before they reach the public. Almost every successful record has been a Spotlight record; we don't seem to miss too many of those that are going to sell. However, we must admit that we do Spotlight a number of records that do not "make it."

Thru manufacturer co-operation we were able to check this feature against actual national sales of pop records during a 37-week period last year. According to these figures, about 140 pop records sold better than 100,000 nationally. Spotlight (then called New Records to Watch) had listed 92 of them; 65 per cent accurate, but we falied to list 48 records that did sell better than 100,000. Furthermore we listed some 80 records that did not sell 100,000.

Thus it becomes reasonably reliable to assume that when The Billboard "Spotlights" a record, it stands a 50-50 chance of becoming successful and profitable. When a tune is "Spotlighted," we recommend that the trade watch for other recorded versions. And when an artist is "Spotlighted" (especially a new artist), we recommend that the trade watch for further releases by that artist.

We are not reluctant to point out the limitations in The Billboard's Reviews, Ratings and Spotlight. We do so to emphasize the difficulties in "picking" records before they get public exposure. We know we do as thoro and as honest and as competent a job of it as is possible to do, and we are proud of the relatively high efficiency of this operation.

We recognize that opinion is certainly fallible, but believe that dealers, operators and disk jockeys rate The Billboard opinion—by reason of its experience and honesty in the music-record field—considerably above average.

Best Buys is a horse of another color. This is factual.

(More about Best Buys next week.)

The Billboard Music Popularity Charts COUNTRY & WESTERN RECORDS.

Best Sellers in Stores

For survey week ending March 17 RECORDS are ranked in order of their current national selling importance at the retail level. Results are based on The Billboard's weekly survey among dealers thru-Weeks out the country with a high volume of sales in country and western records. The re- Last Week Chart verse side of each record is also listed. 1. SLOWLY—W. Pierce...... You Just Can't Be True—Dec 28991—BMI 2. YOU BETTER NOT DO THAT-3. I REALLY DON'T WANT TO KNOW-E. Arnold..... I'll Never Get Over You-V 20-5525-BM1 4. BIMBO—J. Reeves..... 4
Gypsy Heart—Abbott 148—BMI 5. I'LL BE THERE-R. Price..... 7 Release Me-Col 21214-BM1 6. SECRET LOVE-S. Whitman..... 3 Why?-Imperial 8220-ASCAP 7. THERE STANDS THE GLASS-W. Pierce..... I'm Walking the Dog-Dec 28834-BMI 8. I LOVE YOU—G. Wright-J. Reeves.... 10 I Want You, Yes—Fabor 101—3MI 9. WAKE UP, IRENE—H. Thompson.... 8 Go Cry Your Heart Out-Cap 2646-BMI 10. RELEASE ME—J. Heap...... 9

Most Played in Juke Boxes

For survey week ending March 17 RECORDS are ranked in order of the greatest number of plays in juke boxes thruout the country. Results are based on The Billboard's weekly survey among op-Weeks erators thruout the country using a high Last proportion of country and western records. Week Chart 1. SLOWLY—W. Pierce..... 1 Dec 28991-BMI 2. WAKE UP, IRENE-H. Thompson.... 2 11 Cap 2646-BMI 3. YOU BETTER NOT DO THAT-T. Collins..... 5
Cap 2701—BMI 4. SECRET LOVE—S. Whitman...... 3 Imperial 8223-ASCAP 4. BIMBO—J. Reeves..... 4 15 Abbott 148-BMI 6. LET ME BE THE ONE-H. Locklin.... 7 Four Star 1641-BM1

7. I REALLY DON'T WANT TO KNOW.

AS FAR AS I'M CONCERNED—

8. THERE STANDS THE GLASS-

Dec 29000-BMI

R. Foley..... 8

W. Pierce..... 9

10. RELEASE ME-J. Heap.....

Most Played by Jockeys

For survey week ending March 17 SIDES are ranked in order of the greatest number of plays on disk jockey radio shows thruout the country according to The Bill-Weeks board's weekly survey of top disk jockey Last Week Chart Week shows in all key markets. 1. SLOWLY—W. Pierce..... 1 Dec 28991-BM1 2. YOU BETTER NOT DO THAT-T. Collins..... 2 Cap 2701-BMI 3. I REALLY DON'T WANT TO KNOW-E. Arnold..... 3 4. I'LL BE'THERE-R. Price...... 9 Col 21214-BMI 5. SECRET LOVE—S. Whitman..... 5 Imperial 8220—ASCAP 6. I LOVE YOU-G. Wright-J. Reeves..... 4 7. BIMBO—J. Reeves...... 6 8. WAKE UP, IRENE-H. Thompson.... 8 13 Cap 2646-BMI 9. LET ME BE THE ONE—H. Locklin.... 7 Four Star 1641-BM1 DOG GONE IT, BABY, I'M IN LOVE— Carl Smith.....

• Folk Talent and Tunes

Just to Be With You-Cap 2518-BMI

- By JOEL FRIEDMAN .

6000 Sunset Boulevard, Hollywood

Don Grashey and Jim Amadeo tain Barn Dance," via KOA-TV, have penned "The Life of Jimmie Denver, recently voted the most Rodgers" in tribute to the famed popular live TV show in the area. folk king. Song is being published by Peer-International, with variety of western entertainers, good possibility of a flock of re- musicians, comedians and square cordings due out in time for the dancers. Show is emseed by Uncle Jimmie Rodgers Memorial Day Ira Kelly. . . . Dallas planning a ceremonies in May. . . . Mickey
McGuire and his Sunset Ramblers
into the Zanzibar, Denver, replacing Jerry Osborne and his group, who are doing a series of

ATTENTION

Dee-Jays and

Program Directors

of Stations

Big and Small . . .

If you are not on Abbott and Fabor Records mailing list and

would do us the honor of spinning our releases, write us on your station letterhead and we will be happy to rush

Jim Reeves

T. Tommy Cutrer

Smiley Burnette

WHAT'S THE MATTER WITH

Billy Barton

'EDGAR THE EASTER BUNNY'

Mitchell Torok

Rudy Grayzell

Jim Reeves

Ginny Wright

Tom Bearden and

Ginny Wright

Jerry Rowley

Billy Dee

ABBOTT

& FABOR

RECORDS

6636 Hollywood Blvd.

Hollywood 28, Calif.

IF IT AIN'T MY BABY'

'ECHO BONITA'

I TOAE AOD.

T'M IN HEAVEN'

'DRINKING TEQUILA'

Fabor Robeson

you copies.

'MEXICO GAL'

'MUCHO GUSTO'

one-nighters. . . . "Rocky Moun- Howard Vokes" "A Babe, a Star, a Manger." . . . Ken Grant, KNUZ, Houston, doing a whale of a job on the widely heralded "Grand Prize Houston Jamboree." Show preemed last week and met with whopping success, we learn. Guesting in the first line-up were Hank Locklin, Arlie Duff, Sonny Burns, Jerry Jericho, Smokey Stover, Patsy Elshire, George Jones, Betty Jo Moore, Bill Potter, Mary Jo Chellette and the Chellette Sisters, and the Hayes Brothers. . . . Rex Allen slicing two sides for Decca Records.

Jim Wilson, WHOO, Orlando, Fla., setting plans for the "Grand Ole Opry" show there on March 31, featuring Carl Smith and the Carlisles. . . . Bob Nash guested on the Sammy Lillibridge show, KFRO, Longview, Tex. . . . Bill Ring headlines at the Chase Hotel, St. Louis, along with Tennessee Ernie. New "Radiozark" show by Ernie scheduled to be released nationally come April 1. . . . Paul Mitchell, former pianist and arranger with the Tommy Dorsey band years ago, now airing via KYTV, Springfield, Mo. . . Deacon Andy Griffith pulled 2,500 payees at the Buckhead Theater, Atlanta, recently. Bill Lowery, WGST, promoted the show. . . . Jimmy Skinner follows Goldie Hill into the Circle Theater's "Jamboree" Cleveland, Jack Gale. "Jamboree," Cleveland: Jack Gale, who emsees the bill, has added a Saturday afternoon c.&w. show via WSRS. . . . Tex Robarge and his Ranch Boys now touring Cen-tral New York and have recently been signed to record for the Robin label. . . The Circle 15 square dancers of Bloomington,

Square dancers of Bloomington, Ill., guested at the WLS Nation Barn Dance, Chicago, last week.

Billy Hayes, a Brooklyn lad, along with d.j. Rosalis Allen of WOV, New York, penned Hank Locklin's latest 4-Star release, "Tomorrow's Just Another Day to Cry."

Buster Fellers and his Cry." . . Buster Fellers and his Country Gentlemen working the bandstand at Half-A-Hill, Springfield, Mo., night spot. . . Johnny Bond sliced a brace of sides at Columbia Becords last week Columbia Records last week,

convention in Chicago, skies to Miami where he opens at the June 1, following Liberace's New Olympia Theater along with RCA York date at Madison Square Gar-Victor artist Joyce Moore.

C & W Territorial Best Sellers

For survey week ending March 17

Memphis

6. I Love You, G. Wright-J. Reeves, Fab.

9. There Stands the Glass, W. Pierce, Dec.

M. Robbins, Col. 6. Secret Love, S. Whitman, Imp.

7. You All Come, A. Duff, Sdy.

1. I'll Be There, R. Price, Col.

3. Slowly, W. Pierce, Dec.

5. Bimbo, J. Recves, Abb.

7. You Better Not Do That

8. My Everything, E. Arnold, V.

E. Arnold, V.

T. Collins, Cap.

2. Secret Love S. Whitman, Imp.

4. I Really Don't Want to Know.

City-by-city listings are based on late reports secured from top country and western dealers and juke box operators in each of the markets listed.

Cincinnati

1. Slowly, W. Pierce, Dec. 2. Release Me, J. Heap, Cap.

3. I'll Be There, R. Price, Col. 4. I Need a Little Help, Carlisles, Mer.

5. I Really Don't Want to Know E. Arnold, V.

6. Secret Love, S. Whitman, Imp.

7. Good Deal Lucille, A. Terry, Hic.

8. You Better Not Do That T. Collins, Cap.

9. Tight Wad, York Brothers, Kng.

Dallas-Ft. Worth

1. Slowly, W. Pierce, Dec.

2. Bimbo, J. Reeves, Abb.

3. My Isle of Golden Dreams M. Robbins, Col.

4. As Far as I'm Concerned, R. Foley, Dec. 5. Release Me, J. Heap, Cap.

6. You All Come, A. Duff, Sdy.

7. Secret Love, S. Whitman, Imp.

8. I Really Don't Want to Know E. Arnold, V.

9. I'll Be There, R. Price, Col.

Houston 1. You Better Not Do That

T. Collins, Cap. 2. I'll Be There, R. Price, Col.

3. Slowly, W. Pierce, Dec. 4. As Far as I'm Concerned, R. Foley, Dec.

5. My Isle of Golden Dreams

of California starting April 18. . . . Solid line-up of guest artists for the Lyric Theater's "Jamboree" in Indianapolis, with Homer and Jethro, Little Jimmy Dickens, Del Wood, Lulu Belle and Scotty, Kitty Wells, Johnnie and Jack and Martha Carson due to appear. Show is promoted by Richard Black and Bob Harris, and is aired via WIBC, weekly. . . . Early riser Art Lazarow airing country music on his new show, "Tunes From Down Yonder," via WWJ, Detroit.

Tom Gibson and the Georgia Playboys have moved from WATL, Atlanta, to WTJH, East Point, Ga. They are heard each Saturday with Romeo Brinkly handling vocals for the group. . . . Uncle George Featherstone and his Wonderland Ranch Boys have been set for a tour of Ontario that will take them thru most of the principal cities during April. Wonderland Ranch Enterprises is erecting a new building at its base in Dunnville, Ont., which will house the firm's headquarters.

HOLLYWOOD, March 20.— Concert pianist Liberace, currently the subject of much public attenwhile the firm's a.&r. director, tion, is scheduled to turn his talent Don Law, was in Hollywood. . . . to tour conducting this summer, Hank Snow, after being excep- when he will head a group to Eutionally well received at the MOA rope for approximately one month.

den. The Liberace entourage, Sunshine Ruby scheduled for a which will be restricted to a total slew of dates in Texas first part of of 50 persons, will tour the Con-May. . . . Red Garrett just com- tinent in a fleet of Cadillacs, and pleted a tour of Florida with his will cover Paris, Nice, Rome, band and Milton Estes. . . . Salzburg, Vienna, Lucerne, Geneva Johnnie and Jack due for a tour and London.

Nashville

1. I'll Be There, R. Price, Col. 2. Slowly, W. Pierce, Dec.

3. You Better Not Do That

T. Collins, Cap. 4. I Really Don't Want to Know E. Arnold, V.

5. You All Come, A. Duff, Sdy. 6. Secret Love, S. Whitman, Imp.

7. My Isle of Golden Dreams M. Robbins, Col.

New Orleans

1. Slowly, W. Pierce, Dec.

2. You Better Not Do That T. Collins, Cap.

3. I'll Be There, R. Price, Col.

4. Good Deal Lucille, A. Terry, Ric. 5. I Really Don't Want To Know

E. Arnold, V. 6. Release Me, J. Heap, Cap.

7. Say a Prayer, A. Terry, Hic.

HEAR-YE!!! HEAR-YE!!!

WE HAVEN'T HAD A BIG-HIT-YET BUT NOTHING CAN STOP RUSTY NEWBY'S

NEWEST B.M.I. RELEASES

WORLD OF HONOR **MUSICIANS' BLUES**

WHEN YOU WALKED OUT ON ME

DON'T BLAME ME, CARELESS DARLIN'

OPERATORS, DISTRIBUTORS, WRITE OR WIRE FOR **TERRITORIES** STILL AVAILABLE



ACADEMY

RECORDS

FRESNO, CALIF.



COUNTRY & WESTERN RECORDS

This Week's Best Buys

MUSIC

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

A FOOLER, A FAKER (Texoma, ASCAP) BREAKIN' THE RULES (Texoma, ASCAP)—Hank Thompson—

Capitol 2758 The singer, who has been a familiar figure on the charts, is breaking this new release with the kind of push that could make it again this time. Strong reports were received from Richmond, Atlanta, Nashville and Memphis. The disk was also reported good in Eastern Pennsylvania, Upstate New York, the Caro-

linas and Houston. "Fooler, Faker" has a slight lead in side preference. A previous Billboard "Spotlight" disk.

I GET SO LONELY (Melrose, ASCAP)—Johnnie and Jack—RCA Victor 20-5681

A fast mover, this disk has garnered strong sales reports from Richmond, Atlanta, Chicago, Houston and New Orleans. The duo is also doing nicely in Durham, St. Louis, Los Angeles and Nashville, Flip is "You're Just What the Doctor Ordered" (Cedarwood, BMI). A previous Billboard "Spotlight" disk.

Reviews of New C & W Records

JIM REEVES

Echo Bonita ABBOTT 160 - This Latin-flavored ditty gets a standout performance by Jim Reeves. It's a sock mating of material and artist, and there's no doubt of its getting heavy play by deejays and mucho dinero. (Fairway, BMI)

Then I'll Stop Loving You....84 A strong lyric idea is given an affecting reading by Jim Reeves. Decjays will like the country ballad, and this could grab much loot, too. (American,

BANK THOMPSON

CAPITOL 2758 - Hank Thompson's fans won't be disappointed with this side. In his individual style he warbles a tale of sad, sinful love. Merits plenty of spins. (Texama, ASCAP)

A Fooler, a Faker 85 Thompson essays a smart country novelty here; it's a change of pace, and a cute side. Deejays will surely like this bit of programing. Two fine sides. (Texama, ASCAP)

JOHNNIE AND JACK

V 20-5681-With this tune riding high on the pop charts, the duo has come up with a top-notch country version which could be very successful. It is an ideal juke box offering with its catchy rhythm and smooth interpretation. (Melrose, ASCAP)

You're Just What

the Doctor Ordered 80 A warm ballad which also has a lot of commercial potential. The material is tailored-made for the duo and sold to the hilt. The beat is bouncy and infectious. (Cedwarwood, BMI)

HOMER AND JETHRO

V 20-5708-Cute novelty couldn't be more appropriate for Homer and Jethro if it had been written to order, Performance is bright and could do pop business as well as country. Lots of spins and good sales seem in store. (Trinity, BMI)

That Tired Run Down Feeling 76 The lassitude most experience in the springtime is the topic here. A good tonic is the cure, we are told, and this reading will help. Another cute side. (Valley, BMI)

ARLIE DUFF

Let Me Be Your Salty Dog82 STARDAY (45) 132 - Rhythmically infectious, this country item bounces gleefully from start to finish. Duff reads it with spirit. Side could do mighty well on the air, in jukes and over the counter. (Starrite, BMI)

Back to the Country 80 Rural bouncer has cute lyrics and Duff gives it his all. This side has a good chance for loot. (Starrite, BMI)

BILLY DEE

Drinking Tequila78

material, and Billy Dee gives it a fine performance. It's a natural for heavy play on the boxes and by decjays. The side has melody, beat and novelty appeal. (Dandelion, BMI) Falling Star Waltz....72

Billy Dee Sings a weeper on this side. It's a slow-paced item, and a change of pace from the flip. (Dandelion,

RUDY GRAYZELL

ABBOTT 157 - There's a solid beat here, a lively refrain and plenty of comedy and novelty appeal. It's done with strong impact by Rudy Grayzell and the Louisiana Hayride band. (Trinkty, BMI)

Ocean Paradise....72 Grayzell belts out a ranchero, backed with lively accompaniment. It's representative of the type. (American,

YORK BROTHERS

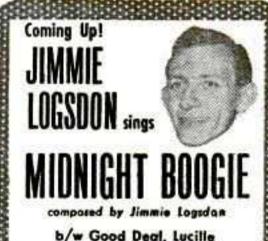
an authentic sound on this bluesy, slow-paced item. Two good sides by the boys. (Lois, BMI)

I Get the Blues in the Springtime 76 Whistling and bird calls accompany this bucolic ditty. It's a pretty tune, nicely done. Leslie York does the vocal, (Lois, BMI)

GOLDIE HILL

DECCA 29069 - Miss Hill belts out an infectious version of the pretty oldie. The side has beat and plenty of life. Should attract pop sales, but it runs the risk of all hybrid sides. (Melrose, ASCAP) Young at Heart 75

Another pop side for the thrush. Her performance is fine. Same hybrid risk as above. (Sunbeam, BMI)



b/w Good Deal, Lucille

Review Spotlight on . . . RECORDS

CARL SMITH

If You Tried As Hard to Love Me (Acuff-Rose, BMI) Back Up Buddy (Tannen, BMI)-Columbia 21226-Two fine tunes are handed most persuasive warbles by the country singer. "If You Tried . . ." is an intriguing weeper and "Back Up Buddy" is a bright, lively rhythm tune. Both can make it.

HOMER AND JETHRO

Crazy Mixed Up Song (Trinity, BMI)-RCA Victor 20-5708—The comic pair have a very bright tune here, one that is now getting some attention pop-wise, and they handle it with much spirit. Should get operator attention. Flip is "That Tired Run Down Feeling."

BOB WILLS

M-G-M 11709-A touching weeper is sold neatly by Jay Roberts with some help, talk-wise, from Wills. Side is a good one and could get many spins. Tune has merit and could get attention in both country and western areas.

She's the Quarter Horse Type (Of a Gal) 75

Wills' many fans in the West and Southwest will enjoy this cute novelty by the ork, sung pleasantly by Billy Jack Wills. The ork leader, of course, makes many comments on the disk.

JIMMY BRYANT-SPEEDY WEST

Jammin' With Jimmy76 CAPITOL 2762 — A bright, swingy novelty is played with spirit and sparkle by the guitar duo, backed by a rhythm group plus a hot fiddle solo by Bryant. The boxes can use this one. (Central, BMI)

Hometown Polka....75 Same comment. (Central, BMI)

GRADY MARTIN ORK

My Window Faces the South76 DECCA 29059 - Red Foley obliges the Martin combo with two vocal choruses sandwiched in between some hot swingy instrumental music. Foley (Continued on page 36)

SENSATIONAL - DIFFERENT (Folk or Pop) TEN THOUSAND COWS Novelty

Johnny Ragsdale's Columbia Record Red Ingle, Ted Weems Orch. (Watch Release) ************

Doug Coats sings on Shamrock Record

SUGAR COATED LOVE

PURE AND SIMPLE

Plenty of D.J. action around Texas *************

Ray Coats sings on Shamrock Record TEXAS BLUES

MY HEART AND

Action from D.J.'s really going great

Watch: Bob Wills' release on these sides

SHAMROCK MUSIC PUB., Inc.

Houston, Texas

2 NEW COLUMBIA HITS!

Cousin JOE MAPHIS



COLUMBIA #18029

Little JIMMY DICKENS



COLUMBIA #21216

CENTRAL SONGS INC.

HOLLYWOOD, CALIFORNIA

BLUES RECORDS

Best Sellers in Stores

For survey week ending March 17

RECORDS are ranked in order of their current national selling importance at the retail level. Results are based on The Billboard's weekly survey among dealers thruout the country with a high volume of sales in rhythm and blues records. The reverse side of each record is also listed.	l.a		Weeks 6n Chart
 YOU'LL NEVER WALK ALONE—R. Hamilton I'm Gonna Sit Right Down and Cry—Epic 9015—BMI 		2	6
2. THINGS THAT I USED TO DO-Guitar Slim Well I Done Got Over-Specialty 482-BMI	••••	1	11
3. I DIDN'T WANT TO DO IT—Spiders		3	6
4. LOVEY DOVEY—Clovers	••••	6	2
5. SUCH A NIGHT—C. McPhatter	••••	7	3
6. YOU'RE STILL MY BABY-C. Willis	•••	4	8
7. LUCILLE—C. McPhatter	• • • •	-	1
8. I'M YOUR HOOTCHY KOOTCHY MAN— M. Waters		8	2
9. LITTLE MAMA—Clovers		-	1
10. DARLING DEAR—Counts		-	, 1

Most Played in Juke Boxes

For survey week ending March 17

This Week	RECORDS are ranked in order of the greatest number of plays nationally in juke boxes. Results are based on The Billboard's weekly survey among operators througt the country using a high proportion of rhythm and blues records.	Last Week	Weeks on Chart
1. T	HINGS THAT I USED TO DO—Guitar Slim	, 1	10
2. I'l	LL BE TRUE-F. Adams	2	14
2. S	AVING MY LOVE FOR YOU—J. Ace	4	14
4. Y	OU'LL NEVER WALK ALONE—R. Hamilton	3	4
4. M	ONEY HONEY—C. McPhatter	5	20
	ARIE—Four Tunes	6	13
	ARLING DEAR—Counts	10	, 2
8. I	DIDN'T WANT TO DO IT—Spiders	7	4
	M YOUR HOOTCHY KOOTCHY MAN— M. Waters	7	3
10. L	OVEY DOVEY—Clovers		. 1

• R & B Territorial Best Sellers

For survey week ending March 17

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

Atlanta

- 1. Things That I Used to Do
- Guitar Slim, Spe.
- 2. Lucille, C. McPhatter, Atl. 3. You're Still My Baby, C. Willis, Oke
- 4. Little Mama, Clovers, Atl. 5. I Didn't Want to Do It, Spiders, Imp.
- 6. Lovey Dovey, Clovers, Atl.
- 7. I'm Your Hootehy Kootchy Man M. Waters, Chs.
- 8. Such a Night, C. McPhatters, Atl. 9. Saving My Love for You, J. Ace, Duk.
- 10. Honey Hush, J. Turner, Atl.

Charlotte

- 1. I Didn't Want to Do It, Spiders, Imp. 2. You'll Never Walk Alone
- R. Hamilton, Epi, 3. Things That I Used to Do
- Guitar Slim, Spc.
- 4. Lovey Doyey, Clovers, Atl.
- 5. Little Mama, Clovers, Atl.
- 6. Darling Dear, Counts, Dot 7. Lucille, C. McPhatter, Atl.
- 8. Money Honey, C. McPhatter, Atl.
- 9. You're Still My Baby, C. Willis, Okc. 10. Saving My Love for You, J. Ace, Duk.

This Week's Best Buys

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

A THOUSAND STARS (Challenge, BMI)-The Rivileers-Baton 200 A real sleeper here. For two months, this record has been one of the bigger sellers in New York and Los Angeles, with spotty distribution preventing the disk from breaking nationally. While continuing to sell in New York and Los Angeles, the record has now begun to click in Pittsburgh, Cleveland, Chicago, Durham and in other Southern territories where it has been delivered. The proved success of the disk in every area where it has been received indicates that with thoro distribution, this record could snowball into a big hit.



Chicago

- 1. Money Honey, C. McPhatter, All.
- 2. Darling Dear, Counts, Dot -3. Things That I Used to Do
- Guitar Stim, Spe.
- 4. Lovey Dovey, Clovers, Atl. 5. Love Contest, Ruth Brown, Atl.
- 6. You'll Never Walk Alone
- R. Hamilton, Epi. 7. Watch Dog, L. Reed, Kng.

- Cincinnati 1. You'll Never Walk Alone
- R. Hamilton, Epi,
- 2. Lovey Dovey, Clovers, Atl.
- 3. I Didn't Want to Do It, Spiders, Imp. 4. You're Still My Baby, C. Willis, Oke.
- Guitar Slim, Spe. 6. Honey Hush, J. Turner, Atl.
- 7. Saving My Love for You, J. Ace, Duk

Detroit

- 1. You'll Never Walk Alone R. Hamilton, Epi.
- 2. Such a Night, C. McPhatter, Atl. 3. Things That I Used to Do
- Guitar Slim, Spe. 4. Lovey Dovey, Clovers, Atl.
- 5. Watch Dog, L. Reed, Kng. 6. You're Still My Baby, C. Willis, Okc.

Los Angeles

- 1. Things That I Used to Do
- Guitar Slim, Spe. 2. You're the One, Spiders, Imp.
- 3. Darling Dear, Counts, Dot 4. It Should've Been Me, R. Charles, Atl.
- 5. I'll Be True, F. Adams, Her. 6. Gee, Crows, Rma.
- 7. I'm Just Your Fool, B. Johnson, Mer.
- 8. Lovey Dovey, Clovers, Atl.
- 9. I'm Your Hootchy Kootchy Man M. Waters, Chs.
- 10. You'll Never Walk Alone R. Hamilton, Epi,

New Orleans 1. I'm Your Hootchy Kootchy Man

- M. Waters, Chs. 2. Blue Monday, S. Lewis, Imp.
- 3. Things That I Used to Do
- Guitar Slim, Spc. 4. You'll Never Walk Alone

- R. Hamilton, Epi.
- 5. Lucille, C. McPhatter, Atl.
- 6. Something's Wrong, Fats Domino, Imp. 7. TV Mama, J. Turner, Atl.
- 8. You Done Me Wrong
- Fats Domino, Imp.

New York

- I. You'll Never Walk Alone
- R. Hamilton, Epi. 2. Things That I Used to Do
- Guitar Slim, Spe.
- Such a Night, C. McPhatter, Atl. 4. Lucille, C. McPhatter, Atl.
- 5. Answer Me, My Love
- Nat (King) Cole, Cap.
- 6. I'll Be True, F. Adams, Her. 7. I Didn't Want to Do It, Spiders, Imp.

Philadelphia

- 1. You'll Never Walk Alone R. Hamilton, Epi.
- 2. Such a Night, C. McPhatter, Atl.
- 3. I Didn't Want to Do It, Spiders, Imp.
- 4. Johnny's Blues, J. Hodges, Clf. 5. Lovey Dovey, Clovers, Atl.
- 6. I'm Just Your Fool, B. Johnson, Mer.
 - 7. Answer Me, My Love Nat (King) Cole, Cap.

St. Louis

- 1. Things That I Used to Do Guitar Slim, Spe.
- 2. I'm Your Hootchy Kootchy Man
- M. Waters, Chs.
- 3. You'll Never Walk Alone R. Hamilton, Epl.
- 4. You're the One, Spiders, Imp.
- 5. Lovey Dovey, Clovers, Atl.
- 6. Saving My Love for You, J. Ace Duk.
- 7. El Baion, J. Loco, Tic.
- 8. Darling Dear, Counts, Dot 9. Love Me Girl, Flairs, Fla.
- 10. Something's Wrong, Fats Domino, Imp.

Balti.-Wash.

- 1. You'll Never Walk Alone
- R. Hamilton, Epi. 2. Such a Night, C. McPhatter, Atl.
- 3. You're Still My Baby, C. Willis, Oke. 4. Things That I Used to Do
- Guitar Slim, Spe. 5. 1 Didn't Want to Do It, Spiders, Imp.
- 6. You Done Me Wrong

Fats Domino, Imp.

Rhythm and Blue Notes

By BOB ROLONTZ.

this week with four sides on the r.&b. best-selling charts. Both The Clovers and Clyde McPhatter have two disks on the charts. Incidentally, Atlantic Records is re-issuing a Ruth Brown disk, originally released three years ago, as a result of a lot of excitement on the platter in Houston. It seems that the firm had issued the waxing of "Sentimental Journey" by Ruth Brown back in 1950, but little had happened to it. A few weeks ago Steve Poncio, of United Distributors in Houston, gave out some dusty old copies of the disk to deejays in town, and after a few playings all heck broke loose. Wires crackled into Atlantic's New York office for the disk, and the firm, caught with its wax down, made new metal parts, new pressings and started shipping. The "Sentimental Journey" side is backed by "It's All in Your Mind" and the platter is now on special release. In spite of r.&b. business being 24.

has not affected spirituals at all.

one of the "hottest" of diskeries dealers, the three top-selling spirituals, according to one-stops, distributors and dealers are: "Too Close to Heaven" by Alex Bradford on Specialty; "He's My Friend Until the End," by the Soul Stirrers on Specialty, and "Jesus Is a Rock in a Weary Land," by the Five Blind Boys on Peacock. All of these disks received over 80 ratings when reviewed in The Billboard. The Buddy Johnson ork, with

Ella Johnson and Nolan Lewis, is now out on a one-nighter trek thru the South until April 20. . . . Illinois Jacquet starts at the Terrace Ballroom, St. Louis, on March 23 for a week. . . . Gene Ammons will be at the Crystal Lounge in Detroit for a week starting March 22, . . . Bull Moose Jackson does a week at Pep's in Philadelphia beginning March 22. . . . Sarah Vaughan is set for three weeks at Birdland, New York. The starting date is March

off, especially in such areas as Roy Hamilton, Epic Records' Detroit, the spiritual business is new singer, will play a week at holding steady. Those dealers Amerson's in Philadelphia, openwho handle both r.&b. and spir- ing on March 22. . . . Savannah ituals find that the r,&b. slump Churchill starts at the Flame in (Continued on page 36)



A walloping high 83 rating in Billboard's reviews for UNITED 173 makes Jimmy Forrest Ork doing "Flight 3-D" a cinch to break into the big leagues. Back side is "Sophisticated Lady," done in a real top style. Stock up on this one. A new sacred release on STATES 137, with the Caravans, has the promise of another solid seller. Top side features "Blessed and Brought Up by the Lord," with "Jesus Is a Rock" backing it. Bessie Criffin is soloist on both sides.

The 5 C's on United 172, doing "Wheower Baby" and "Tell Me," is beginning to catch on in the territories. Have you heard it yet?

Eugene Fox on CHECKER 792 does the neatest job of the year on "Sinners Dream" that rated him a good 77 in Billboard's reviews. Reports from Nashville point the way to a top seller here. Back side "Stay at Home." A new Little Walter hit is "Oh, Baby" and "Rocker" on CHECKER 793. Out less than a week, sales are already making this a member of the hit class. For top profits, these should be in stock right now.

"It's All My Fault" and "Women and Money," by John Lee Hooker, on Chess 1562, is a top number on many juke boxes. Disk jockey reports indicate a growing demand for it.

Dealers everywhere are stocking these "picks." Call your distributor today.

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A GREAT NEW STAR

DICKIE THOMPSON

RHYTHM & BLUES RECORDS

Review Spotlight on . . .

RECORDS

BILLY WARD AND HIS DOMINOES

I'm Gonna Move to the Outskirts of Town (Leeds, ASCAP)

Tootsie Roll (Ward-Marks, BMI)—Federal 12178—This new slicing could be one of the Dominoes' biggest. An Patrick, on Central Records, outstanding tenor handles the lead work on "Move," the ork hit of the 40's, and the flip is a mighty cute rhythm effort that could also go pop. Power on both 19. . . . Red Prysock and his ork sides and strong box offerings by the Dominoes.

Reviews of New R & B Records

AMOS MILBURN

How Could You Hurt Me So85 ALADDIN 3326 - Amos Milburn should stay on top with this one. It's a powerful ballad, and the warbler sings it with heart and feeling. He is supported solidly by the combo. A potent disking and a coin-grabber.
(D & M Music)

Rocky Mountain 78 Swingy riff effort receives a good vocal from Milburn, while the ork comes thru with toe-tapping beat and a sharp arrangement. A good one for dancing and a good coupling for the flip, (Aladdin)

SPANIELS

Goodnite Sweetheart, Goodnite84 VEE JAY 107-An almost pop-like piece of material which swings enough to make it in both the pop and r.&b. markets. The imitation of the sounds of a sax player by the bass singer gives this side a gimmick which helps greatly. Strong wax. (Conrad, BMI)

You Don't Move Me 83 The girl that plays hard to get in the beginning may find the tables turned on her in the end, the group points out here. The twist in the lyrics and the solid beat make a powerful side, especially for operators. (Courad,

B. B. KING

Love You, Baby84 RPM 408-The rhythm rocks from side to side, and King sells the joyful opus with infectious spirit. This one faces good juke action and could also attract many sales. (Modern, BMI) The Woman I Love 79

Another good performance by King, tho material is on the routine side. (Modern, BMI)

THE FIVE KEYS

ALADDIN 3228-The pop evergreen is sold with taste here by The Five Keys, sparked by some fine tenor



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lead work. With the action on popstyled ballads in the field this one has a chance for coins. It is one of the best cuttings by the group in a while. (E. H. Morris, ASCAP)

Love My Loving 65 Routine blues receives a good warble from the lead singer, while the boys sing harmony behind hom. The backing of piano and voices is rather unusual, but it doesn't come off,

JOHNNY PARKER

Tired of Everybody78 RPM 407-In this well-sung blues, Parker mulls retaliation against meandering loyalties. Might meet with some spin resistance over the air, but juke play could be heavy. (Modern,

What You Did to Me....75 Locked out by his gal, Parker doesn't seem to be too disturbed as he shouts of what happened subsequently. Will pull some juke nickels. (Modern, BMI

THE CRICKETS

Just You77 JAY DEE 786 - Contrast between high tenor and low bass is mighty attractive as the combo chants the pretty ballad with much feeling. A listenable side which ought to attract good deejay exposure. (Beacon, BMI) My Little Baby's Shoes 69

Surface resemblances aren't enough, we are told. The group works well on this pop-like ballad. (Beacon,

LITTLE WILLIE LITTLEFIELD

FEDERAL 12174-The warbler has a good side here with this driving blues item about the necessity of going to the city to find a new girl friend. Littlefield sings it with spirit, and there's a beat behind him. Could get coins, especially in the South. (Armo, BMI)

Falling Tears....69 Pleasant blues is helped much by a strong warble from the chanter, while the combo backs him quietly. Material is too thin, tho, for much to happen. (Armo, BMI)

TEMPO TOPPERS

PEACOCK 1628—Little Richard is featured singer with the group as they run leisurely thru this listenable tune. The beat is slow and solid and builds to an impressive climax. (Lion,

Rice, Red Beans and Turnip Greens 74

A cute novelty in which Little Richard complains to the waitress that there is never any variety on the menu. The lyric is bright and the tempo is swingy. (Lion, BMI)

DICKIE THOMPSON

Thirteen Women and One Man76 HERALD 424 — Dickie Thompson paints an idyllic picture of being waited on hand and foot by a baker's dozen of fem pulchritude. It's an intriguing thought, and the effort should provide kicks for many. Could get pop spins. (Danby, BMI)

I'm Innocent 74 His alibi is convincing and likely to help him beat a tough rap. This is an interesting story ballad, performed convincingly by Thompson, with the ork backing him teasingly. Good for the boxes. (Dreyer, ASCAP)

SLIM SAUNDERS

Let's Have Some Fun76 CHESS 1563-Saunders shouts an invitation in convincing style for a night of pleasure. The ork backs him solidly, and the side is exciting enough to pull some juke coin. (Arc,

Get Away....72 The riff is simple, but the ork drives it home well. Saunders tells his gal off as he chants about a new interest. A good side. (Arc, BMI)

ZOLA TAYLOR

RPM 405-The oldie gets a very attractive reading by Zola Taylor. She's backed by a chorus and a group of instrumentalists who give the tune a good ride. (Modern, BMI) Oh! My Dear 69

Routine side features the thrush backed by a chorus. (Modern, BMI)

EDDIE VINSON

You Can't Have My Love No More ... 75 MERCURY 70334-A swingy rhumba blues is handed a forthright warble by Vinson over wild backing by the ork. Lyric is routine, but side could get some juke loot.

Continued from page 35

Detroit on March 19. . . . Eddie Heywood opens at the Little Brown Jug in Atlantic City on March 22. . . . Gladys (Glad Rags) opens at the Sportsman's Club, Pittsburgh, for a week on March can be seen at the Apollo, New LEON PAYNE York, starting April 2... Laverne Baker returned from Europe this week after six months on the continent.

Reviews of New Spiritual Records

BROTHER CLEOPHUS ROBINSON

PEACOCK 1724 - Robinson marvels at the goodness and mysterious waysof the Lord. With male quartet, organ and rhythm backing, Robinson builds this material into a powerful song of praise. I'm Holding On 76

Brother Robinson admonishes weak believers not to be terrified in the storms of life, but only to cling to the Lord. The religious feeling of this material is very moving.

Reviews of New Sacred Records

HANK WILLIAMS

A House of Gold80 M-G-M 11707-There's more than a flash of the great Hank Williams style on this side. It's a Williams tune done with much of the affecting sincerity the fans expect from these posthumous releases. The recording has technical drawbacks, but it has a Williams sound and will sell,

How Can You Refuse Him Now?....78 Sacred tune, composed and sung by the late Hank Williams, will sell well among his fans. The style is not his best; but is nevertheless compelling.

Vinson advises an elderly friend that he's too old to play around, and he gives him some straight advice. Lyric is direct enough to help it get plays. Vinson sings it forcefully. (Russell, ASCAP)

JOHN LEE BOOKER Real, Real Gone74

DE LUXE 6046 - There's a good sound to this side. It's Deep South in style, and John Lee Booker does some excellent guitar picking to accompany his bluesy lyric. (Lois, BMI) My Baby Don't Love Me 74

Plenty of mood is achieved by Booker in this lyric of disappointed love. Plenty of fine Deep South sound here. (Lois, BMI)

LITTLE ESTHER

DECCA 48314—The songstress turns in a strong reading of the blues. In it she tells her fella to take it easy (she's working now) and devote all his energy to romance. Should attract some juke coin. (Russell, BMI) He's a No Good Man....70

The guy in question is good at loving, but pretty near worthless otherwise. Little Esther describes his failings convincingly. (Russell, BMI)

JOHN LEE HOOKER

CHESS 1562-Sad, sad blues is wailed plaintively by Hooker to teasing backing by guitar and piano. Moody waxing will be listened to attentively by many. (Stran, BMI) Women and Money 72

Southern blues tells of the gals following guys with a buck. A good performance by the chanter. (Siran,

LEON D. TARVER

CHECKER 791 - Rhythm opus is handed a gleeful reading by the chanter. Might do okay on the boxes. (BMI) Ooh-wee

What's Wrong With Me? 71 Turver wails the question lustily, and the ork and vocal combo back him ably. (BMI)

BILLY BROOKS

PEACOCK 1629-A strong warble by Brooks, but material doesn't go anywhere in particular. The thumping. beat helps some. (Lion, BMI) What Can I Do? 69

The beat is insistent behind Brooks; he chants the okay blues. (Lion, BMI)

EARL ROBBINS

MET 1005-Chanter handles a pretty ballad capably. Subway Train ..45

Rhythmic opus about a crowded subway train is worked over casually by Robbins and ork.

RATINGS-COMMERCIAL POTENTIAL

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

90-100, Tops

80- 89, Excellent 70- 79, Good 60- 69, Satisfactory

50- 59, Limited 0- 50, Poor

• Rythm & Blue Notes • Reviews of New C & W Records

Continued from page 34

plus Martin could add up to sales. (Mayfair, ASCAP) Pork Chop Stomp....73

An excited instrumental in a fox trot tempo with flying fiddles and a wild electric guitar. Should make an excellent juke box number. (Old Charter,

DECCA 29046 - Payne tries to explain to his orphan boy what happened to his mother. The spoken chorus is especially affecting. In a market where there is always a soft spot in the heart of the customer for this kind of material, this disk must be watched. (Hill & Range, BMI)

You Haven't Got a Heart 73 Payne complains that the girl he married has the face of an angel but has no heart. The singer handles this weeper with sincerity and deeply felt emotion. (Hill & Range, BMI)

CORKY EDMINSTER

Chili Dippin' Baby75 RAYMOR (45) 6001 — Cute novelty, with a catchy melody, gets an arch, appealing performance by Mary Anne. Disk is already stirring some action on the boxes. (Star Songs, BMD

Shadow Rock Trail....69 There's an authentic western feeling in Corky Edminster's reading of this ballad. The vocal is rendered by Clarence Brown and Oby Victory. (Star Songs, BMI)

SMILIN' JERRY JERICHO

Anything But Me....71

Lovin' Up a Storm74 STARDAY (45) 133 - Cute romantic item is handed a bright reading by Jericho. (Tannen, BMI) I Can't Give You

The theme is ancient, but it's handled

gracefully here. Another attractive chant job by Jericho. (Starrite, BMI)

RED SOVINE

How Do You Think I Feel72 DECCA 29068 - Good warble by Sovine on the bright ranchero on which the co-writer is Webb Pierce. Should get some juke coin. (Cedar-

wood, BMI) My New Love Affair 69 Okay weeper is sung with feeling by Sovine. Not as strong as the flip, but it should pull spins. (Cedarwood,

CLAUDE CASEY

I Bet My Heart70 M-G-M 11708-A doleful tune about a love which is over receives a betterthan - average performance from Casey. The tune is a good one, and the disk could get jock action. Singer has a meaningful style.

Me Myself and I....67 Quiet reading of a new weeper by Casey. Okay side, the unexciting.

CHUCK HARDING

Stop Crying on My Shoulder69 REPLICA 101-"I'm wise to all your lies-this is the end," is the refrain Chuck Harding warbles. It's a lively country item, and if given proper exposure should do fair. (Country, BMI) I'm Living in a Lonely World....65

Routine country ditty gets an okay vocal by Chuck Harding. (Country,

MARY WEBER

Funny Little Things64 T & M 107-Mary Weber bounces this off with a childish voice. Side has some novelty effect. Scar on My Heart 50

A weeper. The tune lacks professional finish. Mary Weber's reading is adequate.

RATINGS-COMMERCIAL POTENTIAL

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

90-100, Tops 80-89, Excellent 70- 79, Good 60- 69, Satisfactory

50- 59, Limited

0- 50, Poor

Other Records Released

Country & Western

Time-Mary Weber-Fiddlin' Kate. T & M Bridge of Love; Don't You Know, Can't You See, Haven't You Heard - Ken Marvin, V 20-5678

Alone in a Crowd; I Cry at Anniversary

This Week

Home Brew Rag; Flop Eared Mule-Rouse Brothers, De Luxe 2019 Changed My Mind; Presswood the Glant Killer-Eddie Hill, V 20-5641

Waltz-Don Remo, Red Smiley, Tennessee Cutups, King 1332 Trying to Live Without You; Mama (Don't You Remember When You Were Young)

Please Don't Feel Sorry for Me; Love Call

-Wayne Raney, King 1331

I'm a Pilgrim and a Stranger; One Day When I Was Walking—The Ever-Ready

Singers, Capitol 2763 Lord Answer Your Child This Day; Watch Your Step-The Sisters of Song, Decca

Over the Moon; Price of Joy - The Harmoneers Quartet, Bibletone 8019

Polka

Four Leaf Clover; Midnight Polka-Ray Henry Ork, Dana 3158 Mulberry Street Polka; Honky Tonk Polka-Eddie Habat, Decca 29061

What'll it Be Polka; Dimples Polka-Eddie

International

Bitka Na Weselu; Paczki-Aggie Klepaczka, Dana 813

Zima Ork, Dana 3163

RGA Names Bass, Re-Aligns Distribs

NEW YORK, March 20. - The Record Guild of America, lowpriced children's record firm, has named Lou Bass as Eastern sales manager, while re-aligning its distribution set-up in several ma-jor markets. Bass, formerly with the Peter Pan label, will work under Ralph Berson, RGA's national sales manager.

New distribution alignment has the line handled in Cincinnati by Hit Records, in Seattle by Northwest Tempo, in Los Angeles by Kiddie Rack, Inc., in Baltimore by Barnett Distributing and in Dallas by Dobbs Distributing. In the metropolitan New York area, RGA will handle its own distribution temporarily.

Moses Appointed Fine Sound V.-P.

NEW YORK, March 20. - The election of Seymour Moses as operations vice-president of Fine Sound, Inc., and Perspect-A-Sound, Inc., its wholly owned subsidiary, was announced this week by C. Robert Fine, president of Fine Sound.

The firm is engaged in sound recording and rerecording on film, disk and tape. Its subsidiary company, Perspect-A-Sound, has developed the Perspecta Stereophonic Sound system which produces stereophonic sound by means of a single standard op-tical sound track. The system has been adopted by M-G-M for all prints used abroad.

Wurlitzer Push to Use Disk Spiel

NEW YORK, March 20. - A promotional device designed to get juke box operators to attend National Wurlitzer Days, April 4 and 5, at which time the firm's new 1954 line will be displayed, has been mailed to 12,000 operators.

The device is a recorded talking sales piece in the form of a record, on specially-prepared paper. Instructions claim the paper record can be played on any 78 r.p.m. phono. The device takes the place of the more conventional printed brochure and marks the first time such a teaser has been used in the juke box industry.

MUSIC STORE SALES IN RISE

WASHINGTON, March 20. -Store sales of phonograph disks, sheet music and instruments in January were up 4 per cent over January a year ago while stocks were up 13 per cent, the Federal Reserve System reported this week. The ratio of stocks to sales was 4.5 in January, 1954, compared to 4.1 in Jan-

uary last year. Store sales of radios, phonographs and television were down 18 per cent and stocks were down 14 per cent from January a year ago. Ratio of stocks to sales was 2.2 in January this year compared to 2.1 the same period last year.

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

PRES-TEST

Needle Check Introed by Miller Firm

CHICAGO, March 20.-M. A. Miller Manufacturing Company, Libertyville, Ill., manufacturers of recording and playback needles, announced this week the introduction of a new method for Release Set checking the condition of a phonofrom the phonograph. For April from the phonograph.

The test involves the Miller Pres-Test Card, which is a small disk with metallic paper mounted on the top. To test the needle, the owner places the test card on the phonograph turntable, puts the needle over the disk much the same as he would for the playing of a record. He then presses lightly to make a small impression on the disk.

The card is then to be sent to the Miller Company, where the disk is scientifically inspected by technicians. The card is eventu-ally returned to the owner with a complete report on the condition of the needle, and whether replacement is required.

The test cards are available at dealers, or from the factory at no cost. However, a laboratory charge of 25 cents is made for the appraisal.

Philips Plans LP's for Eng.

LONDON, March 20.-Settling the rumors which have been be quite flexible. Much of his sweeping music circles here. Phil- thinking in connection with alips Records came out this week bums lies in exploring the possiwith a definite statement that it bilities of creating a record litera- alleged agreement between Urawill shortly be entering the LP ture of permanent importance. field in England. The initial re- Accomplishment of this may release list is as yet only tentative. but it will include Benny Good-man's 1938 Carnegie Hall concert and probably Duke Ellington's "Ellington Uptown" package, the three - volume "Bessie Smith Story" and sets by Muriel Smith, Erroll Garner and Percy Faith. Actual date for distribution is not yet fixed.

RCA Introduces New Loudspeaker

NEW YORK, March 20.-The Radio Corporation of America has introduced a newly-designed loudspeaker which converts RCA's portable push-button consumer tape recorder into a furniture-styled console for home or office use.

The unit is finished in polished mahogany and has a compartment into which the RCA tape recorder can be placed for use or

It will be distributed thru RCA Victor home instrument distributors and dealers. The RCA portable push-button tape recorder, paid by the diskery. Phonographs introduced last fall, carries a sug- will be shipped from Chicago, gested list price of \$189.95.

Please turn the page for

> PACKAGED RECORDS CHARTS

> > and

PHONOGRAPH NEWS

Kapp Album

Continued from page 13

Ervin Drake and Jimmy Shirl, the writers of "I Believe." Jerome Lawrence and Robert Lee dramatized and directed the work, under Kapp's supervision.

\$5.95 List

The 12-inch LP will sell for \$5.95 retail, and, of course, considerable attention will be directed toward class outlets and educational areas.

The premise of the album is explained in a foreword. The general theme hinges on the idea that all mankind has one God. Done up with tasteful art work, the album contains explanations of the Protestant, Catholic and Jewish modes of worship.

Kapp does not intend to release singles as such. He plans 12 albums annually and will release singles in the event one in an album merits such action. In addition to the forthcoming "One God" release, Kapp has in varying stages of completion four additional albums of a standard

Kapp's distribution set-up will album projects.

Hi-Fi Magic Word for Diskeries; Col., Decca, M-G-M Tag LP's

RCA, Capitol, London, W'minster, Vox and Small Indies Use Hi-Fi Emblem, Variation

Continued from page 1

broader scale, will use the tag-line, "A High-Fidelity Recording," on all future LP releases.

sure from dealers and distributors ily increasing commotion about has been too strong to resist. The hi-fi disks. Under the concenfirm will place on most LP re- trated campaign of the phono and leases the words "Especially Recommended for Hi-Fi Fans" with the word hi-fi has become as important to record purchasers as type. M-G-M Records, following the word detergent, three years the same philosophy as both Co- ago, chlorophyll two years ago, lumbia and Decca, tho on a much and filter-tip cigarettes this year. The Uninitiated

It is not the initiated customer, n all future LP releases.

In a sense, the better sound identifying words, hi-fi, or other gimmick was started by London words dealing with better sound Records after the war. The slogan on disks, as much as the uniniti-"ffrr," became an important trademark for a better-sounding record by means of a smart and effective advertising campaign. However, it is the spillover of the word hi fi from the phenograph word hi-fi from the phonograph neophyte, with relatively inexmarket that has caused the stead- pensive equipment, hi-fi is the

be-all and end-all of phonos and . records. The word hi-fi on a platter simply means tops.

From slogans like Westmin-ster's "Natural Balance" to Capi-tol's "Full Dimensional Sound," diskeries have graduated to such terms as Vox's "Ultra High-Frequency" and Urania's "50 to 50,000 Cycles." RCA Victor recently started to identify some disks of outstanding high-fidelity and also recently introduced "New Orthophonic" recordings, which deal with the recording curve but also signify a better recording.

But not only the classical firms have moved into the hi-fi picture. Vanguard's latest jazz releases are identified as high-fidelity, as are those issued by Contemporary Records, and many indie labels, from sacred to pop, call their 45's and 78's hi-fi disks. As yet, no r.&b. firms has labeled its disks thusly.

The fact is that hi-fi has become the El Dorado of the record as well as the phonograph busi-ness. There is hardly a manufac-turer now alive who would be caught without some outstanding hi-fi recordings. And as long as the word sells, there will be hi-fi records, some really so and some not as much so.

Furtwangler Sues to Halt Urania Recording Sale

Continued from page 13

and jacket.

have marketed the set, in addi- about \$140. tion to the manufacturer.

Urania President Rudolf Koppl denied here yesterday (19) that he secured the tapes of the per-formance illegally, and he asserted that his firm was entitled to release the recording.

54 a Minute

An exhibit attached to the Furtwangler brief contains an committee of Eastern Germany quire a custom-tailored distribu- which was cited in the French tion pattern for various of the trial. Under this pact, Urania is said to have contracted to pur-

name removed from the label chase \$100,000 worth of East German tapes at the rate of \$4 per Here, the suit by the European minute of music used. For the conductor also names as defend- 40-odd minutes of the Beethoven ents 19 local record dealers who | Third, the charge, therefore, was

> The complaint also contains correspondence between the liti-gants, showing Furtwangler turned down an offer of royalties from Urania for use of the tape.

Furtwangler also claims that the Urania disk is not representative of his best effort. Under his EMI pact, the conductor must apnia and the state broadcasting prove takes and receives 10 per cent of the retail price in royalties.

Urania Statement

In a statement yesterday, Koppl claimed that his firm acquired the tapes "i, competition with other ... firms who would have released this same material if we had not. Because the United States and Germany were at war at the time the tapes were made, and Dr. Furtwangler an alien, the recordings could not be registered in any way that entitled him to copyright protection. This fact also freed us from player and a Beam (\$19.95) 3-

The legal firm representing Furtwangler is Dwight, Royall, Harris, Koegel & Casey.

Decca Moves Into Hi-Fi Field With Hi-Fonic Set

NEW YORK, March 20.—Decca for Decca under contract by Records moves into the high fidelity equipment field next week The Hi-Fonic, a console which line of phonographs, which thus far has stressed portable and kiddie machines.

The Hi-Fonic will be sold to dealers thru regular Decca branches and distributors. In mahogany finish it will carry a suggested list of \$199.95 everywhere but in Dallas and the West Coast where the list will be

The full dealer discount of onethird will apply on both models, with all delivery charges pre-paid by the diskery. Phonographs where they are being produced

delity equipment field next week when it begins shipping its new Hi-Fonic player to the trade. The unit will round out the Decca The unit will pre-amplifier, an extended range his contract with EMI." speaker set in a tuned baffle, and a General Electric variable reluctance cartridge with dual stylus. Separate bass and treble controls, a record compensator control and a volume control are standard equipment on the four-dial panel.

the speaker unit (Model SL-7) is the player can also be ordered in a limed oak finish. Suggested list price of \$219.95. For \$10 more per unit the player can also be ordered in a limed oak finish. Disk Index

Continued from page 12

larger than an EP envelope, and the artist name or category can be seen over the records. They are meant to be used in browser boxes, and there are a number of blank separators included that can be used by dealer for any miscellaneous category. By using these, the customer can locate the artist or category of music he desires on EP, and the dealer can use the cards for his inventory control. The cellophane envelopes offer protection against damaged

Both the cards and the envelopes, plus a new cross-indexed Columbia EP catalog, will be made available at no cost to any dealer placing an order for 100 EP's up to April 5.

In addition to the EP inventory control kit and the new EP catalog. Columbia has a new group

Weiss, Wolfert and Foster Get Posts

NEW YORK, March 20.-Harry Weiss has been appointed supervisor of master control, and Dan Wolfert has been named supervisor of the disk mastering department of Audio-Video Recording Company. Robert Foster has rejoined the sales staff of the company.

A-V Tape Libraries, Inc., another division of Audio & Video Products Corporation, announced the appointment of Howard Lawrence as production assistant. John Beaumont, recently promoted to production manager, heads the production operation of By '58, Says Marx A-V Tape Libraries, Inc.

Stations, DJ's to Get 'Rose Marie'

NEW YORK, March 20. - Fifteen hundred radio station librarians and an additional 200 key track album of the film "Rose of racks and browser boxes ready Marie." The single disk will cou-"Rose Marie."

sound track recording.

The conductor then was under exclusive contract to EMI.

DETROIT, March 20.-A store anniversary can be turned into a profitable event if it is given a little of the proper promotion. Mrs. Eva McKelvey, proprietor of the Classic Record Shop, demonstrated this when she celebrated the fourth anniversary of her taking over the store. Basic idea was the theme of offering something extra in the way of a gift to the customers—as prizes were given in musical merchandise.

speed player, followed by six selected albums or LP records. As follow-up prizes, there were 10 records selected at the winner's

The event was not only advertised in the community newspaper, but given good air support by disk jockey Robin Seymour of WKMH, who found that the date coincided with his own sixth anniversary on the air and plugged it accordingly. The community paper gave it editorial treatment as a local event of interest.

Most significant was the response from winners themselves. The man who received the first prize was back to trade it in on a 3-speed \$89.50 player of the same make, for instance, and promptly became a good customer at the store. The entire event drew a very satisfactory increase in store

Million Tape Sales

CHICAGO, March 20 .- Howard Marx, vice-president of the Ampro Corporation, told a meeting of Master Photo Dealers and Finishers' Association at the Conrad Hilton Hotel here Thursday (18) the annual sales of tape recorders will reach one million by 1958 will reach one million by 1958.

"Few products have piqued disk jockeys will be receiving a special single side from the forth-coming M-G-M Records' sound-continued. "Since the introduction of tape recorders five years ago, sales have increased 1,000 per

Marx estimated 1954 sales to The record company will also be 300,000, and estimated that service stations, as usual, with present market saturation of re-complete albums of the film's corders is less than three-quarters of 1 per cent.

Dealer Doings

J. C. Priest, of Crawford Priest Music Store, Shreveport, La., writes to express his appreciation for a new poster that Capitol Records is supplying. The sign starts out: "Please! Help Us-Take Care of the Records in This Store," and then has a paragraph about the proper care of disks. However, according to Priest, not enough customers read the sign, and he would be more than make up stuffers concerning rectheir own stuffer or folder illus-strating proper disk care and handing them out in the store.

bum for free. The store notes floor rack display, with drawers to hold up to 300 EP's, for \$49.50, and a leaf rack at \$18.50.

Columbia Records has made up Easter streamers and counter easels for their new Easter releases featuring Gene Autry, offer p. Gayla Peevey, Jimmy Boyd and covers. Liberace. The firm also has made up easels for its new player, the "202."... The El Rey Music Shop, San Francisco, reports that it has worked out a very successful sales gimmick that it has been using for the past three years and than pleased if Capitol would would like to pass it along to other dealers. The gimmick ord care that could be sent out in works as follows: All customers the mail. Some dealers who are who return \$15 worth of sales for dealers. The browser boxes ple "Indian Love Call" with cent." concerned about the care of disks slips, from the purchase of rec- are available from distributors at may find it prudent to make up ords only, receive a storage al- \$1.70 each; wall racks at \$9.50; a

New

The Billboard Music Popularity Charts

RECORDS PACKAGED

Best Selling Popular Albums

Albums are ranked in order of their national sales strength at the retail level according to The Billboard's weekly survey of top dealers in all key markets.

LP'S

- 3. MUSIC FOR LOVERS ONLY-Jackie Gleason ... Capitol H 352
- 6. CALAMITY JANE—Doris Day, Howard Keel.....
- 9. THAT BAD EARTHA—Eartha Kitt RCA Victor LPM 3187 MAY I SING TO YOU?—Eddie Fisher ... RCA Victor LPM 3185

EP'S

- I. THE GLENN MILLER STORY-Sound Track 2. GLENN MILLER PLAYS SELECTIONS FROM "THE

Reviews and Ratings of New Popular Albums

ROSE MARIE86 Ann Blyth, Howard Keel, Fernandos Lamas, Marjorie Main, Bert Lahr,

M-G-M E229

There is little doubt that this sound track album from the forthcoming M-G-M HICK WILL DE A SOCK SCHET once the picture opens thruout the country. In addition to the familiar songs from the opus, such as "Indian Love Call," "Rose Marie" and "Mounties," Friml has penned some brand new tunes for the movie, some of which have a chance to step out on their own. Among these are "I Have the Love," and "Free to Be Free." The melodic score is sung with lushness and warmth by Howard Keel and Ann Blythe, with help from the other stars in the cast, especially comic Bert Lahr.

EET THE MILLS BROTHERS 80 (1-10")Decca DL 550

Since the Mills Brothers have been on wax for over two decades now, it is doubtful if anyone will meet the boys here for the first time. Just in case there are some who do not yet know the Mills Brothers, they will certainly enjoy this new release, and so will their many fans. It contains such slicings as "Glow Worm,"
"Twice as Much," Pretty Butterfly" and "Be My Life's Companion." A

Decca L D8057

A first-class collection of tuneful instrumentals that would be appropriate for any of the diversified purposes of background music. There are many old favorites, from "Londonderry Air" and "The River Seine" to "Manhattan Serenade" and "Marguerite Waltz." all given light and

SHOWTIME: HIGHLIGHTS FROM NAUGHTY MARIETTA AND THE FIREFLY 74 Paul Britten Ork (1-12")

fluffy treatment by the five orks re-

presented in this collection.

currently

MUSIC FOR LOVERS ONLY

33 1/3 rpm No. H-352

33 1/3 rpm No. H-366

LOVERS' RHAPSODY

and EAP-2-366

TAWNY

45 rpm "EP" No. EBF-352

45 rpm "EP" No. EAP-1-366

MUSIC TO MAKE YOU MISTY

45 rpm "EP" No. EBF-455

45 rpm "EP" No. E8F-471

33 1/3 rpm No. H-471

33 1/3 rpm No. H-455

M-G-M E 3080 Pleasant, light listening here. Disk couples two great operetta composers -Victor Herbert and Rudolph Friml. The sides contain highlights from the scores, with vocal soloists and chorus enhancing the work of Paul Britten's orchestra.

HEART STRINGS73 Florian ZaBach (1-10") Decca DL 5507

The master of the "hot" violin turns in a beguiling job on eight standards on this new set. ZaBach plays tunes, by such composers as Porter, Gershwin, Youmans and Richard Rodgers, simply and expressively. Set can be sold as background music or music for a mellow mood. A listenable

UNDER PARIS SKIES69 Odette (1-10") M-G-M E 239

M-G-M introduces a new singing talent on this LP. Odette is a chanteuse who has appeared in many night clubs in this country and abroad, and who has been seen on various TV shows in the past few months. She has a deep, husky voice and a good style that oozes with Continental charm. The songs are American

dered in both languages. Excellent backing by the Johnny Guarnieri ork.

CREOLE JAZZ BAND 105380

(1-10") Good Time Jazz L-21 The sound on this set, in two ways, is

just wonderful. It's about as hi-fi as you can get with two-beat and it's about as good two-beat as you can get, with or without hi-fi. Ory fronts two different groups here in some excellent standard Dixieland items done up in traditional New Orleans style. And he even handles a couple of vocals. Two-beat collectors will just have to have it.

VIC DICKENSON SEPTET, Vols. 1 and 2; SIR CHARLES THOMPSON SEX-TET: MEL POWELL SEPTET77 (4-10")

Vanguard VRS 8001-4 Vanguard has released four 10-inch LP's of its new jazz showcase series. They're something special, and dealers whose clients include jazz afficionados should by all means include this package of four in their inventory. Series was supervised by John Hammond, and includes the "Vic Dickenson Septet," Vols 1 and 2, the "Mel Powell Septet" and the "Sir Charles Thompson Sextet." The sides are notable for many reasons-but perhaps most noteworthy are their fine sound and the authentic render-

ing of the jazz idiom. Lend an ear. (1-10")

Contempory C-2508 Tho in jazz circles Barney Kessel can hardly be called a new star, he assumes new star stature reserved for the few with this, his first album

with his own combo. In every way it's an utterly delightful package. The hi-fi sound is excellent, the material (original and standards) is carefully chosen, the sidemen are just fine. In all, the group with Kessel on guitar, Bud Shank on alto and flute, Arnold Ross on piano, Shelly Manne on drums and Harry Babsin on bass is just wonderful. The West Coast label has a winner here.

JIMMY YANCEY: A LOST RECORD-ING DATE70

Riverside RLP 1028 Considering how few recordings were ever made with this important planist of the early Chicago school, this must be considered a real collectors' item. The masters of the eight selections presented here were presumed lost

• Continued from page 37

Dealer Doings

claim this bonus is the reason they shop at El Rey exclusively.

King and Folk Music, Port Angeles, Wash., are very happy with the new streamlined format in The Billboard, praising especially the new LP and EP best-selling charts... Hoffman's Music, Kenosha, Wis., tells us that its new self-service island located in the center of the record department, which lists the top hits and new releases, has encouraged customer purchases. It is the number one magnet for most buyers.... John Scalisi, formerly with Decca and Capitol Records, has joined Sanford Record Distributors, New York, as the Bronx representative. Sanford distrib-utes M-G-M Records in New York City.

Detroit Chatter

Lou Nemesh, of Music Systems, was host to Paul Lasky, who was escorted around to the one-stops by Russ Yerge, of Buhl Sons, the Columbia distributor, during his visit here last week to promote Frank Parker's newest album among local disk jockeys and music box distributors. He also stopped by at Angett Music on stopped by at Angott Music on the brief tour arranged by Yerge. The latter tried to fit the onestops into the schedule of Percy Faith, too, who was also in town for promotion of his latest single release, "Dream, Dream, Dream."
But Faith's stay managed to in-clude only the disk jockey round-up because of time limitation.

Wolfgram Named Jensen Superintendent

CHICAGO, March 20.—The ap-pointment of Walter R. Wolfgram as factory superintendent for the Jensen Manufacturing Company, Chicago, was announced this week by Thomas A. White, presi-

Wolfgram will take over all the diverse phases of the manufacturing operation of the plant which were formerly handled by T. L. Pierce. He is currently setting up production facilities out-side the State to create additional capacity for the manufacture of Jensen loud-speakers.

until Riverside recently recovered them, bringing to light as fine examples as any extant of this master of the barrelhouse plano. It is an illuminating demonstration of the variety of expression and creative possibilities of the piano blues form.

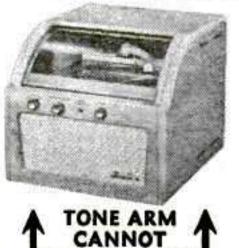




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Record Demonstrator

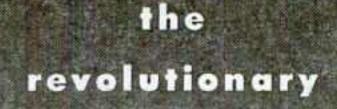




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Reviews and Ratings of New Classical Releases

HICH FIDELITY

SYMPHONY

BEETHOVEN: SYMPHONY NO. 6 (1-12")-Concertgebouw Orchestre of Amsterdam; Erich Kleiber, Cond. London LL 916 ... 78 Kleiber appears destined to become London's big conductorial gun, with the sights set at a heavy portion of the orchestral repertoire. And Eduard van Beinum's recent defection to another label can only speed up the process. In any case, Kleiber is a musician of attainments to conjure with. This remarkably secure reading of the "Pastorale" can only steer new attention his way. The general acclaim awarded his recently issued reading of the Beethoven "Fifth" will smooth the way for this set.

HAYDN: SYMPHONY NO. 85; K.P.E. BACH: CONCERTO IN D MAJOR FOR ORCHESTRA (1-12")—M-G-M Chamber Orchestra; Izler Solomon, Cond. M-G-M E 3109 69 Jo's likely that a good many collectors seeking out these works will like the Solomon readings over, others available. The . small orchestral forces employed enhance their chamber quality. Coupling is appropriate and the sound captured is of a

CONCERTO

SCHUMANN: CONCERTO IN A MINOR FOR 'CELLO AND ORCHESTRA: TCHAIKOVSKY: VARIATIONS ON A RO-COCO THEME. OP. 33 (1-12")—L'Orchestre de La Suisse Romande; Maurice Gendron, 'Cello; Ernest' Ansermet, Cond. London LL 947 71

Cellist Gendran turns in a first-rate performance on the Schumann, but he faces imposing catalog competition by names more familiar to American collectors. The coupling here, tho, is unique, and might add to the package's appeal,

MOZART: FLUTE CONCERTOS NOS. 1 AND 2 (1-12")—Hubert

But performances here are of a quality to attract some of the remaining potential. A distinct asset on this Epic entry are the informative program notes which could easily spur interest among shoppers.

OPERA AND CHORAL WORKS

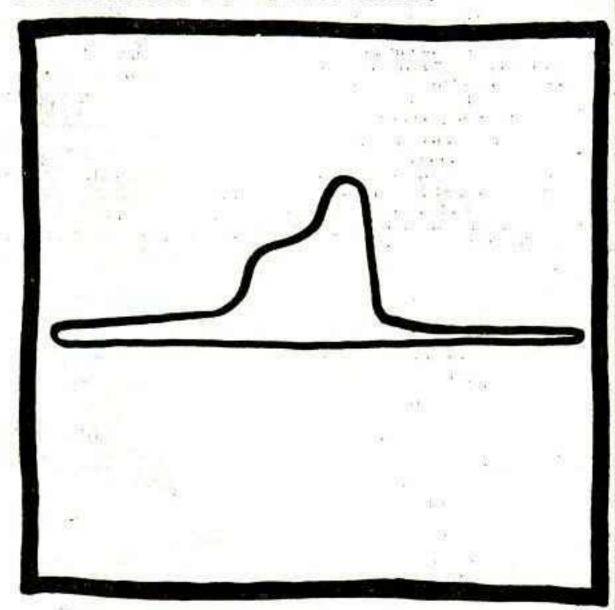
WAGNER: LOHENGRIN (5-12") - Eleanor Steber, Wolfgang Windgassen, Astrid Varnay: Chorus and Orchestra of the Bayreuth Festival; Joseph Keilberth, Cond. London LLA 16 76
This "Lohengrin" was recorded at an actual performance at

the Bayreuth Festival in Germany last year, and is notable, in the first place, because it is the only unabridged version of the opera currently available on LP. The performances of three singers here are outstanding; those of the two Americans, Eleanor Steber as Elsa, and Astrid Varnay as Ortrud, and the German tenor, Wolfgang Windgassen, as Lohengrin. Major responsibility for the success of this performance goes to Joseph Keilberth, the conductor, whose lofty conception appears completely realized. In any event, the authenticity. betokened by the Bayreuth stamp should prove incentive enough for Wagner followers who can afford the hefty nut.

ROSSINI: IL CAMBIA DELLA VAGLIA (1-12") — Soloists, Chorus and Orchestra of Societa del Quartetto, Rome; Giuseppe Morelli, Cond. Period SLP 595 71

Opera fans will thoroly enjoy this almost forgotten one-act comic opera by Rossini, composed when he was only 20 years of age. It is performed brightly on this new release by (Continued on page 41)

EPICture No. 10 (A Roger Price "Droodle")



Python who has just swallowed a

baby grand. Maybe you're finding it hard to swallow the idea of stocking up on more records of standard works. But record collectors are swallowing the new Epic records hook, line and sinker.

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Stock and display Epic records now



Judge for yourself-

with LC3012-Chopin's piano Concerto No. 1 featuring Alexander Uninski and the Hague Philharmonic Orchestra, Willem Van Otterloo, Conductor.



LINER NOTES

By IS HOROWITZ

Surely not a trend, but symptomatic of the general concern with prices, are plans set by two small independent LP companies to adjust their lists come April 1. Bartok Records, with about 35 disks in its catalog, will jump its prices from \$5.95 to \$6.45, at the same time instituting several packaging improvements. And all of Caedmon's poetry line will move up to \$5.95. Some previously sold at a lower list. It will be recalled that Folkways upped its price to \$6.45 a month or so back.

Columbia is readying a new showcase album for the Philadelphia Orchestra, with the orchestra under Eugene Ormandy reading such popular items as "The Flight of the Bumble Bee" and "Capriccio Espagnol." Also due soon from Columbia is an LP lieder recital by William Warfield.

Decca will mark its formal bow in the hi-fi arena with three upcoming LP's featuring Alfred Wallenstein and the Los Angeles Philharmonic. These sets are "especially recommended for hi-fi fans," and will comprise the first of a series made to meet the highest technical standards. The company will launch an extensive promotion timed to coincide with the release of the records to celebrate the 25th anniversary of Wallenstein as a conductor. Dealers will be provided with appropriate display material and other selling aids.

Vox is holding sessions now on first LP recordings of the Stravinsky Mass and Les Noces. The Concert Choir is conducted by Margaret Hillis. . . . A recording of the Bartok opera The Wooden Prince is due out in April. The label? Bartok Records, of course.

ARTISTS . .

Jussi Bjoerling, suffering from a throat infection, has canceled his Metropolitan Opera and concert appearances for the rest of the season and has returned to Sweden.... The First Piano Quartet has been signed by Twentieth Century-Fox for a group of short subjects in CinemaScope.... Alfred Drake, now appearing in the Broadway production of "Kismet," has recorded the Rubaiyat of Omar Khayyam for Caedmon. ... The New York Philharmonic kicks off a 30-concert, 28-city tour in April, its first coast-to-coast junket since 1921. Dimitri Mit-ropoulis and Guido Cantelli will share podium duties.... RCA Victor will hold a recording session with harpsichordist Wanda Landowska at her Connecticut home next week.... Duke Ellington is writing an opera on the history of the Negro in America that may eventually find its way onto disks.

KID STUFF . . .

Capitol Records has set a new promotion behind three of its standard children's albums, Sparky's Magic Piano, Rusty in Or-chestraville and The Sorcerer's Apprentice. Success of these oldies has largely been responsible for the company's creation of the 'Child's Library of Musical Masterpieces" series.

NEXT WEEK

- * SHORT ORCHESTRAL WORKS
- ★ VOCAL +NON OPERATIC+
- * ALL POP ALBUMS

Tiffany Skeds 8 Sides By Pat Scott, Cherney

CHICAGO, March 20.-Tiffany Records will cut eight sides the latter part of the month with four being done by Guy Cherney and four by Pat Scott, The sides are set for an early-April release date.

Miss Scott will cut March 25, and will be backed on the the session by Joseph Gallicchio, musical director of NBC here. Pat has her own radio shows on the CBS outlet here, WBBM.

Cherney will cut the following day and will be backed on the session by Jacques Belasco. This is the first cutting session by the label since last November.

Classical Catalog Sellers

All records listed have been available to the trade for more than six months and are considered in the catalog category. Results are based on a survey of the key classical dealers thruout the country. Musical categories change weekly.

EXTENDED ORCHESTRAL WORKS

(Listed Alphabetically)

DEBUSSY: LA MER; MENDELSSOHN: MIDSUMMER NIGHT'S DREAM (NBC Symphony-Toscanini RCA Victor LM 1221 GERSHWIN: AN AMERICAN IN PARIS; RHAPSODY IN BLUE (Levant, New York Philharmonic-Rodzinski)

GROFE: GRAND CANYON SUITE (NBC Symphony-Toscanini) MOUSSORGSKY: PICTURES AT AN EXHIBITION (Chicago

RAVEL: BOLERO: RIMSKY-KORSAKOFF: CAPRICCIO ES-PAGNOL (Detroit Symphony-Paray) Mercury MG 50020

CHAMBER MUSIC

(Listed Alphabetically) BACH: BRANDENBURG CONCERTI NOS. 1, 2 AND 3 (Prades BEETHOVEN: QUARTET NO. 14 (Paganini Quartet).....

DEBUSSY: QUARTET IN G: RAVEL: QUARTET IN F (Budapest ITALIAN BAROQUE MUSIC (Societa Corelli)RCA Victor LM 1767

Classical Recent Release Sellers

All records listed have been released within the past six months. Results are based on a survey of the key classical fealers throut the country. Musical categories change weekly.

EXTENDED ORCHESTRAL WORKS

(Listed Alphabetically)

COPLAND: EL SALON MEXICO: APPALACHIAN SPRING (Boston Symphony-Koussevitsky).....RCA Victor LCT 1134
HOLST: THE PLANETS (London Philharmonic-Boult)

KHATCHATURIAN: GAYNE BALLET SUITE: MASQUERADE SUITE (Indianapolis Symphony-Sevitsky) Capitol P 8223 MOUSSORGSKY: PICTURES AT AN EXHIBITION; STRAVIN-SKY: FIREBIRD SUITE (Philadelphia Orchestra-Ormandy) . .

RESPIGHI: PINES OF ROME: FOUNTAINS OF ROME (NBC

SKATER'S WALTZ: ROSSINI: WILLIAM TELL SELECTION (NBC Symphony-Toscanini)RCA Victor LRY 9000

CHAMBER MUSIC

(Listed Alphabetically)

BACH: BRANDENBURG CONCERTI NOS. 3, 4 AND 5 (Danish BEETHOVEN: COMPLETE SONATAS FOR VIOLIN AND PI-QUINTET (Stern, Schneider, Katims, Thomas, Tortelier, Hess)

BRAHMS: PIANO TRIO, OP. 8 (Stern, Casals, Hess) CORELLI: CONCERTI GROSSI (Societa Corelli) .

......RCA Victor LM 1776 GRIEG: VIOLIN SONATA IN C MINOR; SCHUBERT: VIOLIN SONATA IN A MAJOR (Kreisler, Rachmaninoff)RCA Victor LCT 1128

SCHUBERT: STRING QUINTET, OP. 163 (Stern, Schneider, Katims, Casals, Tortelier)Columbia ML 4714



Reviews and Ratings of New Classical Releases

Continued from page 40

a talented cast of singers. Those who do not know the work have a treat in store. It marks an LP first for the label. Set contains the complete Italian-English libretto.

ROSINI: MESSE SOLENELLE (1-12")-Soloists, Chorus and Orchestra Sinfonica Romana; Alberico Vitalini, Cond. Period SPL 588 69
Written long after he abandoned the operatic medium, this

Rossini mass should exert moderate appeal for collectors. Performance is dedicated. Not complete, it is nevertheless the only version available on LP.

ORCHESTRAL WORKS

R. STRAUSS: DON JUAN: TILL EULENSPIEGEL: LISZT: LES

Strauss works available on LP that it will be difficult for this new release to create any undue excitement. Both are wellplayed by the Amsterdam Orchestra, under Eugen Jochum's leadership. Addition of the ever popular "Les Preludes" may help move the set to new collectors.

BRAHMS: ACADEMIC FESTIVAL AND TRAGIC OVER TURES: SCHUMANN: OVERTURE, SCHERZ AND FINALE (1-12")—London Symphony Orchestra; Lawrence Collingwood, Cond. M-G-M E 3102 70
A fine sounding disk. The two Brahms pieces have been ex-

tensively recorded by top flight orchestras on many labels. Scanty competitive vinyl on the Schumann, tho, sharpens the merchandising appeal of the package.

POULENC: LES BICHES: FAURE: DOLLY SUITE OP. 56 (1-12") - London Symphony Orchestra; Anatole Fistoulari, Cond. M-G-M E 3098

"Les Biches" is the music Poulenc wrote for a ballet in the early Twenties and reflects the light-hearted, carefree spirit of that era. It satirizes high society at a week-end house party and is a brilliant malicious comment on their life and manners. The "Dolly Suite" was dedicated by Faure to a little girl, Dolly Bardac and recreates the make-believe world of a child. Both are delightful distening. A good buy for those interested in the repertoire.

INSTRUMENTAL

CONCERT MUSIC FOR ORGAN AND CHIMES (1-12")-Rich-

Ellsasser's organ following, which has been steadily expanding with each new M-G-M release, should continue to grow with this new set. It contains Alexander Russell's, "St. Lawrence Sketches"; Louis Vierne's, "Carillon de Westminster" and Ellsasser's, "Icarus." They are played very capably by the organist, on the instrument at the John H. Hammond Jr. Museum in Gloucester, Mass.

SCHUBERT: SONATA IN B FLAT MAJOR, OP. POSTH: SCHUMANN: BUNTE BLATTER, OP. 99 (1-12") - Clara

Haskil, Piano. Epic LC 3031 the lyricism of Schubert's "Sonata in B Flat Major," and the contrasting moods of Schumann's "Bunte Blatter." The latter occupy only the last band of three on the second side. Competitively, there is a dearth of vinyl on the "Bunte Blatter." The Schubert sonata

SOLO VOCAL

BRAHMS: ALTO RHAPSODY: FOUR SONGS (1-12")-Kath-

For the many to whom the untimely death of Miss Ferrier less than a year ago came as a shocking loss, this LP transfer of a 1949 reading of the "Alto Rhapsody" should be doubly welcome, both as a beautiful reading of a masterpiece in the literature and as a remembrance of a great artist. The four Brahms songs which fill out the set show Miss Ferrier's ability with more intimate material.

HINDEMITH: DAS MARIENLEBEN, OP. 27 (2-12")-Jennie Tourel, Mezzo-Soprano; Erich Itor Kahn, Piano. Columbia

SL 196 There is one other version of the song cycle on the Virgin Mary extant on LP, but this will probably be "it" for any searching out the repertoire. There should be more than a few sales made also to Tourel fans, who know her only in more popular material. Many will be impressed at the ease with which she reads this outstandingly difficult work. Kahn is the perfect collaborator at the piano.

SCHUMANN: DICHTERLIEBE AND FOUR SONGS (1-12")-Gerard Souzay, Baritone. London LL 940 69 With this recording, Souzay replaces an earlier recording

(London LL 535) of the Schumann song-cycle which he felt "was not representative of the way he presently interprets the work." This recording is a decided improvement and invites comparison with the best LP versions of this great song-cycle currently available. Potential is limited, the.

CHAMBER MUSIC

BRAHMS: CELLO SONATAS NO. 1 IN E MINOR AND NO. 2 IN F MAJOR (1-12")-Janos Starker, Cello; Abba Bogin,

Piano. Period SPL 593 74
Cellist Starker continues his survey of the literature with a disk that will require no "selling" to anyone familiar with his earlier efforts on Beethoven and Bach. Thoughtful and tonally beautiful performances, with the problems of balance between cello and piano solved effectively.

RATINGS—COMMERCIAL POTENTIAL

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

90-100, Tops 80- 89, Excellent 70- 79, Good 60- 69, Satisfactory 50- 59, Limited

0- 50. Poor

Decca Seeks OK

Continued from page 12

ued during 1953. Indications of a substantial increase in activity were observed toward the close of 1952. And since the end of December, the company has had more hit popular records than at any time within the previous 12 months."

The company's proxy statement ther to its stockholders stressed the sion." earnings of Universal and their

affords the corporation opportu-nity to benefit thru closely coordinating the production of hit record albums with the production of hit motion pictures, as in the case of 'The Glenn Miller Story,' and thru the joint use of talent" (see separate story).

The statement adds that "management believes it would be in the corporation's interest to be prepared to take advantage of other good opportunities for further diversification and expan-

Up for re-election to the board effect on Decca's present stand- are Rackmil, Leonard W. Schneiing. The investment in Universal der, Robert W. Lea, Harold I. "has diversified business risk," it Thorp and Samuel H. Vallance. said, "by spreading the capital Lloyd is expected to name his investment of the corporation into director slate next week in his separate enterprises operating in move to gain control of the 1540 Brewster Ave., Cincinnati 7, Ohio different, the related, fields. It managerial reins.

Scholarship Fund Set Up by Local 12

HOLLYWOOD, March 20. -American Federation of Musicians, Local 12, Sacramento, this week announced the establishment of an annual program of music scholarships totaling \$300, and open to students in the five counties of the local's jurisdiction.

Two \$100 scholarships will be granted to high school students among the June graduating classes for further studies at Sacramento State and Junior colleges, or Placer Junior College, as they choose.

Another \$100 scholarship will be granted to the outstanding music student at Sacramento or Placer Junior College for further study at Sacramento State.

Rollie Barton, president of the local, declared the purpose of the scholarships is to provide additional incentive for young instrumentalists to continue their studies.

AGVA Wins in NJ

• Continued from page 11 >

joined the union from taking action against any franchised agent for booking in that area. To make the order still stronger, La Porte obtained a federal injunction in ex parte proceedings, which restrained AGVA in the same terms but crossed State lines. AGVA was successful in getting the federal order wiped out. This week the New Jersey order was vacated.

On the heels of this victory, AGVA promptly called an emergency meeting of its members Wednesday (24) to lay plans for a drive against the Lakewood hotel men. AGVA had demanded that hotels recognize its members as employes, pay welfare fund contributions and sign basic agreements embodying these demands. Plans to picket hotels in Lakewood are now being made.

crued thru any failure to obtain terms were "high." talent and other causes. But under the law it will take months before such suits can be tried in a court. AGVA said it was prepared to fight such suits.

Catskill Resorts

As a direct result of the rescinding of the New Jersey court order, AGVA has called a special membership meeting for Wednesday (24) to lay plans to start a drive against the Catskill Mountain resorts. Latter area spends more than \$3,000,000 for entertainment during the 10 - week

Resort owners have consistently said they will not bargain individually with AGVA. Union must deal with them as an association. Hotels have also said they will not agree to the employe designation that AGVA seeks. Hotels have said they will throw out acts rather than give in to AGVA.

Fiery talks about the future in the mountains, and the livelihood of thousands of performers, is expected to dominate discussions from here on.

Ballroom's Biz

· Continued from page 12

slated for the first week-end in April.

Down the street a dozen blocks at Cliff Mitchell's Band Box, Frank White, former Art Kastle pianist-arranger, fronting a small band, is pulling good crowds on Thursday, Friday and Saturday nights. Even better crowds of Western music lovers are passing thru the turnstile for Sunday evening Western music by Rocky Starr.

Bobby Beers with a 10-piece ork fill in between name bands at the Rainbow, and excellent publicity for Beers in the local press, as well as his own weekly TV show, helps build the former Lawrence Welk singer into a favorite "local Myer Davis."

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country. Royal Plastics Corp.

Europe Jobs

· Continued from page 11

complained that shows sent abroad were monotonous and lacked enough American touch. The biggest demand will be for girl singers and dancers. Next will come novelties and musical acts. Straight talking acts, comedians, etc., will be routed thru the British Isles. The language barrier will make them unsuitable for non-English speaking countries.

The first unit to leave under the Abramson plan, April 16, will consist of 12 to 15 people. Each unit will carry its own key musician or musicians to be augmented abroad. Seventeen units are tentatively planned to start the ball rolling. A unit will leave every two or three weeks according to the present outline.

As a tribute to Abramson's work for the Armed Services (he's sent troupes at his own expense to do hospital shows all over the country), a testimonial dinner will be given him March 29 at the Astor Hotel, which will be attended by high service brass. At this dinner he will get a citation from Secretary of Defense Charles E. Wilson, in recognition of his services.

Sam Fox Firm

· Continued from page 12

Choir on Parlophone in German and moved into the hit class quickly.

Four other records have been issued on the tune in England, one on English Decca, another on English Columbia, one on Philips and one by thrush Vivian Blaine on Parlophone. All of these are in English.

The Fox firm put an option on the tune March 1 and picked up the North American rights this week. A number of other American firms were after the tune. Money advanced was not dis-Attorneys claim that hotels can closed except that the advance now sue AGVA for damages ac- was "substantial" and royalty

Decca-Universal

• Continued from page 13

the effort. Chandler will come East soon for a six-city disk jockey tour to help push the slicing.

Most elaborate combined effort, of course, has been on "The Glenn Miller Story" movie and sound-track album. The the picture has not yet completed first-run bookings, the album already tops the pop best-selling charts.

Past examples of Decca or Coral artists appearing on Universal shorts include Tommy Dorsey, Jerry Gray and Don Cornell. Universal talent showcased on Decca wax in the past includes Donald O'Connor and Robert Monet.

100th Dealer

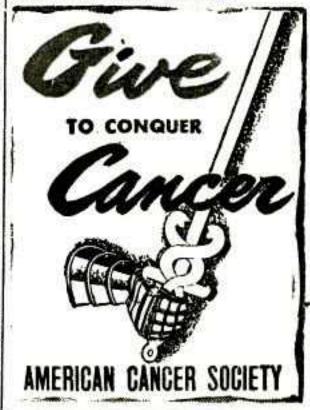
NEW YORK, March 20.-Liberty Music Shops, class retail disk outlet, this week became the 100th dealer signed to handle Camden Records, RCA's low-priced disk line. Liberty is the first outlet for the Camden label in Manhattan. Abraham & Straus handles the line in Brooklyn. Recent contracts set with Music City in Los Angeles and The Emporium in San Francisco provided the first West Coast representation for Camden. According to Dave Finn, the label's sales manager, it is intended that some 125 dealers handle the line.

National advertising scheduled for the label includes space in Saturday Evening Post, Look and The Saturday Review. Camden label has also been promoted via network television and radio time on "Your Show of Shows" and the Phil Harris-Alice Faye program. The label issues 45 EP disks at 69 cents and 12-inch LP records at \$1.89. Featured are original masters from the Victor vaults.

Westminster's

• Continued from page 12

rangement is patterned after deals previously set for other areas of the world. Licensing pacts are already in effect with Pye-Murphy, Ltd., for England and the British Commonwealth; with Ducretet-Thomson, for France and its colonies, and with Festival Records, Ltd., for Australia and New Zealand.



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NIGHT CLUBS-VAUDE

By BILL SACHS

adopt the art of magic as a means of selling safety is Sgt. Carl S. Pike, of the Kent County sheriff's office, Grand Rapids, Mich. Pike has presented his safety-first turn in Michigan extensively and currently is on tour of Eastern cities. He recently played Washington schools under the auspices of the Commissioner's Traffic Advisory Board and

the District Trucking Association. . . . Tommy Cooper, comedy magician, opens with "Piccadilly Revels" at the Flamingo, Las Vegas, Nev., April 15, set by the Harry Foster Agency, London. . . . Frakson is winding up a two-weeker at Bellevue Casino, Montreal. . . . Don Grosini, Montreal magus, is showing his wares before American troops in Tokyo and Kobe, Japan. . . . We have had several letters recently from magicians complaining against assembly bureaus which allegedly have acquired a virtual monopoly on school bookings in certain Southern States, and which the writers' claim have shaved magicians' earnings on such dates to a fraction of what they formerly were before the bureaus moved in. What the writers say may be true, in part, but we can't fail to note the stabilizing effect the bureaus have had on the salaries of magicians and novelty acts playing schools in those States in recent years. The average act is today receiving a far better price on those dates than they did in the past when they shifted on their own. There were exceptions, of course, but they were far and few between. . . Lieut. Lee Allen Estes. Safety First Magician of the Kentucky State Police, netted a two-column spread, with photos of himself and his vent figures, in his hometown paper, The Lexington (Ky.) Leader, of March 5. The piece, well handled by the writer, Laura Lyons, told of Este's proficiency with vent and magic, and his use of both mediums to

TAY PALMER and Doreen are still around New York but are slated to take off any day now for another extended swing around Europe. They were carded to sail several weeks ago, but a last-minute business development caused a postponement. Jay re-ports that his new illusion, "The Rocket Ship to the Moon," is now copyrighted and registered as a one-act play. The plot evolves around the use of a well-known principle of magic, the transformation illusion. . . . Magicdom mourns the passing of William H. Whitenight Sr., well-known sleight-of-hand performer who toured for years in this country and Canada with his own act. Whitenight died March 15 at Allentown Hospital, Allentown, Pa., after a five-year illness. He had been a patient at Veterans' Hospital, Philadelphia, for seven weeks last summer, and entered

and his use of both mediums to

expound traffic safety to the

school kids of the Blue Grass

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THE latest hocus-pocuser to the Allentown hospital a week before his death. An exponent of judo and a clever gymnast, he and given a 30-day suspended was an organizer and first presi-sentence for failing to order three dent of the Allentown Athletic women performers to register un-Association, and was a former der the transient employees ordiassistant physical education in- nance, appealed to the Atlantic structor at the Allentown YMCA.

. . The Amazing Maurice (Morris Cohen) typewrites from Miami Beach, Fla.: "This town at present dinance, which was enacted last boasts more magi per square inch June 13. The fine and sentence than any other town in the country. Working conditions are just pal Judge Benjamin A. Rimm. fair. Club dates are the big item. Prof. Danny Schmidt and Ralph Slater, two leading hypnos, are enjoying the sunshine, with a club date here and there. Lovely Joan Brandon was here recently. Bobby Baxter has done a sensational job at a number of the leading hotels around here. The Great Thornton is here and managing to keep his name in the limelight. Del Breece and Howard Brooks still knocking 'em dead. Jay Clarke, mentalist, doing the Paramount theater chain with his horoscopes. Jimmy Grippo going great guns hereabouts with his act. Puts on a great show and is always in demand. His guests the last several weeks have been Mr. and Mrs. Solomon, of London. He's the famous English fight promoter. Count Maurice is down here, mad ing seating capacity to 576 by at me because I'm using the name mid-June, and adding a portable of Maurice. Gee, my folks would 20 by 20 ice skating rink which be mad, after naming me Moishe, will convert into a dance floor. to find that they were stepping The total outlay for changeover

Fine Club Op For Violation

ATLANTIC CITY, March 20 .-Nathan Goldberg, operator of the Yacht Club, who was fined \$100 County Court.

Goldberg was the first resort employer arrested under the orwere imposed by Acting Munici-The three women performers, among whom was Lois DeFee, were not charged with violating the provisions of the ordinance

Braves May Help

· Continued from page 11

bitter hassle with the American Guild of Variety Artists over the refusal to come up with the \$2.50 per week welfare fund payments for acts, Fazio manages to lure crowds with musical acts and threatens to continue to book strictly musical performers.

Despite union difficulties Fazio reports that he plans to go ahead with an announced schedule for refurbishing and enlarging the room. Blueprints call for booston the toes of the one and only will run to approximately \$30,000, Count Maurice."

New Notes on Talent

Continued from page 11

ago. The Christopher show will do eight shows a week (including two matinees) and will be scaled from \$1.20 to \$3.60.

INGLEZ QUITS SAVOY AFTER RUCTION . . .

LONDON — Latin-American walked out of the Savoy Hotel this week after disagreements with the management and sailed for South America. Inglez, who is reported to receive \$60,000 a vear and has been a resident at the Savoy for a number of years, recently tangled with the management for being off the stand FRONTIER STAYS while his band was playing. This week he gave his nine sidemen two weeks' notice, without telling them his exact plans.

This is the second public ruction between band leaders and night spot managements here for the same cause. A few weeks ago Paul Adam hit the headlines when he sued the Astor Club for dismissing him for this offense. The Savoy has replaced Inglez with Francisco Cavez, who recently led the band at the Copacabana.

LONDON CLUB SIGNS AMERICAN ACTS . . .

LONDON - American dancers Rose Hardway and Teddy Hale arrived here to make an eightweek appearance here at Al Burnett's Stork Room Club. Burnett talent we sign." signed them after seeing them at Ciro's, Miami Beach. Arriving at the same time was Bubbles Sublett, veteran of the Buck and Bubbles team which played here in the 30's. Sublett, who was the original "Sportin' Lie" in Gershwin's "Porgy and Bess," is joining the "Memories of Al Jolson" show now at the Tivoli Theater, Hull.

WHITE HUNTS ACTS THRUOUT EUROPE . . .

ROME - Boston agent Danny White was here recently to look over local acts for the U.S. He said he was unable to find anything in Rome, and he has now left for Germany and the Scandinavian countries beore returning home.

During his stay in the Italian capital White tried to see Errol Flynn in regard to Flynn's scheduled appearance this summer at the Latin Quarter in Boston. Altho White insists Flynn has signed a contract to bring a floor show into the Boston club after appearing at Las Vegas, Nev., none of Flynn's business associates in Rome seem to have any

knowledge of such a commitment Flynn, at the time of White's visit, was in Brazil to participate in the Sao Paolo International Film Festival there.

DETROIT THEATER TO TRY STAGESHOW . . .

DETROIT — The Alhambra band leader Roberto Inglez Theater, one of the oldest nabe houses here, is trying out a Saturday night stageshow as a business stimulant. The Dave Glover ork has been booked indefinitely to back a unit billed as "The Cavalcade of Blues," with three acts of vaudeville.

IN TALENT RACE . . .

HOLLYWOOD .- Herman D Hover, entertainment director at the Last Frontier, Las Vegas, Nev., denies reports that nitery plans on using a set show or major proput aside reports that the Frontier would drop out of the talent-buying race in Vegas.

"If a set show," said Hover, "is meant that same will run for a period of from three to perhaps six months, certainly the report is unfounded. It has been proven that night club attractions in Las Vegas are generally unprofitable at runs longer than four weeks. The Last Frontier will continue to book its shows at runs of two to four weeks, depending upon the

New York

Jimmy Nelson, now with MCA, stage director of Stockholm's opens at the Statler Hotel, Washington, March 29. . . Freddie director and booker of the Goth-Martin ork with band show will enburg Liseberg park's Cabaret open the Waldorf-Astoria's Star- Hall, big-time vaude house. Mrs. light Roof didn't open with a Adolfi (Roas Agency, Stockholm) name (not ork) attraction. . Sammy Kaye will be at the Astor parks in Stockholm, circuses and from May 24 to Labor Day. . . . Nat Brandwynne and Los Cha- tional Agency), Stockholm, books vellos go into the L. A. Ambassador July 7. . . . Connie Towers (ex-Jack Carson act) will do her first New York single at the St. Regis April 8. She'll be followed by Billie (the dancer) Daniels.

A Paul Whiteman package will be available this summer. . . Publicists Guild annual ball pronalism scholarship in Long Island University. . . . Beverlee Dennis goes into The Colony, London, on

From All Around

are looking forward to a good spring season. Several new clubs have opened or will be opened by the end of the Easter season. Newest is Leo's of Arvada.

for several weeks, the State The- or stadiums in Nordic countries. ater, Hartford, Conn., resumes flesh with Guy Mitchell show booked for March 27-28 week- for dates in Denmark and co-op-

BURLESQUE BITS

looks like Joan Crawford, is due to open shortly in an act in Buffalo, N. Y. . . . Roberta Lee, manager-producer at the Stone, Detroit, played hostess to her son, Ronald Lee, and his wife at their first wedding anniversary last week. Her son is a drummer with the Trez ork in Bay City, Mich. . . . Ray Walker, on a visit to Mrs. Amelita DuVal in Miami, recently learned that Tirza, the Wine Bath Girl, her daughter, is going to open her own nitery in Key West, Fla. . . . Rusty Lane closed five weeks for the Kane circuit in Columbus, O., and moved to the Hirst wheel, opening at the Roxy, Cleveland. . . Larry Norman sends word about seven principals, including himself, Sherry Shannon, John Higgy King, Penney Red Wing, Beverly Lane, Alice Brown and Vivian LaMarr walking out of the President-Follies, San Francisco, when Ed Skolak, the owner, wanted them to take a cut in salary. Comic Charley Fritcher, he adds, was the only principal to stay and take the cut. . . . Jennie Lee, for 18 years. Charlie is one of the the Bazoom Girl, after starring in Stem's most beloved figures." a legitimate play, "She Dood It Thanks, Joe. . . . Hinda Wassau in Dixie," now in its seventh annexed a long story by Russ week at the Beau Arts Theater Davis in The (Allentown, Pa.) in Hollywood, will open at the Morning Call on February 21. The New Follies, Los Angeles, May 7. article, embellished with photos . . Lou Karns and his acro act closed March 12 an eight weeks run with the International Harvester unit and opened at the Beacon Theater in Winnipeg, Ont., March 18, after which he will do a TV stint on the "Super-Circus" program beginning April 11 and in between play club dates around Chicago. . . . "Frivolities of 1954," which closed a week's engagement at the Folly, Kansas tine, sings a tricky song called City, Mo., last week, featured "Monotonous," taken from the Taika. Specialists were June musical, "New Faces," and re-Kiely. Claudine. Lana Lake and inforced with lyrics of her own Bonnie.

Antha Jean Cobb, dancer who

Winnie Garrett starts a week's engagement at Orsatti's Pump Room in Philadelphia, March 29. . . . Vesta (LuVeeta) Vorhees. in her letter deploring the passing of Chalimar, states that most of the chorus from the shuttered Grand in St. Louis have gone to Chicago and Newark, N. J., and that she has been working independently for Mike Riaff around St. Louis since last November "by the skin of my teeth." . . . Joe Kaliff, head of the Caricaturist Society of New York and a columnist of long standing with an elaborate office suite at Broadway and 47th Street, Manhattan, gives UNO a pat on the back in his daily column, "Broadway Karikatures," in a recent edition of The Brooklyn Daily. Wrote Sir Joseph, "One of the better columns in The Billboard is Charlie UNO's Burlesque Bits, read not only by the actors in the strip department but by everyone in the business. Charlie has been doing the column for the past 20 years and before that wrote for The Morning Telegraph article, embellished with photos was captioned "Strip Teaser Hinda Wassau Still Tops Lehigh Valley Burlesque." . . . Princess Domay is best known not only for her sensational dance routines but also for two distinctive trade marks, an Indian-beaded head band and her special-painted Cadillac, overcoated like an Indian blanket, . . . Rose LaRose, in her latest and most novel strip rou-

U. S. Act Demand Abroad

conception.

Continued from page 11

and booker of the circus. Sahlstrom dropped out as booker of and the Lind Brothers' parks in Odense and Aalborg, Denmark, all buyers of good talent.

Martin Roses, who lost the Circus Belli, books a new circus, Circus Meta, organized by Einar duction companies. Hover further Jensen, brother of the late Meta Belli, former owner of Circus Belli. Roses also books other Nordic cirks and vaude spots.

> Knud Lynge took over booking of the National-Scala but lost his connections with the Harlem and Kobenhavner-Kroen, which are now booked by the Unruh Agency, Copenhagen. Aksel Glaesner, Copenhagen, does most of the booking for Circus Schu-mann, as well as booking other cirks and night spots. Kinow Stanley handles the Prater night spot and books cirks and vaude

> In Sweden the principal change has been in Gothenburg. Bengt Sterner, who some years ago was continues to book amusement vaude spots. G. Silfors (Internathe big circuit of Sweden's Folk Parks and summer tours of big vaude units.

Principal vaude and circus bookers in Norway are Max Lefko (Universal Agency, Oslo), and Jack Woronovsky, Oslo, both of whom book circuses, parks and cabarets. American acts working ceeds goes partly to a welfare in Helsinki, Finland, are usually fund and partly to support a jour-booked by agents in Stockholm or Copenhagen.

Booking of name jazz artists or bands in Scandinavia has been affected by the entrance of Richard Stangerup, Copenhagen, into that field. His successful handling Night club operators in Denver of tours of "Holiday on Ice" and re looking forward to a good the Sonja Henie ice show obliged hir to become associated with concert bookers in Norway and Sweden, since big concerts and big ice shows use the same halls

erating with Nils Hellstrom (Es-

sale of Circus Belli to a syndicate | trad, Stockholm) and Fredrik which put in Ernst Sahlstrom, Dietrichsen (impresario, Oslo) in Copenhagen agent, as manager the handling of both jazz units and ice shows in Sweden and Norway. I. Blicher-Hansen (Skanthe big National-Scala cabaret (Copenhagen) but still books hagen) also is active in booking shows for Tivoli, Copenhagen, jazz names and bands, as well as dance troupes and cabaret talent.

Acts acquainted with Scandinavia and known here can usually do better by dealing directly with agents in Denmark, Norway and Sweden, or by selecting one Scandinavian agent to handle all three countries.

Labor permits for each country is applied for by an agent of that country, but most agents work with agents in the other countries on a split commission basis. Acts are not being expected to pay above the regular 10 per cent commission.

Acts unacquainted with Scandinavia and Europe will find it simpler on their first trip to let some agency such as William Morris, Music Corporation of America or the Lew & Leslie Grade office handle their bookings. As most jobs in Scandinavia are for a full month at each spot, with usually only one show each night, acts have plenty of time to study the field and line up future bookings,

Acts able to play both indoor and outdoor or tent shows can line up as much as three summer seasons in Scandinavia but that, of course, requires use of good judgment, ability to adjust the act to spots played and taking the time to study the field.

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Continued from page 10

Pellegrini, taking over on clary. Bit scored a walloping mitting. Donn Arden Dancers, welldrilled and beautifully garbed and with Marcia Rivers and Barbara Michaels on specialties, measured up to their usual excellence in three numbers. Dean Campbell, new emsee, turned in a solid job, and Gardner Benedict orchestra gave its usual faultless performance on the show and dance stints. Jimmy Wilbur Trio fills the interim spots, with Sara Lynn handling pianistics and vocals in the cocktail lounge. Bill Sachs.

Ciro's, Hollywood

Capacity, 460. Price policy, \$2 cover. Shows at 10:30 and 12. Owner-operator, Herman D. Hover. Publicity, Jim Byron. Booking policy, non-exclusive.

The Continentals combine humor and harmony to sell solid entertainment. The Houcs, jugglers, amaze via their agility and showmanship. Show sparkles.

Despite their recent appearance at the Statler here several weeks ago, the Continentals' stand at this laya." Sunset Strip bistro should prove to be a winner. Using basically the same repertoire, the male quartet deliver 30 minutes of rib-

and keep the pace rolling via "Donkey Serenade." For serious listeners, there's a medley of spirituals and a top Ukranian letdown as a closer. Bob Bailey's piano-accompanying is outstanding.

Bat." Craftily attired in satin suits.

Gil Lamb comes across with his red weskits and regimental striped comedics, scoring most heavily ties, the team display a fine sense with his pantomimicry. The acroof reaching an audience. They not batic dancing of the Wayne-Maronly reached 'em, they bowled 'em

Preceding juggling team, the Houcs, show a fine sense of timing to win spontaneous audience palming. Using the inevitable rings and Indian clubs, the trio move with deft rapidity in displaying some clever variations, nabbing clubs out of the air at a cannonball

Joe Stabile helmed for brother Dick's ork, which alternates with the Bobby Ramos rumba group for dancing. Joel Friedman.

Statler Terrace Room, Los Angeles

Capacity, 300. Price policy, \$2 cover. Shows at 10:30, Monday thru Friday; 9 and 11:30, Saturday. Publicity, Tom Bickmore. Booking policy, MCA thru John Grande of the Statler chain.

A well rounded bill that should draw heavy tourist trade. Sportsmen Quartet a standout, as are mentalists Lucille and Eddie Roberts.

Layout at the plush Terrace Room this trip is a sock combination of vocal work, an amazing mental act and effective terps. Add to this one of the better bands to helm the Statler podium in many a moon via the Skinnay Ennis ork, and the bill shows as one that provides good entertainthe nitery should do well once the Crush on You." word gets around.

The Renards, an effective terp team, show little in the way of ingenuity or imagination. Male partner appears rather timid in his approach to a brace of supposed torrid lance routines. The fem, tho more than adequately in possession of physical attributes, might do well to display same thru better costuming.

Lucille and Eddie Roberts, in their first stint on the coast, show with a brilliant mind act, cued to perfection. Ringsiders were dazzled by Lucille's blindfold identification of any and all objects picked up by Eddie, and equally amused at the latter's patter to get their act rolling. They display top knowledge of their material, using an unbreakable code even better on this trip. Dressed in rial, was delivery, dialect and to stump an audience obviously a Jacques Fath gown, which alone timing. Some of the TV lads

aiming at tripping them. The Sportsmen Quartet, headlining this layout, work a batch of special material to top the and "Because of Your Eyes." Her evening's entertainment. Inter- top response-getters were "Charge spersing a stream of gags anent their work with the Jack Benny troupe, the group draw a heavy from those who understood the troupe, the group draw a heavy from those who understood the of the competent grace they have mitt in their outstanding "Reno" bit, and earn like approval via by Chino Pozo, of Cuba, who plays standing number was a dance intheir vocal comedics in "United the Conga drum. We Stand," "My Adobe Hacienda" Rudy Kerpais, on plano, and Al wedding, which earned them and "High Time." Aside from the Piskanko, on bass, back the acts. appreciative applause. mirth the group provoke, their

straight vocal work is ear-filling,

The Skinnay Ennis ork cut the show and provided excellent rhythm for dance chores, too. Crew display a likeable sound, evidenced by the crowded dance floor thru- ADAMS-Mrs. Hattie Lena, out the night. Ron Perry five spell Ennis during the breaks. Joel Friedman.

Biltmore Bowl, Biltmore Hotel, Los Angeles (Tuesday, March 9)

Capacity, 850. Price policy, \$1-\$1.50 cover. Shows at 8:45 and 11:45. Booking policy, exclusive thru Joe Paber. Producer, Moro-Landis. Publicity, Maury Poladare.

Thrush Connie Haines is a bubbling bundle of rhythm 'ho belts out with song to wow in current Bowl stint tabbed "For Pleasure Only," a well-defined review.

Bowl's current offering is aptly titled "For Pleasure Only." Headliner Connie Haines personably belts out a repertoire of songs that suits her mighty lung power. She gets off to a hefty start with a bombastic, sexy rendition of "My Heart Belongs to Daddy," and successfully segues into a warm ren-dition of the "Secret Love" ballad. Her versatility is accentuated with a rhythmical "Birth of the Blues" and a stirring "Jamba-

She assumes the role of a pixie as she vocalizes "I Can't Give You Anything But Love, Baby" while quartet deliver 30 minutes of ribtickling material, in addition to some solid straight vocal patterns.

Team come on with a parody of the standard "Continental," segue to more mirth via a "Dragnet" bit and keep the pace rolling via curtain ringer, "Vaya Con Dios," tho well done, is unfortunately a

lin Trio is a top-flight opener.

Hal Derwin ork ... ses top-drawer backing, and its danceable rhythms keeps the floor filled.

Ed Velarde.

Capacity, 150. Price policy, \$4 minimum. Shows from 9:30 p.m. Owner, Al Greenfield. Publicity, Sam Honigsberg. Booking, non-exclusive.

Black Orchid, Chicago

Two returnees, Josephine Premice and Bob McFadden, score better than on their previous run here. Both may be classified toprung talent. A relatively new act on the champagn circuit, Jerrie Winters, draws strong responses for her warm piping.

Jerri Winters, a vocalist with feeling as well as showmanship, established herself solidly as a chi-chi circuit performer. She has the ability to space her voice both in volume and phrasing for the utmost effect. Her selection of numbers is appropos and her visual work is highly effective. Most noticeable is her ability to go from a strong belt delivery to a whisper pianissimo in a twinkling, yet not lose any tonal quality. She does "Back in Your Own Backyard" for an opener, and then segues into "Secret Love," "All About Ronnie" and "Little Girl Blue," which

Holds Audience

Bob McFadden, satirist and song impressionlist, is one of the most improved acts to go the rounds again. His success lies in the fact that he can impersonate almost anyone and his repertoire seems exhaustive. Highlights of his turn were an impression of a quartet consisting of Frankie Laine, Billy Eckstine, Johnnie Ray and Vaughn Monroe, and a delivery of sound effects from a "Tom and Jerry" movie cartoon. His gags are timely, his lyrics hilarious, and his comic delivery appropriately funny.

Premice Raves

Josephine Premice, who scored French lyrics. She is accompanied demonstrated so often. Their out-

Steve Schickel.

THE FINAL CURTAIN

mother of Johnny Adams, former concessionaire with the Cavalcade of Amusements, in Mobile, Ala., March 12. In addition to her son, she is survived by her husband, William J.: another son, William A., and three daughters, Mrs. H. L. Dykes, Mrs. Haywood Knight, and Mrs. W. B. Meriwether, all of Mobile. Services March 15 from St. Matthew's Church, Mobile, with burial in Magnolla Cemetery, that city.

COLE-S. J. (Scotty),

63, for the past seven years concessionaire with the Rogers Bros.' Shows, March 15 in Minneapolis.

BOND-Joseph A., 51, for the last 19 years publicity director of the New York office of the Campbell-Ewald Company, Inc., advertising agency, March 6 in Yonkers, N. Y. He had been a newspaperman before joining the ad agency in 1935. His widow, two sons and two-sisters survive.

COLLINS-John Albert.

71, vice-president of Capitol and Majestic Theaters, Inc., Paragould, Ark., in that city March 12. He was a member of the Paragould city council from 1928 to 1931. Surviving are his widow, a son, his mother, a brother and seven sisters. Burial in Linwood Cemetery, Paragould.

DALROY-Harry (Rube),

75, former Wild West performer and for 35 years an actor in Western movies, in Hollywood March 7. He was a clown with the 101 Ranch Wild West Show and was known as the Mayor of Gower Gulch, the Gower Street location where film cowboys wait for work.

79, architect who retired last year as senior member of the John and Drew Eberson firm, which had designed or constructed more than 500 theaters in the United States and other countries, March 5 in Stamford, Conn. His widow, a son and two daughters survive.

FAIRFIELD-H. Merle,

41, agent for Von Bros.' Circus, March 12 at Ashland, Pa. He was on the road about 10 years for various small circuses. Surviving are his widow, Marie; three daughters; father, Henry, Van Nuys, Calif.; two sisters and three brothers. Burial at Sandusky, O.



CAUGHT AGAIN

COPACABANA, NEW YORK: The Ames Brothers again demonstrate they are a competent singing quartet. Their vocal blendings on pops, novelties and reprises of their old record hits (some Coral and one RCA Victor) were pleasantly melodic, tho seldom stimulating. They also demonstrated something much more significant, and that was that they are not a top box-office attraction, not for the Copa anyway. An opening night here usually means a full house. Their second show barely filled the lower floor. Where the fault lies is difficult to say, except that record names seldom do big here. From a performing angle, the Ames (all are pleasant likable lads) came in with a theater rather than a smart night club act. For a date such as this, the act should've been completely revamped. For example, brother Vic's comedy bits has killed them in theaters. The same bits seemed juvenile here. A theater full of kids can laugh at mugging. Here they merely got bewildered stares. The team did about 35 minutes following a really fine show and simply wasn't strong enough to follow. The end result was a tepid hand.

A partial deterring factor was she sings as the it were written Beverlee Dennis' unusual ment. Altho lacking name lure, for her. Her begoff is "I Got a strength in the comedy spot. She was so strong that Ames Brothers' attempts at comedy seemed sophomoric by comparison. On entertainment value alone (not billings), Miss Dennis could close that show creditably. In her first start in the Big Time, Miss Dennis showed she had the stuff and the skill to sell it. Using a flock of special material (some tailored for her by Buddy Burt-son), she proceeded to pull yocks right after an opening throwaway song. Her first special was full of inside gags (good Copa material), then came the "Elevator Operator," a funny number. Her next, the girl who made the Minsky line, was a comedic gem. Her "Critic" gained genuine laughs. What was outstanding about Miss raves in her last show here, did Dennis' work, besides the mate-"Guatemala," "Honey and the well give her more than cursory

attention. Blair and Dean, the tiny pair of ballroom dancers, are as charmterpretation of a courtship to the

Bill Smith.

FRANKLIN-Chester.

64, producer, director and writer of motion pictures, March 12 in his Bel Air, Calif., home. Born in San Francisco and later a cartoonist on The San Diego Sun, Franklin began his film career in the pioneering days with D. W. Griffith and Mack Sennett and worked for such studios as Warner Bros., Paramount, First National and, in later years, M-G-M. He was known as the director of the first Rin-Tin-Tin dog picture and had great success in directing films with animals like "Sequoia" and the animal sequences of "The Yearling." He leaves his widow, Mildred; a daughter, Mrs. Betty Ratkin, New York; a granddaughter, Betty Ratkin, and a brother, Sidney, director and producer of movies. Interment in Forest Lawn Memorial Park, Glendale, Calif.

FRANKS-Joseph.

56, for many years treasurer of the Shubert Theater, Philadelphia, March 13 in that city. He was in charge of the box-office at the Shubert for 25 years until two years ago, when he was trans-ferred to the National Theater, Washington legitimate house. Burviving are his widow, Esther R.; a son, Alan W.; four brothers and three sisters. Services March 14 in Philadelphia, with burial in Montefiore Cemetery there.

veteran cutdoor showman and med pitchman, recently in Tampa of a heart attack. He started in show business with Arthur Hauk's tab show. In later years he worked on the S. W. Brundage, Royal American and Rubin & Cherry Model shows. Survived by his widow, Nellie; a son, John Raymond, and a daughter, Ethel May, Burial in Butler National Cemetery, Springfield, Ill.

JARECKA-Louise,

74, concert singer and writer, March 6 in New York. The wife of Tadeusz Jarecka, composer-conductor, she had been a Paris correspondent for several newspapers and magazines in New York and London. As a singer, she was widely known in Europe and in the U. S. She was particularly known in Poland, where she sang with the Polish opera company. She had written much on the subject of Poland, published in the U. S., including "Made in Poland: Living Traditions of the Land."

veteran ride superintendent on Dobson's United Shows, March 7 in St. Paul. (Details in Carnival section.)

49. Prench actress, March 11 in Paris. Polish boorn, she studied at the Max Reinhardt School of the Theater, Berlin, and later joined the Theater Gaston Baty Company, Paris, where she won considerable notice for her part in Jean Cocteau's "The Human Voice." Between 1941 and 1952, she lived in New York, and during the war years she gave much of her time to the Stage Door Canteen. Survived by her husband, Max, Ilyin, a writer and former Paris art critic.

82, March 10 in Ann Arbor, Mich. He was a member of the Lang family which has played principal roles in the Oberammergau Passion Play for centuries. Burial in White Chapel Memorial Park, Detroit.

LIPSTONE-Louis B.,

61, head of Paramount Pictures' music department since 1939, March 18 in his home in Beverly Hills, Calif. One of Hollywood's best known musicians, he was a native of Chicago. After Army service in World War I he was named director of the Balaban & Katz theater circuit's 300 musicians. Later he was upped to director of all B&K stage presentations, and conceived and staged all such productions. After the circuit became a part of Paramount Pictures, he was sent to Hollywood as head of the studio's music department. He is survived by his widow, Ruth; two sons, Howard, a member of the production staff of TV Station KTLA, Los Angeles, and Ronald, a law student; his mother, Mrs. Katie Lipstone, Chicago, and a sister, Mrs. Ann Greenspahn, Chicago.

MACEO-Rosario, 66, who with his brother Sam Maceo started a business career which eventually led to a multi-million dollar enterprise, in Galveston, Tex., March 15. Among their interest were the Balinese Room and the Studio Lounge, now the Western Room, Galveston. Surviving are his widow and a son.

75, former top-ranking singer of the Royal Opera Company of Copenhagen, in Humber, Denmark, March 4. During his 37 years at the Royal Theater, he starred in dramatic and ballet productions, as well as in operas.

MARION-Lee.

49, playwright and short story and radio writer, March 16 in Brooklyn. Her latest play, "Sweet Briar," was produced at the Barter Theater, Abington, Va., by the late Irving Jacobs in 1953. She was also the manager of the Actors' Thrift Shop in New York, Burial in Mount Lebanon Cemetery, Queens, N. Y.

66, drama and music editor of The Philadelphia Inquirer since 1925, March 12 in Graduate Hospital, Philadelphia, He was a frequent contributor to music publications and served as commentator and annotator on the radio broadcasts of the Philadelphia Orchestra. Surviving are his widow, Mildred Martin, motion picture critic of The Philadelphia Inquirer, and a daughter, Jean. Services March 13 in Philadelphia, with burial at West Laurel Hill Cemetery there.

McCORMICK—Alexander, 78, a director of the Weyburn (Sask.) Agricultural Society, March 9 at Weyburn. Surviving are his widow, four sons and four daughters. Burial in Weyburn.

CLLEN-Cleve,

veteran showman, recently in Houston In show business for more than 50 years, he was first associated with his brother, Charles E. Pullen, in an act known as Pullen's Comedians. For the past 21 years he was connected with the Phil Isley Theaters in Texas. Survived by his widow, Ruth, a son, Harry, five brothers, Charles B., Decatur, Ill., Raiph, Waynesville, Mo.; John, Edwardsburg, Mich.; Rex. O'Pallen, Ill., and Lloyd, Santa Monica, Calif; and two sisters, Mrs. Nannie Murphy, Nakomis, Ill., and Mrs. Maude Oakley, Hartsel, in El Reno, Okla.

SCARBROUGH-Marilyn,

18, former professional ice skater, in Fort Worth, March 12 of injuries sustained in an automobile accident. In 1952, she joined Sonja Henie's Ice Review and toured Europe with the group in 1953. Survived by her parents, Mr. and Mrs. A. E. Scarbrough, Fort Worth.

SINGER-Nandor, 74, former co-owner of the Singer Midget Band, recently in New York. The troupe, which toured the U. S. and Canada in vaudeville, was partnered by Singer's brother, Bela Singer, It was first brought to the U. S. from Hungary by the late Ike Rose as a unit called Rose's Royal Midgets, predecessor to the present Rose's Parisian Midget Pollies. The Singer troupe was disbanded in 1935 when Singer retired. A sister-in-law, Mrs. Bela Singer, survives.

TAYLOR-Sam,

well-known concession operator, of a heart condition in Miami March & (Details in Carnival section.)

TERRELL-Mrs. Bonnie,

veteran vaude performer and tent show operator, Pebruary 24 in Roseland, La. Spending most of her life in show business, she started out in 1906 with the Clark Musical Comedy Company. Pollowing her marriage in 1921 to Billy Terrell, she played the leading vaudeville circuits for eight years. In 1941 she and her husband organized the Billy Terrell's Comedians, a tent show, and op-erated it until they retired in 1940. Following their retirement and up to the time of her death the Terrells were managing their own theaters and operating a real estate business in Roseland. Survived by her husband and two sisters, Mrs. Babe Malone, Genesee, Ill., and Mrs. Cora Hewett, Sioux City, Ia.

TIRELLI-Charles,

58, president of the South Beach (Staten Island) Business Men's Association and operator of one of the largest amusement centers there, March 17 at the Staten Island Hospital, New Brighton. Three sisters survive.

TREBLE-Charles W.,

81, long a director of the Watrous (Sask.) Agricultural Society, March 9 at Watrous. Surviving are his widow, two daughters and two sons. Burial at Wat-

WARD-Stephen,

87, former fireworks designer, of a heart ailment March 9 in Staten Island, N. Y. (Details in Outdoor section.)

WAYNE-Rollo L.,

60, credited with designing this country's first revolving stage set, March 18 at Louisville, Ky., of a heart attack. He was a set designer for the Schuberts for some 12 years, and also worked for Plo Ziegfeld, Law Leslie and Max Gordon. His productions totaled more than 200, including sets for "Death Takes a Holi-day" and "The Boy Friend." It was for a Shubert revival of his "Pinafore," in 1936, that he designed the first revolving

stage used here.

WEBB-Capt. George, 61, widely known net diver, March 6 in Superior, Wis. In show business for almost 50 years, he started out as property man at the old Century Theater, Cincinnati. After a brief stay there, he entered the outdoor field and progressed from rigging man to clown, trapeze artist, balloon ascensionist and parachutist. In 1912, he learned the high-dive act which he performed for many years with circuses and carnivals. He retired from show busines in 1947. Survived by two daughters, Mrs. Cleo Makela, Kingsdale, Minn., and Mrs. Pruechtl, Hillside, Ill. Burial in River Hill Cemetery, Dairy-

WENTWORTH-Grorge,
74, old-time circus performer, recently in Biddeford, Me. For many years he was with the Forepaugh-Sells and Sig Sautelle shows, doing a loop-the-loop act on skates. In later years he was a billposter on Ringling Bros., Walter L. Main, Downie Bros., and LaTena circuses. Survived by his widow, Ethel, and a daughter, Dorothy, who was formerly on the Keith Circuit.

WENTWORTH-Ralph C.,

63, pioneer broadcaster and for the past 11 years field representative for Broadcast Music, Inc., March 18 in Broadalben, N. Y., after a lingering illness. As a baritone he sang in many Shubert musical productions. He joined Station WEAF in 1923. He had previously pioneered in radio. He continued as an announcer with RCA after it bought the station and with NBC when it was formed in 1926, remaining until 1928 as one of its topflight mikemen. He covered the Lindbergh parade and was a Presidential announcer during the Hoover administration. From NBC he went on to CBS as announcer and program director until 1932 when he opened his own advertising agency, handling several national accounts. In 1934 he became associated with Cy Langlois in forming Langlois-Wentworth, a radio transcription and producing firm. In January, 1941, he joined the WPB aircraft production division, radio and radar branch as executive assistant to the chief, resigning because of ill health the followin, year. In 1943 he joined Broadcast Music, Inc., as field representative in the Southwest. His mother and his widow, Marion, survive. Burial in Bradal-

WHITE—Gaylord,

47, prominent auto race promoter, Mrach 14 in Tampa. (Details in Outdoor De-

WHITENIGHT-William H., Sr,

62, sleight-of-hand performer, who formerly for many years played this country and Canada with his own magic turn, March 15 in Allentown Hospital, Allentown, Pa., after a five years' illness. Surviving are his widow; a son, William H., Jr.; five brothers and a sister. Further details under Hocus Pocus, this issue.

WILLIAMS-Joseph R., theatrical executive and press agent for many years, March 17 in New York. He was the brother of the late musical comedy star, Hattle Williams. In 1907 Williams became associated with Charles Prohman's productions and later was manager of "Journey's End" and "Tomorrow and Tomorrow." He was company manager for "Harriet" and more recently with "Christopher Bean" and "Stalag 17." Burial in the Actors' Pund

Plot, Kensico Cemetery, New

Ringling to Add 10 Cars In '55 for Total of 80

Big One Reverses Equipment Cutting; New Bulls, Menagerie Are Planned

• Continued from page 1

end of the show's big top. North was trimmed to its present size. is kown to favor a separate menagerie and it is possible that next season the show's splendid collection of strange beasts - always one of its prime lures for the moppet trade in areas where first-rate zoos do not exist-will again be housed under a separate

Again, the showman, who has originated and adopted more circus innovations than all of his illustrious uncles who formed and nurtured the business, may have in mind special effects that call for more transporting units. There have been rumors of the possible addition of water displays to embellish the already elaborate performances. Such equipment, if it were adopted, would require special engineered mobility to keep up with the movement of the Big One.

The Big Show, which for years was geared for continuing growth, underwent systematic cutting after Robert Ringling lost control to North and the latter named Arthur M. Concello general manager. In 1948 the train was cut to 90 cars and remained at that size

King and I' Set for Aud At vallas fair

Rodgers and Hammerstein musical, "The King and I," has been signed as the Auditorium show for the 1954 State Fair of Texas.

An extra performance will be added to the usual schedule for State fair shows. Dates of the square feet at the same height, fair are October 9-24 this year, surrounded by two balconies; the fair are October 9-24 this year, but the show will open the night of October 8 to accommodate Texas-Oklahoma football fans arriving early for the Saturday game. This will live the fair 25 performances of "The King," and will have the effect of adding just one more rell-out performance. The auditorium is usually sold out for all performances on the big Texas-Oklahoma week-

Patricia Morison will head the national company that will appear in Dallas. She is currently appearing in the Broadway production which opened in 1950 with Gertrude Lawrence in the role.

since "Guys and Dolls" in 1951. A revue with Martin and Lewis played the auditorium for the 1952 fair and Ethel Merman starred in a revue in 1953. "Guys and Dolls" and "South Pacific" in 1950 were top money winners for the fair. Shows have always pulled better than revues.

-Fla. State Fair Inks B-C Show

TAMPA, March 20. - Barnes-Carruthers Theatrical Enterprises, Chicago, will again produce the night grandstand show at the 1955 new publicity director. edition of the Florida State Fair here, J. C. Huskisson, fair manager, announced. The Chicago agency produced the show at last month's fair here for the first ing billposter at work.

Post: A blank.

Mermaid Fete Dates Set

MISHAWAKA, Ind., March 20. -The ninth annual Mermaid Festival at North Webster, Ind., will be held June 28-July 3. The event is sponsored by the Lions' Club, and LaBella Carmen. George H. Prough, Mishawaka, is

erie and jamming the remaining thru 1949. In 1950 10 more cars ported, the natives felt that not cage wagons and animals in one were lopped off and in 1951 it all of the show was brought in.

Nix More Cuts

A split between North and Concello who ended his term as general manager this winter was still furher to 60 cars.

dous, just as it was when it traveled on many more cars, it is possible that it has not impressed and, in some towns, it was re- personnel.

Apart from the cost of equipsideration today is the availa- ment was at Huron, S. D., in the bility of lots close to centers of afternoon. population capable of harboring reportedly based, in part, on the life Big One. Some 14 acres are the past two years. He suffered a latter's stumping to cut the train now needed and the show's stroke last fall and after hosagents are drooling to play many pitalization went to Florida, ac-

contract for the equipment has been let. The show's rolling stock the public as in the past. The is excellent with the personnel White was a partner of Al show's early season under canvas housed in made-over cars that Sweeney, Chicago, in the operadates last year were not good once moved wounded military tion of National Speedways, Inc.,

273,672 Sq. Feet for N. Y. Hall's 4 Levels

NEW YORK, March 20.—Exca- exhibition floor from both 58th for many years was secretary of vation work for the mammoth and 60th streets. And off-street the South Dakota State Fair, New York Coliseum at Columbus loading into two freight eleva-Circle will begin April 1, Robert tors will be provided from 58th as an executive of the fair here. Moses said this week in revealing Street, for the balcony levels. A Moses, who heads the Triborough largest tractor trailer allowed on the Triborough the roads here. is underwriting the project, re-ported that the Coliseum's ex-at the basement and sub-basehibit area will contain 273,672 ment levels for up to 850 vehisquare feet on four levels, un- cles, if attendant-parked, availhampered by columns.

There were many important and 60th streets. the following:

area would be fitted out to pro-DALLAS. March 20. - The vide temporary seating for up to 10,000 persons.

Four Exhibit Levels The street level floor will have 65,000 square feet of exhibit space and will be 20 feet high; the main floor will have 88,000 balcony providing the third level will have 76,672 square feet and the upper balcony will have

44,000 square feet. There will be 13 meeting rooms along the mezzanines, as well as offices for visiting show managers Washington and quarters for the press.

It is claimed that with the four levels available, it will be convenient for one big show to occupy all the display space, or for four separate events to be held simultaneously.

Truck ramps will permit trucks to drive directly on to the first

"The King" will be the first musical show for the Dallas fair Press Results Good for R-B In First Round

NEW YORK, March 20 .- The Ringling press corps scored well in its first assault on the metropolitan press rooms. First editions of all but one daily devoted goodly - sized and well - played space to the Big One yesterday, after the boys made the rounds on Thursday (18). These were yesterday's results:

Times: Amusement page feature with picture of Ed Knoblaugh,

Mirror: Page 6 story plus centerfold photo showing clowns Will and Harry Hanlon.

News: Centerfold photo show-

World Telegram & Sun: Page 3 five-column headline over story exempt from the admission tax all and a photo of tiger Leaping college athletic events, except for Lucifer.

Journal - American: Page 12 story with photo showing clown operated by the government Charles Bell, Peanuts the dog, by a non-profit organization.

with photo of Mrs. Gargantua.

able by ramps from both 58th

Gaylord White Dies; **Auto Race Promoter**

Succumbs at 47; Regarded One of Most Respected Persons in Outdoor Field

SIOUX FALLS, S. D., March Funeral services for Gaylord White, 47, one of the nation's leading auto race promoters, who died Sunday (14) near Tampa, were held here this morning at ment and movement a prime con- the Benz Funeral Home. Inter-

White had been in ill health for Altho the appearance of the Big Show on a lot today is tremen- site for some years. The cars will be new and the to a blood clot, came during sleep.

One of the most respected persons in outdoor show business, which provides auto racing and some motorcycle races at many

Widely Respected

He was also widely known and respected as a result of his early years spent as a press agent of outdoor attractions and of fairs in the East, Midwest and South.

Besides his widow, who lives John F. White, Lake Norden, lege years, he assisted his lattice. S. D., veteran fair executive, who kota State Fair, and later han-Huron, and who also had served

Unquotes R-B

CHICAGO, March 20. - The ABC television show, "Super Ciraspects of the plans, including It was originally planned to cus," has stopped use of the combine a sports arena and con- phrase, "Greatest Show on Earth," If need be, the vast exhibit vention hall with the exhibit at the request of Ringling Bros. space. The convention hall plan and Barnum & Bailey Circus. was dropped because very few require facilities for much more than 2,000 persons and the Colihad included the sub-title in its (Continued on page 51)



GAYLORD WHITE

fairs thru the Midwest and South. A sister, Madeline White, also survives.

Born November 10, 1906, at Perry, Ia., Gaylord White spent his youth on a South Dakota farm. He attended Iowa State University at Ames, Ia., where he played varsity baseball for three years. During summer vacations of his high school and col-Sloan, then the principal auto race promoter in the Midwest.

Started as P.A.

After leaving the University of Iowa, White joined Sloan as press agent for the full racing season in 1930. He remained with Sloan until 1933, when he went East and joined the staff of the late Ralph A. Hankinson, then the leading auto race promoter in that section.

At periods during the years 1933 thru 1935 he was free to handle publicity for fairs. Thus, he directed publicity for the North Carolina State Fair, Raleigh, then (Continued on page 51)

Terrell Trick Reports Okay Indoor Season

NASHVILLE, March 20 .- Terrell Bros.' Circus closes its indoor season at Greenville, S. C., Saturday (20), after a 15-stand season in Florida and South Carolina. Florida business was reported okay while the Carolina spots were slow.

Performances included the Sparton Family, doing several numbers, Chief Split Cloud and six Indians; The Townsend Troupe, doing several and the Hartleys, doubling. Fuzzy St. John, western movie comic, was featured.

Staff included Tom and Janette war, be able to enjoy paid enter-tainment outside without shelling manager; T. C. Terrell, promoout 20 per cent of the admission tions, and Bob Adams, press. Same price to cover federal taxes. Most staff will handle the outdoor seagroups seeking the tax cut ar- son, which opens May 28 at (Continued on page 51) Louisville.

of 10 cents." The House-passed rate of the last couple of years

Drop of 60c Admission

Tax a Boon to Showbiz

bill, which provided no exemptions on general admissions, had set the tax at "1 cent for every 10 cents or fraction of 10 cents" to replace the present rate of "I cent rash of 59-cent admission fees in for every 5 cents or major fraction | all media that can trim their costs of 5 cents." The House version in omitting the word "major" would have imposed a steeper tax on certain classes of admissions. This omission, a Senate Finance Committee spokesman said, was apparently inadvertent, and House Ways and Means Committee members probably won't raise any objections to the Senate change.

Continued from page 1

While most other provisions of the House-passed bill were accepted by the Senate Finance Committee, an exception was made in that the tax on races is continued at 20 per cent. Chairman Millikan said that automobile racing will be included in the 10 per cent cut. The House bill provided for an across-the-board reduction on general admission taxes from 20 to 10 per cent. The reduction in the cabaret tax from 20 to 10 per cent was accepted by the Senate comruittee.

Since the bill is to be effective on April 1, a special provision states that "where tickets are purchased before April 1, 1954, for admission after that date, the purchasers of the tickets will be eligible for refunds (to be obtained from the issuer of the ticket) equal to the rate reduction in the bill."

Other sections of the Senate bill the post-season bowl games, and museums of history, art or science \$7.80 a day per animal, for careoperated by the government or

New York

will be accelerated. Low Fees Likely

Passage of the under 60-cents cut will probably lead to a whole to this figure. Setting admissions at 60 cents and over automati-cally invites a 10 per cent tax on the entire amount, according to the Senate committee proposal.

Since it is logical to assume that showmen will gear operations for the untaxable amounts whenever possible the public will, for the first time since before the

TREFFLICH ON PRICES

Upped Charges, Foreign Bids Boost Animal Costs

NEW YORK, March 20 .- It's | Orient. The money some of their demand that is boosting animal prices, importer Henry Trefflich said this week, complicated by a few other things.

Trefflich, whose company will hold its annual spring sale shortly, cited competition and rising expenses as driving animal prices steadily upward. For ex-ample, he said, the shipping firms taking en route to New York.

Herald-Tribune: Page 18 story went along with the House in rethe result that Europeans are outbidding us in the Far East and the gone from \$450 to \$500.

the simple situation of supply and buyers are raying in Japan, for instance, is terrific. We are forced to pay more for animals."

> Trefflich said the British and American insurance firms with which he does business are now charging as much as three times more than in early postwar years.

Among comparative prices Trefflich is charging, a female now charge him an increased Indian elephant 54 inches tall at \$5,000. Last year baby Indians went for \$4,000. He is now asking \$750 for baby chimps comy a non-profit organization.

"And the European market is ing \$750 for baby chimps comThe Senate Finance Committee now wide open," he said, "with pared with last year's price of

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WHALE ON DISPLAY

Mrs. Haroy Shown To Public at Last

foot-long facade erected, standing ably southward.

26 feet high. Six turnstiles were The promoting installed to handle the crowds.

Also on display is Princess Minnie the fieldmouse, giving the exhibit one of the world's smallest animals, as well as one of the

Crews worked Wednesday (17) on the big canopy which covers the walk-thru exhibit. Prices are 50 cents for adults, 25 cents for groups plus tax. Additional revenue will accrue from sales of balloons made to resemble the whale, and from 25-cent descriptive booklets telling the mammal's history. Balloon prices had not been set late in the week. Show hours will be from 10 a.m. on past the twilight hours, as long as there are customers.

It is understood that Owner Leif Soegaard is getting 55 per cent off the top, which includes income from the booklets, balloons

Show Sponsors Change Name

BRIDGEPORT, Conn., March 20 — The Greater Bridgeport Builders' Association has changed its name to the Fairfield County Home Builders' Association and has scheduled its second annual Better Home Show for April 27 to May 2 in the Connecticut State Armory here.

Augustus Pace is president of the group and Frank J. Lablanc is general chairman. Show headquarters have been set up in the D'Elia Building here.

Partial Listing For R-B Benefit Opener Is Given

NEW YORK, March 20. - A partial list of entertainers who will participate in the Cerebral Palsy benefit opener of the Ringling Circus in Madison Square Garden has been released. The names include Deborah Kerr, Audrey Hepburn, Faye Emerson, Ar-lene Francis, Rita Gam, Nina Foch, and Jinx Falkenburg, all riding animals and floats.

Twenty top comedians making up the clown troupe will include Robert Q. Lewis, Sam Levenson, Morey Amsterdam, Jan Murray, Herb Sheldon and Jerry Lester. Chairman of the one-night event, with tickets priced from \$1.50 to \$50, is Mrs. Leopold Stokowski,

Howe Handles Baltimore Date

BALTIMORE, March 20 .-Knights of Columbus circus here will be April 1-4, with Eddie Howe handling booking, production and press. Advance promotion has been going since January with Bob Stearns in charge.

Show will be at the Baltimore Coliseum and is making heavy use of outdoor advertising, including tack cards, pictorials, three-sheet boards and 24-sheets. Among Bryan Woods Shuts acts already booked are Rudy Rudynoff's horses and Billy Barton, cloud-swing.

Pitt Circus Set for Arena

PITTSBURGH, March 20 .- The Shrine - sponsored Hamid - Morton Circus, staged in the Armory for the past several years, will be held this year in Duquense Gardens, the city's principal arena.

will eliminate the need for the to succeed any longer." Increased erection of portable seating, be-lieved to be the principal reason surance prices, transportation laws for the withdrawal from the and labor supply combine to run Armory. Dates are April 19-24. | the nut up too high, he said.

NEW YORK, March 20 .- They and any other concession sales. took the wraps off Mrs. Haroy The promoters have an indefiniteyesterday as the 65-ton whale term agreement with the lot began a public showing on the owner, who operates the corner big parking lot at 69th Street and filling station, and Perkins said the Broadway. Promoters Raye whale will be shown there "until Perkins and Morris Chalfen, expecting heavy business, had a 50
Then it will be routed, prob-

The promoting company has been named the Arctic Whaling Company, with Chalfen as president and Perkins as vice-president. (Continued on page 51)

R-B Slated to March 29

NEW YORK, March 20.—The dirt will be layed on the Madison Square Garden floor beginning Monday (29) at 6 p.m., according to general agent F. A. (Babe) Boudinot of the Ringling organization. The show trains leave Sarasota quarters Thursday (25) and are to pull into New Jersey today. Then they are to be moved here to the Harlem River Yards of the New York, New Haven & Hartford Railroad.

Boudinot said the circus equipment will be hauled into the Garden basement Sunday (28) morning and will remain there until after the matinee-evening basketball program of the Harlem Globetrotters.

The annual trek of elephants to the Garden will follow the customary route, he added. Sunday morning they will go up Second Avenue to 57th Street, over to Eighth Avenue and down to 49th Street and the Garden. The 40-day show begins Wednes-

day (31). The 33-man billposting crew has covered the midtown area and is going over it a second time. Next week the New York and Long Island railroad station will be covered, as will subway and other transit locations. The crew will also branch out into Yonkers and North New Jersey.

In mid-April, three weeks before the May 9 closing of the run, the billers will move on to Boston and the No. 2 crew of five men will stay behind to catch some of the missed spots.

Hamid Views **Hamburg Bills**

HAMBURG, Germany, March 20.—George A. Hamid spent several days here visiting such vaude houses as the Hansa, Allotria and Haus Vaterland. Programs were a bit shy of outdoor-type acts but Hamid found a few good

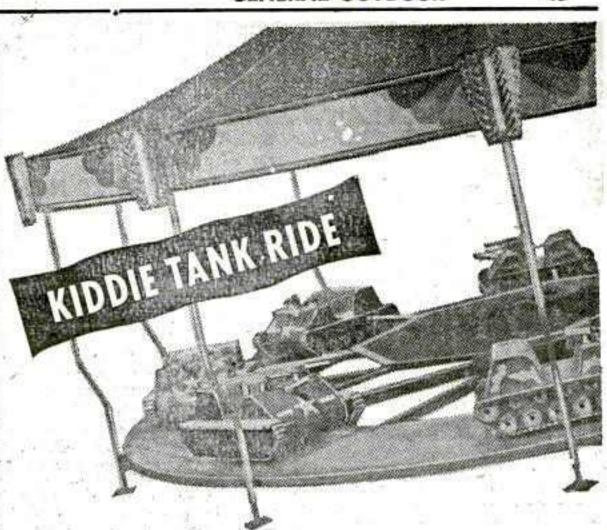
Among acts of interest were the American acro-comic duo, Roth and Shay; the teeterboard tumblers, Hungaria Troup, and the Dubsky Trio, clowns-at the Hansa. Of interest at the Allotria were the Four Freys, mortorcycle novelty; Harry and Long, comedy double bar; Dondo, aerialist, and Benedetti Bros., clowns. Four Whirlwinds, femme tumblers, were spotted at Haus Vaterland.

Dog-Pony Outfit After 30 Seasons

JENNINGS, La., March 20. -Bryan Woods, for 30 years operator of the Bryan Woods Dog & Pony Show, will put the show on the shelf this season, it was learned. He has it in winter quarters here.

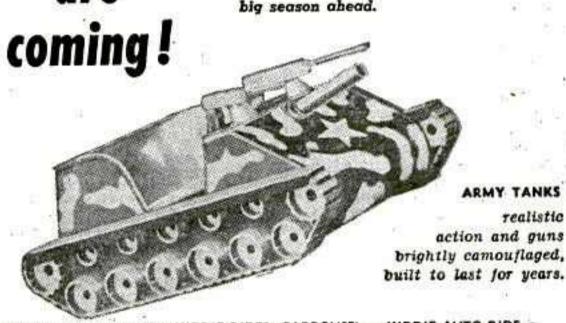
He will keep animals and a truck and play school dates.

Woods said he doesn't "believe The switch to the new house it is in the books for a small show



the tanks are

allan herschell's army tank ride outgrossed 21 kiddie rides with the Conklin Shows at the Canadian National Exhibition. Now the Conklins have purchased two more of these top earners. Write, wire or phone today while there is still time to get one for the big season ahead.



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FOR SALE Just sold one to Kellogg of Stillwater, New York. If you are in that vicinity, you can see if there. If is

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3-abreast with 30 jumping horses, It's beau-tifully decorated, Has the Anchor top and sidewall. Also has 2 chariots, Pulled by electric or gasoline motor. All gears are made of steel. Ride weighs 4 tons and is portable. Price of this

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Contino Replaces McHugh At National Orange Show

SAN BERNARDINO, Calif., opens March 29 and closes March March 20 .- Dick Contino has been 31, with the third and last startsigned for five days to start with ing April 1 and closing with the the opening of the 11-day National Orange Show on March 25, and replaces the Jimmy McHugh Show seg that was canceled by These include the Moro-Landis the tunester on orders of his doc- Dancers, tagged the Orangettes tor. Bernie Scheppers, booking for the occasion, and Al Lyons the show for his agency, Schep-pers Bros., said that Contino section and separate from the would play the first four-day segment and the first of the second

The 11-day run of the 39th an- act, as a free attraction. nual industry-wide event, is divided into three segments of dition to those on for 11 days

BYLINES CUT

Program Spots Reads for R-B Departments

NEW YORK, March 20 .- Several changes are being incorpo-rated in this season's program of the Ringling Bros.' and Barnum & Bailey Circus, public relations director Ed Knoblaugh said yesterday. First proofs are off the presses and production will get under way after editing. With the exception of Henry

Ringling North and John Steinstories. And departmental heads are being featured in a pictured story of behind-the-scenes activities. beck there will be no bylined

North will author "Jomar Rolls Again," describing the return to the road of the fabled special coach car. Steinbeck's story, "Circus," will be one of the program's

date that the program will contain any more pages than it has in the past. It will be fronted by a Charles Baskerville painting of a girl on horseback, and contents will include "The Good Old Clown Days" by Bill Ballantine, "Museum of the American Circus" by John L. Sullivan, and "A Show is Born"—behind-the-scenes story with pictures of Frank McClosky, Pat Valdo, Willis E. Lawson, Lloyd Morgan, Bob Reynolds, Walter Kernan, Dave Blanchfield, Philip McGrath, George Escalera, Os-mond Osmondson and Dare Barlow.

Ringling Shuns Chi Lake Lot

CHICAGO, March 20.—Whether Ringling Bros. and Barnum & Chitwood Files lakefronts or another site here this season remains undecided, it was learned this week. Recently, the Chicago Park District announced that R-B probably would come back to the lakefront. Other sources said it was unlikely that the circus would use that lot or the West Side site played the past two seasons.

Portland May Quit Vaude, Book Icer

PORTLAND, Ore., March 20,-Committee members of the local Shrine Temple this week were considering the booking of an ice show next month in place of staging a locally-produced circus. For the past two years, the temple has booked circus and variety acts on its own, but this has not proved satisfactory. Previously, the show here was produced by Polack Bros. If an icer were booked, the Shrine also would be in the market for a new location, since the Portland Ice Arena has been closed.

Melville, Sask., Votes For Performance Bond

MELVILLE, Sask., March 20 .-Melville town council has amended the local licensing law so that traveling shows now have to post a performance bond before receiving a license. In recent position's publicity and advertis-

exposition on Sunday (4).

Scheppers said that some of the talent would run the entire show. twice daily show in the Ralph Swing Auditorium will be the Star Dusters, double sway pole

The first show includes in adshows. The first, starting March 25 runs thru March 28. The second Cer Bros., and Stewart Morgan Dancers. The Bell Sisters, recording artists, open March 28 for four days, which takes them thru the entire second stanza run. There will be the Houcs, acrobatic act; Anthony, Allen and Hodge, and Woo Woo Stevens, Anthony Allen and Hodge open March 31 and go to the end of the show.

Marilyn Maxwell headlines the third and closing stanza. On the bill will be the Carsony Bros., opening April 1 and closing April

The production will run 89 minutes, Scheppers said. Eddie Gamble will be the stage manager. Also featured in the outdoor section will be bands from Air Force and Army bases.

Crafts 20 Big Shows will be on the carnival midway.

Chicago Crowds

CHICAGO, March 20.-Polack Bros.' Circus won strong attendance at its Chicago stand, which closed Sunday (14). Final weekend business was at the sellout level, and the Monday twilight show experiment proved success-There is no indication at this ful. More performances were given than in the past, permitting the show to move ahead on attendance.

Promotion was up, according to reports, altho it was started later than usual due to negotiations with the Shrine for the contract. More men were used this time in order to make up for the delay. Program booklet was said to represent the same money, altho pages were fewer.

Concession sales were off sharply, with prices coming down in several cases.

Show currently is in Decatur, Ill., and plays Indianapolis March 22-28 before hopping to Phoenix and the West Coast.

Al Sweeney, handles Chicago press for Polack, was made an honorary member of the Shrine.

DOVER, Del., March 20.—Four amusement organizations, including Joie Chitwood Thrill Show, Inc., have filed charters with the State Corporation Department, according to Secretary of State John McDowell. The Chitwood firm gave as its business, "amusements" and listed its capital at \$10,000 and its principal office as the Corporation Guarantee & Trust Company.

The other firms are: El Greco Supper Club, Inc.; Holly-Tex Productions, Inc., motion pictures. and Babcock Broadcasting Corporation.

Waters' Set For Chi Expo.

CHICAGO, March 20 .- A "Dancing Waters" unit will be the free attraction at the Exposition of Modern Living April 3-11 at the Navy Pier here, Grover McDonald, show manager, announced this week. The water show will be presented at frequent intervals each day of the exposition, Mc-Donald said.

Al Sweeney is directing the ex-

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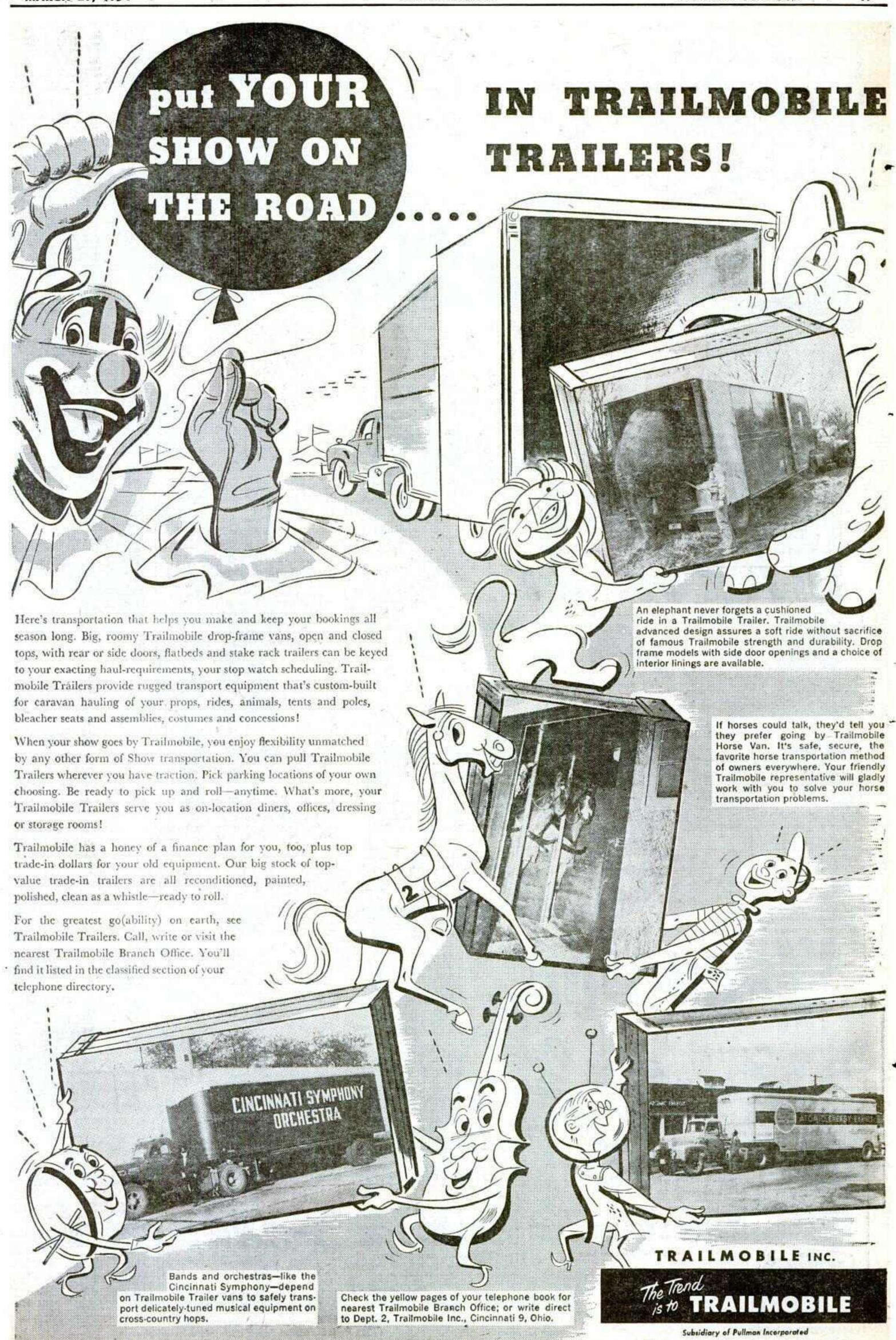
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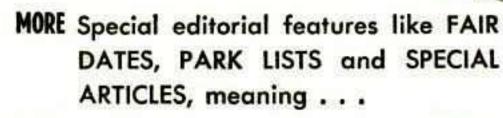
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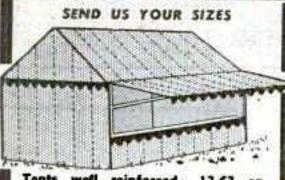
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SPORTS ASSN. SEES 250 FOR ANNUAL MEET

FEASTERVILLE, Pa., March 20.-The Participating Sports Association of America will hold its second annual convention here Monday (29) at Somerton Springs. President Vernon D. Platt said this week about 250 members and 44 exhibitors are expected to participate in the affair. which will feature business sessions at 1 and 4 p.m., dinner at 6 and dancing to follow.

Wagner Sets Tells Dates

PHILADELPHIA, March 20 .-Buddy Wagner, Eastern operator of the Tournament of Thrills stunt unit and of a new show, Stunt Capades, both produced by the Chitwood Corporation, said this week he will again field three units in the East and in Ohio, Michigan and Indiana during the coming

The units will operate with new Ford cars and trucks delivered to Wagner at the Ford plant in Atlanta on February 10. All three units are practically booked solid for still dates and fairs. Wagner said on his return from on this year's spring show. Florida.

He added that despite cold Florida weather, the recent tour down there, in which 14 shows were played in 17 days, proved successful. Television films and newsreels of the show were made in Miami and Jacksonville.

for still dates of the Tournament leaving a margin of \$219,703. of Thrills unit, and the Great Barrington (Mass.) Fair date. He said he and promoter George Marshman have finished plans for a two-night stand in June at Philadelphia Municipal Stadium which has a 100,000-seat capacity. The thrill show will be combined with stock car races and rodeo acts, and will be a sponsored show.

Wagner said he will use a new type of simulated auto cannon act this season.

4 Named to **New Jersey** Bingo Board

TRENTON, N. J., March 20. — With New Jersey's communities set to vote April 20 on whether they want bingo to be operated within their borders, Governor Robert Meyner this week named four men to a State commission 200G-Plus Robert Meyner this week named to regulate the game. One more

The board, to serve without pay, has been named the State-Legalized Games of Chance Control Commission. Its five members will serve from one to five years. Two of those named are Republicans, one is a Democrat Wednesday (10) at the Aarhus as is the Governor, and one, a woman, has identified herself as an independent.

The commission will set up uniform rules and regulations for bingo in communities which approve it at the polls, in the April 20 special election.

Edgerton Fete Inks Klein for Midway

EDGERTON, Minn., March 20 .for the fifth consecutive year the Klein Amusement Company has been signed to supply midway features at the Dutch Festival and Diamond Jubilee, scheduled for July 21 and 22 here by the sponsoring American Legion Post and Civic Club, said Clifford H. Peterson, general chairman.

Features of the affair will be

Edmonton Fair Approves 294G **Budget for '54**

Manager Expects \$219,700 Profit From Exhibition

EDMONTON, Alta., March 20. -A budget calling for the expenditure of \$294,522 during 1954 was approved at a directors' meeting of the Edmonton Exhibition Association.

James Paul, managing director, who submitted the budget, ex-pects gross profit from the fairs enterprises to reach \$375,818, which will allow a net profit of \$81,296, more than \$6,000 ahead of that for last year.

The 1954 fair will show a profit of \$219,700, Paul estimates. Profit estimates for other operations are: Fall races, \$50,000; rodeo, \$15,000; Edmonton Gardens and concessions, \$52,000; sales pavilion and concessions, \$21,000, and grounds rentals, \$15,500.

Among the large expenses are \$60,715 for administration, \$32,000 for grounds maintenance, and a total of \$180,000 depreciation on the new grandstand, the addition to the Gardens and the sales pavilion.

While a \$1,800 loss on the 1953 fall livestock show was covered in the budget, Paul made allowances for a slim surplus of \$260

Rodeo Costs 39G

Staging the rodeo will involve an outlay of \$39,000, but revenue is estimated to be \$54,000.

A total of \$207,000 will be spent on the summer exhibition, but the gross revenue, comprised of Wagner announced the signing of Riverside Park Speedway in Springfield, Mass., and in New London and New Britain, Conn., tractions, amounts to \$427.519.

> A breakdown of fair expenses reveals a cost of \$20,000 for prizes, \$32,000 for attractions and bands and \$12,000 for advertising. Prizes for races this year amount to \$58,-000, up \$2,200 from 1953.

Receipts of \$105,000 at the gate, \$110,000 for the grandstand, \$55,-000 from concessions, and \$30,500 from the midway are anticipated.

Of the revenue from the Gardens, more than \$58,000 will be the association's share of hockey ticket sales. A further \$17,500 from "Ice Cycles" and other profits brings total proceeds to \$108,-900, against costs of \$85,900.

Revenue from the Gardens' concessions is expected to be \$98,000, while expenditures have been tentatively set at \$69,000, leaving a profit of \$29,000.

The profit margin from the sales pavilion, estimated at \$10;-940, tops the sales pavilion concessions revenue by only \$840.

to regulate the game. One more commission post must still be filled. In Copenhagen

AARHUS, Denmark, March 20. "Holiday on Ice" opened Hall which seats 4,000, after ending a turn-away run of 41 shows in KB Hall, Copenhagen. Every performance was sold out in advance, with a total attendance of more than 180,000 being racked

With 3,500 reserved seats going at \$1.75 tops, and 900 standees at 60 cents, the gross take was over \$200,000 for the Copenhagen run.

Heavy promotion here by manager Richard Stangerup has resulted in another advance sellout running. The icer is slated to close here tomorrow.

Hartford Sets Shrine Dates

HARTFORD, March 20. - The nightly parades composed of annual Shrine Circus has been bands, drum and bugle corps, Le-gion and VFW rifle squads, col-for April 19-24, according to Harors and drill teams, national old K. Bonnick, potentate of guards, saddle clubs, Dutch danc-ers, clowns, Cootie fire engines, man. He and Fred Ward, show PUBLICITY SEARCHLIGHT CO.

52 West 53rd St., New York 19, N. Y.

PLaza 5-6980

ers, clowns, Cootie fire engines, man. He and Fred Ward, show chairman, are assembling a three-hour show.

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Riders may turn or spin themselves in either direction as the entire Ride revolves. Revolutionary new construction design permits very fast assembly or disassembly. Absolutely no bolts or pins to be removed, just loosen 22 nuts a few turns and the entire Ride breaks up into only 17 pieces, plus Canvas Cover and Center Ornament, that's all, positively no more. Can be completely assembled or disassembled in just a few minutes. Self-loading, unloading. All Tubs load, unload simultaneously. Tremendous earning power. EXTRA HEAVY DUTY CONSTRUCTION.

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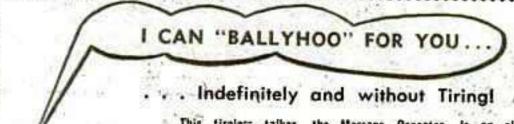
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DElaware 2-6893 Jimmy Guastamacchie 103 GREENE STREET JERSEY CITY 2, N. J



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And supplies for Eastern and Western Type Galleries. Write for new catalog.

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ROADSHOW REP

bad, N. M., reports that George of moving a truck show. In more Corwin, of the well-known Four than one State shows are forced to Corwins rep family and later in insure for each vehicle they use burlesque, is now doing advertising work in Akron. Sister Ruby be taken out on each single car or Corwin is married and out of the truck, as blanket insurance can business, residing in Chicago, Mother Lucille also lives in the Windy City. George's father, Spec, died some years ago. Pitcaithley infos that B. M. Torrence, well known to show folks as owner of the Ramsey Hotel, Crawfordsville, Ind., died recently. Torrence at one time had the Frasier Hotel, Ottuma, Ia., and was considered a great friend to troupers. Crawford Eagle and Grace Van Winkle recently showed their "Revue in Miniature," a marionette attraction in the Carlsbad High School, Pitcaithley was not able to catch the show, but said that he heard fine reports from school officials on the offering. Grace is well known to repertoire and stock folks as the neice of the late Jolly Della Pringle. Crawford has regained use of his voice following a serious throat operation. . . The Sun Players, managed by Dot and Jess Sun, opened their circle at Columbus, Neb., recently to fair business. They will remain in Columbus 10 weeks, then move into Iowa under canvas. Cast includes Marine and Leo Lacey, Dixie and Goober Buchanan, Leon and Lyle Julke and Charlie Archer, Duke and Myrnella Montague are scheduled to join the show in Iowa.

F. BARTLETT, Buffalo, writes: "The recent comments by Harry Thomas, well-known circus man, may be applied to tent shows other than of the circus type. Thomas said that the nut

IDA E. COHEN

175 W. JACKSON BLVD. CHICAGO, ILLINOIS

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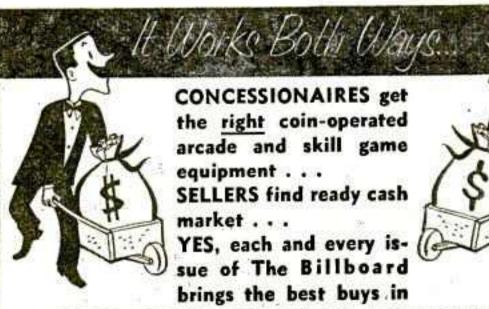
CONCESSION SUPPLY CATALOGUE

Our 1954 catalogue has been mailed to everyone on our mailing list. If you do not receive yours in the next few days we will gladly send a copy upon request.

COTTON CANDY | COOK HOUSES POPCORN SNO-CONES | CANDY APPLES GRABS

If you operate any of these stands be sure you have our catalogue, Go along with Gold Medal this year and get top quality products at money saving prices and the fastest service in the business.

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USED COIN-OPERATED EQUIPMENT

to interested buyers thru the ads that appear in The Billboard

COIN MACHINE SECTION

For Your Best Choices in Coin-



AL PITCAITHLEY, former rep is too high for small tent orgs to hand tab man located in Carls- handle. This is due to heavy costs for travel, and this insurance must not be obtained. Such things are against small tent outfits, or for that matter, shows of any size. There are few large circuses that can handle the present-day expense and make money. Small shows, as Thomas points out, are not up to what sponsors expect and the next season the sponsor is cold. The biggest in the circus field can take on large populations without a sponsor, but small outfits such as rep shows, are not geared for city spots, either in size or performance. It may be that shows of a dramatic type could catch on with week stands under sponsors with a change of bill nightly if booked into theaters in the winter. There are plenty of houses available now due to the decline of pix." . . . Nate Morrison writes that he will try the New England fairs with E. F. Hannan's "Expose" show. Morrison has been doing phone promotion work for a Boston store during the winter. Gitt's show, which has been in the Vancouver, B. C., area recently, reports a cold winter and light biz. . . . Earl Dailey writes from New Haven, Conn.: "As far as road shows go, I believe that they will eventually come back. As far as tent shows go I can't see how they can last. Much of their show is vaude, which is dead everywhere for the time being and is buried by TV."... Dave Costa, old-time rep performer, writes: "I moved out after two weeks. I'm back in Western Canada and will try a wall tent show when the weather gets warmer. The worst part of trouping in this area is that the summer is too short."

DRIVIN' 'ROUND THE DRIVE-INS

MANAGER of the Green Acres Drive-In at Lethbridge, Alta., since it opened in 1950, Fred A. Levitt has taken over managership of the Chinook Drive-In, Calgary, Alta. Formerly owned by Western Drive-In Theaters, the Green Acres was purchased recently by Famous Players. . Tri-States Buying and Booking Service, Philadelphia, is now handling Joe Lazo's Popular Drive-In, Freeland, Pa. . . . Robert Baronoff. owner of the new \$90,000 Morrisville Drive-In, Falls Township, Pennsylvania, discovered that the last four rows of the theater are located in Lower Makenfield Township when that township's zoning board ruled that the drivein was illegal. Baronoff's attorneys are appealing the Lower Makefield board of adjustment ruling in the Bucks County Court of Common Pleas, arguing that the decision is a deprivation of property without compensation and due process of law. . . . The Lockwood & Gordon Theaters circuit, which operates thruout the Northeastern States, has moved into metropolitan Hartford, Conn., thru acquisition of a lease on the Kupchunos brothers-owned East Windsor (Conn.) Drive-In. William F. Dougherty, manager of the L&G suburban Webb Playhouse, has been moved into managership of the drive-in, according to Douglas Amos, the company's Hartford district manager.

DHIL ISLEY, president of Allied Theater Owners of Texas and head of a theater circuit bearing his name, in a talk to managers of his drive-in theaters and to some members of the International Drive-In Theater Owners' Association said that drive-ins would be out of business within five years unless the group could persuade automobile makers to rectify the tinted windshield problem. The various shades of tinted windshields are a damaging economic factor in the operation of Elmer Gordon has been named drive-ins. Since the drive-ins are ramped, these types of wind-Denton Road Drive-In, Dallas. . . . eral weeks for remodeling.

N. Y. Fairmen **Getting Tax** Forms, Rules

ALBANY, N. Y., March 20. -James Carey, director of Agricultural Fairs for New York State. is making sure that all annuals in his State know full well how to go about applying for federal admissions tax exemption.

Carey is sending to all fairs a blank Form 755. "Application for Exemption from Collection of Federal Tax on Admissions." With the form he encloses a carefully detailed explanation of how to complete all its sections, and reproduces pertinent interpretations of the tax provisions.

"When you file Form 755 with the Director of Internal Revenue for your district," Carey writes, "it is suggested that you fully describe every section, space and area, including infield, in or adjoining your grandstand, whereby patrons may view the grandstand show without additional charge."

Carey goes on to quote from the May, 1953 letter of T. Coleman Andrews, Commissioner of Internal Revenue, to Blight A. Dodds, which gives an interpretation of the rules as they apply to grandstand admissions. Underlined is the section that says: "If all persons having paid the general admission charge are entitled to view the rodeos or races, as the case may be, without payment of an additional charge, any pay-ment for grandstand seats by persons desiring such accomodations are exempt from the tax."

Carnival Routes

Send to 2160 Patterson St. Cincinnati 22, O.

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

American Midway: Victoria, Tex B&H: Sumter, S. C., 25-April 3. Blue Grass: De Land, Pla. Borderland: Victoria, Tex. Capital City: Valdosta, Ga., 29-April 3. Crafts 20 Big: San Bernardino, Calif., 25-April 4.

Drew, James H.: Eastman, Ga. Franklin, Don, No. 2: Port Lavaca, Tex. Gentsch, J. A.: Port Gibson, Miss.; McComb 29-April 3.

Great Wallace: Savannah, Ga. Harrison Greater: Hartsville, B. C. Hill's Greater: Monahans, Tex.; Roswell, N. M., 29-April 3. Interstate: Albany, Ga., 27-April 3. Lane, Leo: Riviera Beach, Fla. Lone Star: Holguin, Cuba, 19-31. Mighty Page: Goldsboro, N. C., 29-April 3. Milliken Bros.: Hazelhurst, Ga., 29-April 3.

Moore's Modern: Hearne, Tex. Pan American Am.: (Pair) Miami, Ariz.: Glendale 31-April 4. Perry, Jack J.: Saluda, S. C., 27-April 3. Red Ribbon: Union, Miss. Southern Valley: Greenwood, Miss.; Yazoo

City 29-April 3. Stephens, C. A.: Williston, Fla.; Lake City 29-April 3. Tassell, Barney: 17th Ave. & N.W. 151st St.) Miami, Pla.; Delray Beach 29-April 3.

Tennessee Valley Am.: Amory, Miss.; West Point 29-April 3. Tidwell, T. J.: Odessa, Tex. United Expo.: Hope, Ark., 25-April 3.

Circus Routes Send to

2160 Patterson St. Cincinnati 22, O.

Beatty Clyde: Calexico, Calif., 23; Indio 24; Pomona 25; Victorville 26: Las Vegas, Nev., 27-28; Barstow, Calif., 29; Hemet 30; Whittier 31; Redondo Beach April 1; San Pedro 2; Long Beach 3-4; Torrance 5; Westchester 6-7.

Davenport, Orrin: Dayton, O., 23-27; Columbus 29-April 3.

Polack Bros.' Eastern: (Aud.) Erle, Pa. 25-27: (Armory) Albany, N. Y., 31-April 3; (Armory) Lewiston, Me., 8-10. Polack Bros.' Western: (Murat) Indianapolis 23-28; Phoenix, Ariz., April 3-4;

(Aud.) Stockton, Calif., 10-16; (Aud.) Los Angeles 19-25. Repensky, Loyal: De Funiak Springs, Fla., 23; Troy, Ala., 24; Greenville 25; Selma

26; Demopolis 27; Tuscaloosa 29. Rice Bros .- Joe Mix: Plorence, Ala., 23-26; Princeton, Ky., 29-April 2.

Miscellaneous

Bailey's, Bill Minstrels: Selma, Ala., 23; Montgomery 24; Columbus, Ga., 25; LaGrange 26; Atlanta 27; Macon 29.

manager of Twin Drive-In, Fort Worth, succeeding Bob Bowers. shields are said to cut the vision ... George Glover has been named of the persons in the front seat by manager of Starlite Drive-In, 50 per cent, while persons in the Tyler, Tex. . . . Mr. and Mrs. Edrear seat of the car cannot see gar Brinson have purchased the any of the picture on the screen. Weeping Oak Drive-In and the A concerted drive was urged by Leon Theater at De Leon, Tex., all drive-in owners to halt the from L. H. Scales. . . . Herbert manufacture of cars with tinted Poor and Harley Sadler have rewindshields. . . . Harold Goodman opened the Lawn Drive-In, Lawn, has been named manager of the Tex. It has been closed for sev-

Henry Preps Tops For Dancing Waters

CHICAGO, March 20, - Two tops to house "Dancing Waters" units are being made at the O. Henry Tent & Awning Company here, Bernie Mendelson of the canvas house disclosed here this week. The tops, ordered by the Gooding Amusement Company and the World of Mirth Shows, will be 55 by 110 feet and have a height of 33 feet. Mendelson also revealed that O. Henry was making jet black curtains for both



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On hand in there sizes: 2%; 3 inch; 3 9/16; 4 inch; 4 3, 16. Write for prices. Single Sheet, 81/2×14, 100, 75¢ per M. iold Fish Pamphlet, 4 page, 81/2x11, 12 Signs. Any Quantity, Each "WHAT IS WRITTEN IN THE STARS." Folding Booklet. 12-P., 214x5. Contains all 12 Analyses, Very well written. \$5.00 per 100. Sample.
FORECAST AND ANALYSIS, 10-P.

NEW DREAM BOOK 120 Pages 2 Sets Numbers, Clearing and Policy, 120 Dreams, Bound in Heavy Gold Paper Covers, Good Quality Answers All Questions. Lucky Num-

bers, etc. 404
Sign Cards, Illustrated, Pack of 36 ... 154
Graph Cards, 9x17. Sample 54. Per M. \$7.50
MENTAL TELEPATHY, Booklet of 21 p. 254 Shipments Made to Your Customers Under Our Label. No checks accepted C.O.D. 25% Deposit. Our name or ads do not appear in any merchandise. Samples postpaid prices. Orders are P.P. Extra.

SIMMONDS & CO.
525 S. Dearborn St. Chicago 2, Illinois
Send for Wholesale Prices.



WANTED Enlarging BILL BAILEY'S ALL-WHITE MINSTRELS

Need Blackface Comedians who can sing and dance, double in scenes and afterpieces. Need all types of good Singers, especially good Bass Singer and top, robust Tenor. Need Man and Wife Teams—wife double chorus—must have house trailers. Those playing musical instruments given preference. Need good Hammond Organ Player who can cut show. Non-union man preferred. Good sleepers and meals furnished for single men. Please send photos if possible immediately. Write as per route in The Billboard.

P.S.: Paul Pyle wants Paul Neece; Bob

Leland, Marquee Slim, come on.

\$19.50 PUTS YOU IN SHOW BUSINESS

We supply you complete 16MM Sound Projector and Films. Everything ready for showing. Be your own boss, EARN BIG MONEY, Write.

Southern Visual Film 68 Monroe (Dept. BB), Memphis, Tenn. Communications to 2160 Patterson St., Cincinnati 22, O.

With the House

Gaylord White Dies in Tampa Reading Gains

Continued from page 44

the New York booking agency Mrs. Al Sweeney, Chicago; Frank bearing his name, and for the Winkley, Minneapolis, auto race Reading (Pa.) Fair.

In 1936 he went with the World of Mirth Shows, then co-owned by the late Max Linderman and sen, secretary of the Sioux Empire Frank Bergen, and he remained with it until 1938 when he became associated with John Sloan, son the Iowa State Fair, Des Moines; of Alex Sloan, who had died the previous year. He continued that Moines fair board; Rube Liebman, association until the fall of 1940 Des Moines sales representative when he and Al Sweeney, a fel- for Barnes-Carruthers Theatrical low Sloan staffer, teamed up to form National Speedways, Inc., and seek fair auto race contributions.

Joins Army

til July of 1942, when auto racing neapolis, owner of the William T. was halted by a war-time ban. White and Sweeney both entered tary of the Spencer (Ia.) Fair, and the Army, and at war's end White was discharged first and resumed operation of the National Speedways in the fall of 1945. During the fall and early winter months of 1945 White joined the Chicago staff of The Billboard, pending the resumption of full-scale operation by National Speedways. ation by National Speedways.

In the years since, the White-Sweeney organization grew in size and scope, acquiring the position of supplying more major fairs in the Midwest than any

flowers and suggested instead contributions to a Gaylord White Memorial Fund for needy drivers. Show people present at the fu-

Excavating Begins

Continued from page 44

seum would be easily able to promising considerable relief to handle most conventions, Moses the amusement industry. Col. H. said. The sports center was A. Cole and Pat McGee, co-chairdropped after the authority was men of COMPO's tax committee, box-office dividends when satisunable to reach agreement with said in a joint statement: Madison Square Garden to par- "The exemption of all admisticipate and help defray a part sions under 60 cents from the tax of the cost of the Coliseum.

The Coliseum itself will be airconditioned and integrated with 6,100 distressed theaters out of the a 20-story office skyscraper, the deficit or marginal status under twin project to cost \$30 million. Two 14-story apartment houses will also be erected. The "master to 10 per cent will restore stability block" of the project will be formed by closing off 59th Street, and to accommodate traffic all streets surrounding the project will be widened.

Completion in 1956

Completion of the Coliseum is bill. down for March or April, 1956. It will have half-again as much display area as did Grand Central Palace before the latter was taken over for offices of the Internal Revenue Department. The Coliseum will be 106 feet high and will be on a plot fronting 421 feet on Columbus Circle, extending back 325 feet.

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PARTICIPATING SPORTS ASSOCIATION OF AMERICA SECOND ANNUAL CONVENTION

Somerton Springs, Feasterville, Pa. Monday, March 29, 1954 Trade Show-Program-Banquet

operated by George A. Hamid of neral services included Mr. and promoter; Ed Schultz, secretary of

of the Minnesota State Fair, St The combination continued unpublicist; William T. Collins, Min-Collins Shows; Bill Woods, secre-

Washington

Continued from page 44

jecting requests by the Radio-Electronics-Manufacturers' Association for tax relief in the excise other promotional organization.

Shortly after White's death, his widow asked that friends omit flowers and suggested instead conmissions (indoor and outdoor) with the exception of racing, and includes, besides the cabaret tax, permanent leases or use of boxes or seats, and sale of tickets outside the box offices.

> The Council of Motion Picture Organizations hailed the Senate Finance Committee's changes as

> would provide adequate relief to take virtually all of the more than which they are now operating. And the reduction of the tax rate to the country's remaining motion picture theaters."

> The exemption of the tax on 60 cents-and-under admissions is estimated to cost the Treasury about \$65 million more than the House

New York

Continued from page 44

gued, in part, that savings would be passed on to the public, and it is likely they will, as operators attempt to spur spending in a tightening money situation thru lower prices.

The moppets will get a breakand so will the operators-by getting 10 dime admissions for their buck under the Senate proposal, as against as recommended by the House and only 8 as of now. The operator will once again have an opportunity to throw in bonus rides, or create any other pack-aged gimmick that will give a youngster more fun for his money han he has been able to do under the present tax structure.

While the actual dollars saved for the industry are impossible to gauge accurately at this point, a carnival can serve as an illustration of what it could mean to a company or individuals. A carnival which has paid \$80,000 a year in admission taxes will save that amount if the Senate recommendation is passed. Half that amount would be retained under the House recommendation.

The money paid in admissions taxes—whether it be \$5,000 or \$80,000—is particularly needed by the carnivals and circuses where the costs of operating mobile show business have risen almost unbelievably. In every field the full relief to 60 cents may well mean the difference between continuing or folding for many units. Endeavors geared for bigger fees -legit, arenas, concerts, etc.-are also headed for a likely box office renaissance if the Senate proposal becomes law.

Even the operator of vending extra for virtually everything it | York school officials to hypo group buys in amusements, the chances visits, and it is understood they dimes for the coin mechanisms. operation.

On Paterson In AOW Racing

ELIZABETH, N. J., March 20.-In the nip and tuck inter-rink racing competition in the America on Wheels Chain's Northern divicrept within 20 points of the 13 at the Florham Park (N. J.) Rink.

Paterson, in scoring 14 points that night, now has a total of 162 entry scored 16 points in the competition for a season's total of 142.

Trailing these teams are the Mount Vernon (N. Y.) Arena team with 118 points; Boulevard Arena, Bayonne, N. J., 106; Capitol Arena, Trenton, N. J., 38; Twin City Arena, Elizabeth, 32, Florham Park, 30, and Peekskill (N. Y.)

Mount Vernon Arena hosts the next competitions, scheduled for March 27.

Brecker Goes To Voodoo to **Build Trade**

NEW YORK, March 20 .- Gay Blades Rollerdrome, only roller rink in Manhattan, is trying the tried-and-true voodoo game in an effort to hypo Thursday night biz, normally anemic.

According to operator Lou Brecker, debut games on March 11 proved to be crowd-pleasers and gave fair promise of future fied customers spread the word.

The Blades deal provides voodoo contests at frequent intervals thruout the entire public session, with prizes awarded for trio, doubles, men only and ladies only winners. Total awards posted for each Thursday night, consist of free admissions.

Richland Back After Vacation in Mexico

HARTFORD, March 20.-Irving Richland, manager, Hartford Skating Palace, back Monday (15) from an extended vacation trip to Mexico, resumed activities in a hurry, scheduling a St. Patrick's Day program Tuesday night (16), complete with games, dec-orations, and special holiday mu-sic provided by Jimmy Morgan at the rink organ.

Whale Show

Continued from page 45

Public relations are being handled by the John O'Malley office. Ads in All Dailies

Advertising started Thursday in most New York dailies, and will continue heaviest in the tabloids and in the Negro press. Plans for possible radio-TV advertising were not definite late in the week.

A press reception was held yesterday at the parking lot. The whale was moved from the Weehauken railroad yards on Tuesday (16). As was expected, heavy free publicity was gathered as the Danish mammal, loaded with embalming fluid, was moved thru midtown streets to its exhibition

The whale on its 90-foot flatcar was floated on a barge to the North River pier on 63d Street. Then the flatcar, whose railroad wheels have been removed by acetylene torches, was transferred to a long trailer and hauled to the

For Mrs. Haroy, it was the culmination of nearly 12 months of idleness in the freight yards. Soegaard held out firmly against exhibiting with any type of traveling show, and also refused anything that to him smacked of commercialism, saying he wanted the mammal shown on an "educational" basis as in Europe, when entire school systems got the day off while the kids trooped out to units, coin games and jukes will see the whale. Altho this is not likely benefit. If the public isn't the case in this country, the profaced with paying 20 per cent moters have been working on New are there will be more nickels and have received assurances of co-

Mineola Old-Timer Event Draws 1,200

Who's Who of Skating World Attends Affair; Big Wrist Watch Prize Outlay

gay crowd of close to 1,200 per- a Chicago Hop contest for the Vicsons, several hailing from such tor J. Brown trophy, a Straight distant places as Chicago, Boston, Waltz tilt for the Pat McMahon sion the Reading (Pa.) Rink entry and Natick, R. I., turned out Thurs- memorial trophy, a trio voodoo day night (11) to meet skating league-leading Paterson (N. J.) friends at Mineola Roller Rink's Arena entry at contests held March fourth annual Old-Timer's Jubilee. friends at Mineola Roller Rink's

Front office staffers Earl- and Jean Van Horn, Harry Bickmeyer and Inez Van Horn played genial hosts, with Mineola enthusiast for the season. The strong Reading Artie Busk serving as general chairman for the affair.

> Festivities began with organist Bobbie Weeden's opening number for public skating and wound up in the wee hours with dancing and a buffet supper at the SanSuSan, nitery, Mineola.

Queen Contest Under Way at Pitt Lexington

PITTSBURGH, March 20. -Lexington Skating Palace here is currently conducting a roller skating queen contest, the winner to be chosen in finals held April 11, reports Edna Betz, manager. Each Thursday at least four girls are chosen from entries made during the week.

Prizes will be awarded to the girl chosen queen, as well as the girls finishing second and third. The winner will be sent to the State competitions to be held at Latrobe Roller Gardens late in April. Judging is done on beauty, grace and charm.

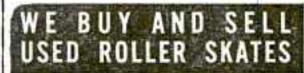
Members of the Lexington Roller Skating Club competed for the tri-State dance trophy in two contests held at the Rollerdrome, New Brighton, Pa., February 27 and acquitted themselves well. Comptition was in the 10-step and schottische, Next inter-rink contest, in the style B waltz, will be held Saturday (27) at Boardman Rollercade, Youngstown, O. The April competitions come to Lexington Saturday 17). Competition will be in the society blues.

The Pennsylvania roller dance, figure, pair, singles, fours and speed championships will be held at Latrobe Roller Gardens, Miss Betz reported.

Lexington is in the midst of the Allegheny County novice dance championships, with finals scheduled for April 17. Elimination dances still to be skated are style B waltz, March 19-25, and collegiate, March 26-April 1. The contest is open to all registered amateurs in the county. Three teams are chosen each night to compete in weekly Thursday night finals of each dance. Three couples chosen in the weekly finals qualify for the grand finals. All contestants in the grand finals must know the LuJane Tango, highland schottische, siesta tango, Southland Swing, Style B waltz and collegiate. Judges will be brought in from outside the county for the grand finals. Firstplace winners chosen by these judges will be awarded trophies, with silver and bronze medals going to second and third-place

MINEOLA, N. Y., March 20 .- A | Rink action consisted of skating, contest with Benrus wrist watches for the three victors, a junior club presentation of "Alice in Wonderland" and exhibitions by champions. Wrist watches were also awarded as door prizes. One dance contest was for married couples

Among guests who attended were distributor and manufacturer Jack Adams; Victor J. Brown, operator of New Dreamland Arena, Newark, N. J.; Frank Crooke, Raybestos skate wheel division; Ben Glass and Nat Steinberg, operators of the Queens (L. I.) Rollerdrome; old-time skating great Al Flath, who journeyed from Chicago especially for the event; Wally Kie-fer, of Skatin' Toons Record Com-pany; Journal - American skate scribe Bill Love; Eddie O'Neill and Frank Negri, Hillside Rollerdrome, L. I.; Bill Schmitz, general manager of America on Wheels; Massachusetts rink op Sam Scholes; Joe Siefert, who operates Bay Ridge Rollerdrome, Brooklyn; Don Victor, an America on Wheels rink manager; Ernest E. Young, operator of the Natick, (R. I.) Rink, and George Apdale, president of the United State Amateur Roller Skating Association, along with many well knowns from the skater





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qts. & gals. for rink use.

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PRO-TEK-TOE SKATE STOP CO. natural white rubber; easily attached; for men, women & children.

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Communications to 188 W. Randolph St., Chicago 1, Ill.

SAN DIEGO MISSION BEACH LEASED TO RAY, MITCHELL

\$1,500,000, 5-Year Program Mapped For Showcase of Design, Layout Ideas

Jack Ray, amusement park de- years are earmarked for improve- to be called the Kiddie Enchanted signer and show-front builder, and ments at the park, it was reported, Land. Also in the works is a teen-James T. Mitchell, former man- and the city also is to make direct agers' fun zone and a children's ager of Crystal Beach Park in Contributions during the same zoo. Relocation of present rides Ontario, have leased the Mission period. A budget calls for spendat the park and addition of five Beach Amusement Center from ing \$135,000 for renovation of new devices will be undertaken the city of San Diego for 20 years.

Plans call for spending up to \$1,500,000 in city and company

Blue Lake Park, Portland Spot, Will Operate

PORTLAND, Ore., March 20 .-N. B. Welch, owner, this week announced that Blue Lake Park would operate again this year. This reversed an announcement by Welch last fall of intention to go out of business after 28

Welch last August said the 98acre property would be converted to a golf course and country club, the rides sold. Altho a segment of the property now is being developed as home sites, the park, a few miles east of Portland, again will offer rides, boating, swim-ming and picnics. Opening will be May 1.

Policy Prices Policy will continue the 25-cent gate, rides at 20 and 25 cents and A 36-foot three-abreast Merry-velopment and that there would the 25-cent swimming, Welch Go-Round and four kiddle rides, be no gambling in the park with

in 1927 to handle the boating schell president. concession and bought the park in 1935 from Walter W. Schmid.

He was not prepared to foreeast how many more seasons the park might operate, but noted that the current home-site development would not prevent op-eration at least until fall.

ZOO A WINNER

Drive-In Firm Putting Up 4 Carousels

NEW YORK, March 20 .- The Walter Reade film house chain has bought four Ahrens kiddie Merry-Go-Rounds and will operate them free of charge at drive-in theaters. The firm runs seven drive-ins and nearly 40 conventional houses, and each drive-in has a playground area offered

free to patrons.

The Ahrens machines are 20-footers, two abreast with eight horses, and facilities to be increased to 12 horses. Up to now the drive-in had offered only nonmechanical equipment with the exception of a Big Eli Wheel at the chain's Eatontown, N. J., location. Tickets for this ride are most kiddle parks in the metro-9 cents, three for a quarter.

Altho not operating kiddle parks as such, the Reade people conceded its Merry-Go-Round additions are a slight step in that direction. The rides will go to the holiday week, according to an-Woodbridge and Pleasantville, N. J., drive-ins; the Lawrence in Trenton, and the 9W in Kingston, N. Y.

Expanding Free Zoo

The Lawrence last year featured a kiddie zoo which was offered free of charge and which was described as highly successful in attracting business. The zoo's barnyard occupants were sold off at the end of the season and a new supply will be bought for shade pastel color scheme dethis year, and the zoo will be en- signed by Jack Ray.

SAN DIEGO, Calif., March 20.- All rental payments for five struction of a \$90,000 Kiddieland present structures.

Ray, who has designed features ment zone. \$1,500,000 in city and company of numerous leading parks, into redesign and rebuild the park.

Italy, who has designed reactives

of numerous leading parks, including the midway at the Canadian National Exhibition, plans to
use the operation here as a prov
Amusement Parks, Pools and

The park will be operated by the Mission Beach Amusement Park Company. The owners pointed out that the influx of people and industry to California should build a large park clientele. One of the first projects in the rennovation program calls for con-

to create the full-scale amuse-

ing grounds for new designs in Beaches and that they envision park structures and layout. He acting as an experimental work-said he has long wanted "an ex- shop for this group. Ray advanced perimental workshop, where new the idea that, like industrial repark ideas and operation may be search groups, park operators carried out." could work together, developing

First Rides Bought For Las Vegas Spot

Herschell Sells Five Devices; Miniature Train Delivers Unit

Purchase of six rides for the new and be available for private func-Funland Park, now under con- tions. Robert Callister, attorney

Boat, Auto, Tank and Sky Fighter, the possible exception of bell ma-The park, a short distance from the Columbia River, opened in Herschell Company, Inc., it was 1925. Welch joined the operation reported by Lyndon Wilson, Her-

> A kiddle train and 1,500 feet of track have been delivered by the Miniature Train Company, R. D. Robertson, of Miniature Train, said it was a G-16 model painted in Union Pacific colors.

> > Attraction Plans

Plans also call for a major Roller Coaster, Fun House, Ferris Wheel, pony ride, swimming pool, miniature golf, bumper-type auto ride and pitching machines. Spot is 20 acres on the Boulder Dam Highway. Completion is targeted for May 1, according to Sam Pearlman, former Detroit amusements operator who is president and general manager of the park. Sam Lipkin is an associate in the operation, and together with others they expect to invest up to \$800,000 in the venture.

Layout is to include adult and kiddie rides, picnic grounds, cafe, cocktail lounge and a ballroom

To Be Running Easter Week

NEW YORK, March 20.-Altho politan area will be open Easter week, and all three major parks will be running Easter Sunday, April 18, only two of the big parks are likely to operate during the

Rockaways Playland will be running that Sunday as it has on Sundays since last season ended, and it will remain open thru the week if weather permits. Daily

Palisades (N. J.) Amusement Park has scheduled its season opener for Easter Sunday, at which time it will unveil the 48-

struction here, has been an- for the organization, said that nounced by the ride makers. there will be no casino in the dechines in the bar.

nic grounds with barbecue pits and parking area for 750 cars. There will be a free gate.

Provisions call for an Arcade the brief winters.

LAS VEGAS, Nev., March 20 .- | which will feature name bands

Also slated is a roller rink, pic-

and indoor riding devices, with plans specifying that the spot will be open all year. Attractions will be limited to those indoors during

AIMED TO SELL KID PARK, NOW MAY DOUBLE SIZE

NEW YORK, March 20.—Albert Seyman and Frank Sadowski, who own two kiddie parks in partnership, gave serious thought over the off-season to selling Dreamland, their five-ride spot on Hillside Avenue in Queens. Now it seems they'll not only retain the park but nearly double its ride devices. Kiddie Park in Flushing, which has seven rides, will probably have to move when the city starts to widen Horace Harding Boulevard, probably in the fall, Seyman says. "There's not much to do except place some of the rides in Dreamland, where we have plenty of room for expansion," he says, adding that the only duplication would be the Roller Coaster. Selling Dreamland had been considered because "two places proved just too much for us."

BATT BELIEVES:

\$ Prospects Bright For Dixieland Spots

curtailed employment and earn- and after their beach fun they ings in some industrial sections can view two top-notch acts preof the nation, no serious prob- sented free by Ponchartrain. lems resulting from this trend Actually, Batt points out, peo-are expected in the Deep South ple can enjoy a full day in and for some time to come. Mean-while, should the economic pic-ture brighten, then Dixieland will of Ponchartrain is proof enough be totally immune and fun op-that most people who are exposed erations in the area should pros-to it do spend money and lots

Harry Batt, operator of Pon-chartrain Beach, New Orleans, here for a day last week on business for the National Association there was an upturn in the na-tion's prosperity, a decline was equally slow to be felt.

Business in the New Orleans area continues good, he said.
Some unemployment has been recorded but it is not yet of a Portland's Oaks serious nature and in no way comparable to the slackening of

Batt's operating policy will need no revision should there be a slackening in area earnings. Thru the boom times he has continued to emphasize the free entertainment offered by his funspot. Supervised free parking is available to all. Beach patrons can come attired for the sand and

NEW YORK, March 20.—Altho the water which can also be en-there is unmistakable evidence of joyed free. At any time during

The partial relief of admission taxes—pegged now at halving the existing 20 per cent federal levy —will be a boon to all operators. of Amusement Parks, Pools and Batt has been working diligently Beaches, reported that while the on the campaign and confident South got tardy benefits when of some measure of success while still stumping for full relief on all tickets priced at 50 cents and under.

work in Northern industrial areas. Policy Outlined Batt's operating policy will Buys Fireworks, Shuffles Rides

PORTLAND, Ore., March 20 .-Fireworks May 1-2 will signal the start of daily operation of the Oaks Park, with new rides, an enlarged amusement area, new lighting and a new promotion tiein, Robert Bollinger, owner-manager, said this week.

New rides include a Tubs of Fun, kiddie ride, and a Roundup. The Tubs of Fun, bought from the Hampton Amusement Company, St. Louis, has a 48-passenger capacity. Bollinger said the ride probably would be 14 cents. The Roundup, developed last year, was built by Frank Hrubets, Salem, Ore. This ride will supplant the Looper, which Bollinger said would be sent out on the road.

The Oaks will bring an Octopus

(Continued on page 53)

Two N. Y. Parks

nounced opening dates.

hours begin May 15.

acre tract five miles from the only operations until it swings and Caterpillar. The park will be more tie-ins with local mer-(Continued on page 53) into daily schedule on May 22. | called Kiddie Wonderland.

ANNIVERSARY THEME PLUGGED

Eye S.R.O. Signs as Picnics Increase for Gwynn Oak

BALTIMORE, March 20. — year. In conjunction with pub-Gwynn Oak Park's "60th Anni- licist Hal Steward they have versary" will be its theme during worked out tie-ins for 1954 with the coming season, which is three local radio and TV outlets. scheduled to begin April 10. Stations Plan 'Days' Thousands of anniversary mailing pieces have been sent out to cover the entire State and surrounding area, with the result that picnic and its Dixie Ballroom. All three reservations for 1954 have approached the capacity mark.

The brochure gives a condensed history of the park from its inception in 1894. Inside, beneath the slogan "50 Million People Must Be Right" is a listing of organizations that picknicked last year at the park's Falls Grove, Lakeside Grove, and Oak Grove. Lakeside Grove and Oak Grove. There are more than 500 names on the list.

Operators David W. Price and Arthur B. Price Jr. say reaction to the mailer has been so strong that picnic reservations have al-ready topped those for all of last

New 15-Rider

Being Built

In Brooklyn

Stations Plan 'Days' Both WBAL-TV and radio stations WFBR and WBAL will originate programs at the grounds are planning special promotional

theme will be followed thru the season, with displays being worked up to be shown in the For Caracas park's Clubroom during the month of May. This show, to be produced in conjunction with local historical groups, will show old means of transportation and miniatures.

Plans also call for old-time band concerts and contests for competition.

days in their own names. Steward says the "old-time" Hi-Ball Slated

RICHMOND, Va., March 20 .-A Hi-Ball ride owned by the World of Mirth Shows has been sold for export to Caracas, Venezula, where it will be installed at Coney Island, an amusement park operated by Sam Bakerman.

old-time photos taken at Gwynn The ride was inspected at the Oak and a barbershop quartet show's winter quarters here by The ride was inspected at the Jack Tassell for the park.

Promotion Spread Planned For Opening at Glen Echo

WASHINGTON, March 20.— About 15,000 tickets plugging Glen Echo Park near here will the opening event and entitling

this year, and the zoo will be enlarged.

Up at Rye, Playland, the WestWalter Reade will build its chester County-owned park, will
eighth drive-in shortly on a 17open Easter Sunday for Sundayeighth drive-in shortly on a 17open Easter Sunday for Sundayopen Easter Sund chants.

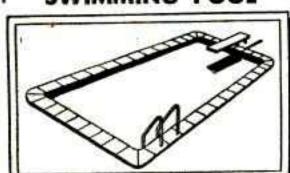
NEW YORK, March 20.—Kiddie ride maker Max Gruberg and associates are building a 15-ride park in Brooklyn and intend to have it in operation next month. The location, at Kings Highway and 49th Street, will feature 12 rides of Gruberg's Standard Kid. rides of Gruberg's Standard Kiddie Rides firm, plus some others which do not conflict.

from the funspot.

Gruberg said he was looking to grupe their own participation. Newspaper ads and car cards will be used. Bob Ford continues as press agent.

band policy together with operation of a cafeteria and picnics.

You Don't Have To Be an Expert to **BUILD YOUR OWN** SWIMMING POOL



You can easily construct your own swimming pool and do a professional job without any difficulties or skilled help at one-sixth the cost. Simplified plans give full and complete step-by-step building details. No professional skill required. Our plans show detailed drawings from start to finish. Many designs to choose from, including Georgian, Kidney, Oblong, Roman and Grecian. Complete set of plans, drawings and building instructions, \$20.00. ou can easily construct your own swim-

ARLAND ENGINEERING AND CONSTRUCTION Dept. B, Box 254, New Hyde Park, N. Y.

FOR SALE

60 Hand carved horses, 2 chariots, also have rods, gears of all kinds. Out of rides we are discarding - Hurry - if you can use any of it.

Ward Kiddie Land Park

3025 West 12th Street, Brooklyn 24, N. Y. or call Coney Island 6-2528

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At Liberty For 1954 Park Season

Sensational Fire Dive, oldest Act, of it's kind. A fiaming ball of gasoline into a flaming tank of water. 90 ft. high, 51 years young. Want to hear from reliable Park Managers.

ELLA CARVER Broward County Farmer's Market & Auction, Pembrook Road, Hollywood, Fla.

WANTED RIDES AND CONCESSIONS

Lease or percentage. Nearest Colored beach to Richmond. Eighth year. Write-Terms, etc. R. A. MARKHAM

MARK-HAVEN BEACH Tappanannock, Va.

FOR SALE

10 National Skee Ball Alleys, remodeled like new. Write to

JULES SEIDEL

741 East 42nd St., Brooklyn, N. Y., or call Buckminster 7-5434 before 10:00 a.m.

FOR SALE

Wet Kiddie Boat Ride, capacity 30; also Kiddie Circus Parade and Kiddie Whip Call BE 6-7730 or VI 8-3626 Playland Center, Inc. OZONE PARK, N. Y.

Orangeburg Playland

IS PLANNING TO INSTALL

New Rides, also rent, lease or percentage basis. ORANGEBURG PLAYLAND, Orangeburg, N. Y. 20 minutes from George Washington Bridge. Call Piermont 2-1520—9835.

FOR SALE

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With full equipment, Very reasonable. Can be moved if desired. Now located at New York Resort. Phone: Englewood 4-5836, or write

C. SOLANO 105 COUNTY ROAD TENAFLY, N. J.

FOR LEASE OR SALE ROLLER COASTER—(King Size)

Ready for the season. Located in popular New England park. Only live wires reply.

Box D-27 c/o The Billboard Cincinnati 22, O.

KIDDIE CAR RAILROADS

BOUGHT AND SOLD We are always in the market for the we are always in the market for the above and would be pleased to know what you have for sale. We trade in same. Also have RAILS, Frogs, Switches for Kiddie Car Railroads in stock. M. K. FRANK, 480 Lexington Ave., New York 17, N. Y.; 105 Lake Street, Reno, Nev.; 401 Park Bidg., 5th Ave., Pittsburgh, Pa.

WANTED

WILL PAY CASH FOR G 16 MINIATURE TRAIN CHAS. GARVIN

Bowling Green, Ky.

AC to Retain Free Bathing

ATLANTIC CITY, March 20 .-The move toward beach fees at nearby Ventnor and Longport strucking a minature golf course will have no effect on the policy at Jantzen Beach Park to be ready at this resort city, according to for the weekend operations that Mayor Joseph Altman. A public start April 17. hearing is to be held in Longport over whether admission will be charged for bathing, to keep out transients. And sentiments are strong in Ventnor for a similar measure there.

Mayor Altman cited that Atlantic City's beach is its principal Swanson said. attraction. "We have no intention of charging a fee which would only drive out guests to other resorts," he said.

Wichita Park Board Considers Zoo Plan

WICHITA, Kan., March 20. -The park commissioners revealed this week they are discussing possibilities of a new zoo here. It is to be included with projects to be listed in the 1954 bond issue.

Watson said the board was in favor of the idea, but that it would have to be submitted to public vote. Cost of such a proone to three million dollars, depending on what the city voters the new one. will allow.

Portland's Oaks

Continued from page 52

from its operation at Funland Park in Tacoma, Wash. Under Bollinger's program of rotation of rides, three will be sent to Mc-Chord Air Force Base, near Ta-coma, for a benefit April 30-May 2, where the Meeker Shows are providing amusements in co-operation with Oaks.

Eight-foot Slimline color will be used on the Octopus, the Flyo-Plane and the Roc-o-Plane. Bollinger noted that the manufacturer is now making these color tubes, which give a neon effect, twice a year instead of once a year, as demand has justified the stepped-up production.

Space has been enlarged in the Kiddieland, Bollinger said.

The roller rink also has been remodeled to accommodate the office for the rink and the park.

The promotion tie-in involves the Portland Bottling Company, bottler of soft drinks, by which discount tickets are distributed among the bottler's outlets. The program will continue thru the summer, Bollinger said.

Zoo a Winner

Continued from page 52

center of Atlantic City. A 1,000car operation, it will be part of an all-day amusement area which will include a playground, pool with sandy beach, restaurant and adult riding devices.

A large marquee is being erected and it is hoped to have the drive-in operating by fall. Altho the firm will run its own restaurant thru its concession department, it has not been decided whether to buy its own rides or lease out to an operator.

Porter's Colored Beach

Opening Friday, April 9.

Wants Merry-Go-Round and Ferris Wheel Foremen. Come in and get ready for opening. No teardown until end of season. Good pay and treatment. Answer:

> E. PORTER Post Office, Rushmere, Va.

FOR SALE AMUSEMENT EQUIPMENT

Merry-Go-Round, Park Model; Mangels, Roto-Whip; Shooting Gallery, small Kid-die Auto Ride; old Dodgem Cars and Equipment, Electric Motors,

Interlaken Corporation Fairmont, Minnesota

Spot for Kiddie Rides

Kiddie Train, etc., new comb. park, 12 acres, near Trenton, N. J. All season or any part. Rent 15%.

1 E. Welling Ave, Pennington, N. J.

W. STOUT

Looking for 2 Good, Reliable Men Capable of taking care of Kiddie Rides in New York City, Year round job. No tear downs. Must be sober or you can't last. Barnum, get in touch with

MACK KASSOW 325 West 43rd St., New York City

Adding Golf; Starts April 17 Readied for

PORTLAND, Ore., March 20 .-Workmen this week were con-

the ballroom. The 18-hole course is being constructed by the Brockway Company of Seaside, Ore. Price per game will be 25 cents,

Kopp's Kiddieland Adds Bigger Train

HOPKINS, Minn., March 20 .-William Kopp will start his second seas. n with Kopp's Kiddie Karnival at the airport here. He opened in 1953 with five rides, including train and twin kiddie wheels, as well as animals and concessions.

He said that business was excellent last year and that he was buying a new and larger train this season. Both the trains are Miniature Train models, and he plans to take delivery April 1 at Rensject has been estimated at from slaer, Ind., on the new one. He has laid 2,400 feet of track for

at San Antonio.

Jantzen Beach N. Y. Kid Parks

NEW YORK, March 20.-After what looks like winter's final gasp Erle G. Swanson, park mana-ger, said a "dead spot" in the park operators are planning their park was being utilized back of daily operations. Altho only the Bruckner Boulevard operators of Joyland in the Bronx, the Beckers, have come forward with an opening-day promotional program, it is likely that others will design something to attract the kiddies.

Joyland will open May 29, and is whipping up a benefit talent display to aid the Lighthouse for the Blind.

Fairyland in Queens, managed by Al McKee, will be rolling soon on a daily basis, and the two Seyman-Sadowski locations, Dreamland in Queens and Kiddie Park in Flushing, will open April 1. There are five men working on the parks' equipment. Frank Bowen, a clown, has been engaged again for the season.

Nunley's Happyland in Bethpage will open for the season Saturday (20) with its outdoor rides going daily. Inside equipment has been in operation the year-round. Easter week will be the opener opening has been set for Easter brothers Bernie and Bob Kingel, Sunday, with weekend operation and Pal-Land in the Bronx, likely until the weather settles, owned by Sonny Palmieri, will be Kopp has spent most of the winter going full blast by mid-April, depending on the weather.

LAKESIDE PARK

DAYTON, OHIO

RIDES AND CONCESSIONS WANTED FOR 1954 SEASON

Boats for Lake.

Dodgem or Skooter Ride. Building furnished. Mirror Maze or Rifle Sport. Building furnished.

OPEN FROM MAY 15 TO LABOR DAY.

Plenty of Picnics and Outings. Write

GERALD NIERMANN

Care Lakeside Park, 3501 Home Avenue, Dayton, Ohio

MISSION BEACH AMUSEMENT COMPANY

JAMES T. MITCHELL, Pres. JOHN C. RAY, Vice-Pres.

ANNOUNCE

The rebuilding and redesigning of

MISSION BEACH PARK

SAN DIEGO 8, CALIFORNIA

Two million dollars by the city of San Diego and the Mission Beach Amusement Company is now being spent on this project.

Concessions and ride space available under new leases. Children's Fairy Land now under construction. Space in this area for Kiddle Ride Concessionaire available. Only those with proven ability and financially able will be considered.

This is a permanent operation. One of the greatest Industrial areas in America. Large Naval aand Marine base. Largest indoor pool and one of the finest name band Ball Rooms on the West Coast, now on the property plus Roller Coaster, Rides and Concessions. Parking for 5,000 cars.

The Park Company will promote Special Events and Picnics throughout the year.

All Communications to WILLIAM JOHN SINCLAIR, Secretary-Treasurer.

High Quality KIDDIE RIDES

ROTO WHIP—SPEED BOATS—PONY CARTS GALLOPING HORSE CARROUSEL Illustrated Circulars Free

W. F. MANGELS CO., Coney Island 24, N. Y.

YOUR LOCATION CAN EARN MORE MONEY WITH THE FLASHY AND EVER POPULAR GREYHOUND RACE

GREYHOUND AMUSEMENT DEVICE CO., INC. CONEY ISLAND 24, N. Y. 2303 SURF AVENUE

12 Unit Game, \$3,540 Complete

LAKESIDE PARK, Barnesville, Pa.

Midway between Tanagua and Mahanoy City

E. J. McGRATH

WANTS!—For "'54" PARK SEASON—WANTS!

To lease or buy good clean Kiddie Rides, Carmel Corn, Frozen Custard, Games and Concessions. "What have you?"

ANNUAL FAIR—AUGUST 23 THRU 26—SHOWS, CONTACT NOW

MONEY 5 MONEY

300,000 VACATIONISTS, TOURISTS and RESIDENTS in the Land of **SKY-BLUE WATERS** and 10,000 LAKES

DO YOU HAVE RIDES:

- MERRY-GO-ROUND
- FERRIS WHEEL
- PONIES
- MINIATURE TRAIN **{* WHAT HAVE YOU?**

SMost elaborate layout in the country. Tremendous indoor roller rink and dance-hall . . . beautiful wooded and Scanopied picnic grove with lawn-style Stables and seats . . . baseball diamond and horse-shoe courts . . . especially designed and advertised to pull hundreds of thousands of tourists short Sblock off main interstate U. S. highway and pull more hundreds of thousands of patrons from neighboring towns and counties, and bring in school and church groups, factory and department store employees and their families. Promotional specialists will Screate more than enough activity to assure big profits for your equipment

GOOD DEAL

Good percentage deal to good people with modern equipment in good condition. Write today for further information, outlining description of your Sequipment and proposed deal.

LONG SEASON

Roller Rink and picnic grove erected on adjoining property . . . No competition within 75 miles in any direction . . tremendous interest and publicity in neighboring towns and counties . will extend season beyond normal limits, which would be better than 4

EXPERIENCE

The president of the new corporation building this huge recreational project was connected with one of the largest amusement parks in the Middle West for many years. His experience has sproven invaluable in the planning of Sthis mighty layout. He knows that concessioners must make money. He has planned this park with the idea in mind that everybody interested is going to

AMAZING

Although the original idea was to keep the new project under wraps until the grand opening blast, just the motions Sof getting the necessary permits was Senough to start the entire area buzzing with interest. Today thousands of people are almost holding their breath awaiting announcement of the open-Ling. The communities in the neighbor-Shood are begging for news releases. Sit's a "sure-fire" deal.

WRITE TODAY

Tell us what you have to offer! Get in Stouch with us NOW! We're going to place contracts within the next couple of weeks.

BROWN CORPORATION

5231 MINNEHAHA AVENUE MINNEAPOLIS, MINNESOTA

TECHNOLOGICAL APPROACH

THE BILLBOARD

Innovations Mark Hunt Make-Ready; LINE-UP OF ACTS Mobile Seats, Novel Top, Poles Added

By JIM McHUGH

FLORENCE, N. J., March 20 .-Technology is creeping into the spacious 17-acre winter quarters home of Hunt Bros.' Circus here. Virtually complete and even now ready to roll is the first 64-foot mobile seating unit. Not far away lie four aluminum alloy center poles, bought a year ago and delivered only last fall. Coming up and nearing completion is a new big top which will be ribbed entirely with light, flexible airplane

Quietly, without fanfare of any kind, the Hunts-Harry, Charley, Eddie and their dad, Charles Sr. have been plotting these advances for many years. They like to have the feeling that something new will work before they invest money in it. Sometimes this feeling is a long time in coming. The seats, for sinstance, were plotted and studied for some four years and experts in engineering and steel fabrication were consulted before the project was begun. Once started it went along in remarkably fast time because every conceivable problem had been worked out in advance.

The unit, which has already been assembled and tested several times, is now being painted and will probably be completed in a week's time with the delivery of the chairs. The basic unit-a 34foot flatbed trailer-contains two 16-foot wings which are extended by sliding on tracks. Twentyeight I-beam stringers, made of four and one-half pound steel and light enough to be easily handled by one man, hook and lock in to the front side of the flatbed to form an apron. The front platforms and fixed seats fold down on these stringers.

320 Seats on Unit The back of the unit is only 5 18 feet-10 of which is provided by the stringers. Eight rows of seats will be used and the whole seating arrangement is built to conform with the New York State Safety Code, the toughest in the nation, the Hunts say. Capacity for the unit will be about 320.

The 28 stringers and some V jacks are the only members not permanently attached to the unit. Everything loads compactly; the moving parts lock smoothly and virtually automatically. Harry Hunt, who drew up the original plans and supervised the construction, says the unit can be made ready for use in 20 minutes at the most. It is designed to be unaffected by grades up to 5 per cent.

The Hunts are looking well beyond their own sphere of activity for possible uses for the novel mobile seating. They have patented the design as well as separate features. This unit, which will probably be tested extensively this season before another is built, will weight between six and seven tons. Harry estimates that the gross weight can be halved in constructing the next unit without sacrificing any safety

Will Sell Units

Once they are proven, the Hunts will offer these units for sale. Right now they estimate the cost will run to under \$5,000 for the completely mobile, virtually in-

Storm Damages Cristiani Car

MACON, Ga., March 20.—Twin tornadoes which caused serious damage in the Macon area last weekend struck property of the Cristiani family, causing damage and delaying the departure of the family's fleet for Gonzales, Tex.

Damage to a Cadillac automobile belonging to Lucio Cristiani was estimated at \$1,000. The car was up-ended and overturned by the storm. This and lesser damage to buy a performance as it has in trip here this week. By Friday caused the delay in leaving Ma-

leave here late this week for the ton and Omer Kenyon went to Texas quarters of B. C. Daven- Milwaukee. Bary accompanied to open at Tucson with a two-day port, where the new Bailey Bros. them to Chicago and continued to stand, Saturday and Sunday & Cristiani Circus will be framed. the East.

foot door at the arena level.

The permanent fixing of standard wooden chairs to the unit re-

tent maker, was here Thursday up the top with a unit attached of equipping the new tent with Charles Sr. was nodding his ap-cable thruout. The tent is vir- proval of the plan this week and tually complete and equipped with it may be tried next. canvas slots or channels to hold the cable. Cables of various sizes up to one-quarter inch will be ready in just a couple of weeks, used. Only the guy ropes from won't be used until the show the side poles will be manila.

Cable Features years. They expect to gain con-full route, they say. The secret siderable lightness with additional of the unusual longevity of this strength by replacing ropes. The canvas is the fact that it was cable appears to have as much sewed with linen thread, they say. flexibility as rope. It won't The show had previously lightas much cable as rope.

There won't be any pull-out or two men.

destructible units. They claim a stretching with the cable tent. The number of inquiries already from way it fits the first time up is the firms which see them as ideal for way it will remain, and Campfield parade and sports seating. They and the Hunts have given this can be used indoors as well, for problem careful attention. The events like armory circuses, if the mobile seating, which will eat up building is equipped with an eight- two additional feet of track, and the rigid tent allow no room for second guessing.

There is the feeling that the quires a minimum of change to the Hunts will try to turn their circus seating units. Fashioning metal into a push-button operation if chairs would require new dies they can devise the ways and and the cost would be prohibitive. means of doing it. Harry is also Arthur Campfield, New York toying with the idea of winching (18) to go over the final details to the center pole mud sills.

Save New Top The new top, altho likely to be behind. The top they will start The Hunts have experimented out with will be in its third seawith cable for the past couple of son and good enough to make the

slacken up, ever, no matter how ened the big top job by using much it is used. There will be aluminum quarter poles. The new no stitching to break loose. It is aluminum center poles, manufacjust as smooth, and perhaps easier tured of special alloy by the on the hands, than rope. And one Aluminum Company of America man can easily carry four times and weighing less than 300 pounds each, can be jockeyed easily by

King Schedules Heavy

cago, which also is handling the opposition brigade. show's program booklet. The mailing piece will be magazine size. and advance sales have been recatalog postal rates.

The Enquirer Printing Company, Cincinnati, again will han- ago (13) and moved to Fall River, dle the majority of the show's Mass. The show has made applicalithographs, block printing and tion to winter at the city-owned ances by Ringling contract acts dates. The firm has been doing site here again next year. show printing for Floyd King since 1918.

Also for mailing and for local distribution, a newspaper-size herald in two colors on red paper St. Paul Equals 1953; herald in two colors on red paper is being printed by the Central Show Printing Company, Mason City, Ia. The show reported that 800,000 bills of this type were used last season.

Maley Back in W. Q. Meanwhile work has been progressing at the Macon quarters. The show escaped damage in the recent tornadoes here. Arnold F. Maley, who will step out of the to be counted equal. Extra shows wagon post he has filled for 30 helped. years to be co-owner this year, has returned from a business trip to New York. Ira Watts, superintendent, is back from Florida. Elmer Kaufman, advertising car manager, has arrived from Chimanager, has arrived from Chicago, and C. S. Primrose, contract- After Beatty, ing press, was expected from Oak Park, Ill. Ora O. Parks, general

Bary Reports Wichita Off 6% for H-M

WICHITA, Kan., March 20 .-Hamid-Morton Circus closed its about a possible new alliance at annual engagement here Sunday Detroit, Cleveland and Rochester, (14) with a gross that was 6 per N. Y., during the past several cent behind last year's total. How- weeks. Concello was in Phoenix, ard Y. Bary, promoter of this and where the Beatty show was doing the Kansas City date, said the movie work, 10 days ago, leaving drop here was largely due to the Friday (12) for Sarasota. He was Beech Aircraft Company's failure reported to be making another

The show lays off until its Wash- again, but could not be reached The convoy was rescheduled to ington stand, March 22-28. Mor- by telephone there.

A million rotogravure, four-open Saturday (27), with 14 billers color courier booklets are being scheduled for this season. It was printed by the Cuneo Press, Chi-reported there also would be an

The show said that its 24-page ported on a par with last year, size will qualify the book for catalog postal rates.

Co-Owner Floyd King said. A promotion crew under Elmer Yates wound up its work here a week

The King advertising car will North.

The show opens here April 10

ST. PAUL, March 20.—Early reports from the St. Paul Shrine

indicated its circus, produced by

Orrin Davenport, closed with a

gross near enough to last year's

No Action Seen

Concello Talks

PHOENIX, Ariz., March 20 .-

week that anything has come of

repeated conferences between

Clyde Beatty, owner of the Clyde Beatty Circus, and Arthur Con-

Ringling-Barnum and one-time

The two talked, reportedly

(19) he was reported in Sarasota

The Beatty show is scheduled

partner of Beatty.

(20-21).

Extra Shows Do Trick

There was no indication late this day, Washington's birthday. The

MILLS ANNOUNCES

Three New Importations Included In Listing of 1954 Performers

newly imported acts were told.

The Seven Hungarians, a Risley | ance. troupe, and the Dubskys, acrobats, are coming from Germany, and the Virginians, casting-tram-poline, are coming from Belgium. A second group of English clowns and girls arrived in quarters this

week.

Acts on the show also will include the Namedils, perch; Lindners, acrobatics; Ma Luisa Gonzales, Mexican film star and dancer who will be featured in the spec with a five-girl group; Harry and Peggy Baker, jugglers; Antonetts, teeterboard; Mauricio, juggling; Sanchez Sisters, bound-ing rope; Luvas Sisters, upside-down walk and aerial traps; Droguetts, hat juggling; Ray Goody, wire; Paul Nelson, equestrian di-rector; Jinx Nelson, Roman standing rider; Sandor and Edith Beketow, horse trainers; Alabama Campbell, horses, and Roy House,

Buy Power Plants Proctor Baughman will be announcer and Joe Rossi is back as bandmaster. Virgil (KY) Sagraves

Emmett Kelly Out of Movie; **RB Clamps Ban**

PHOENIX, Ariz., March 20.— Ringling Bros. and Barnum & Emmett Kelly reportedly canceled Bailey Circus after its July 6, his scheduled appearance in the 1944, fire. Rogin's job was to see Paramount movie being made to it that R-B earned enough to instistance of John Ringling

This was the latest instance in which North, who holds Kelly's contract, has clamped down on appearances by his clowns at winter shows and elsewhere. Several joeys, including Kelly, were to have been with the Orrin Davenport show at some major stands this winter, but that was vetoed in most cases.

It was understood that North's rule against non-Ringling appear-

Running March 8-14, the show

opened to slow business but

shifted at mid-week. Thursday

night drew a half house in Munic-

ipal Auditorium. The weekend

made the difference, with Satur-

day bringing in three good houses

and Sunday giving two good

crowds where only one show had

Davenport played for the Grotto,

were hyped this time by the ad-

dition of extra shows. Normally,

there has been no show on Mon-

day, but two were scheduled this

time because it was a school holi-

two good houses scored then and

the two on Sunday, where one

had been given before, put the

Returns at Cleveland, where

been scheduled in other years.

GREENVILLE, O., March 20 .- | will be in charge of elephants. A partial line-up of performers Frenchy Leboeuf will be in the was announced this week for band while his wife is in charge Mills Bros.' Circus and names of of reserved-seat tickets and their daughter appears in the perform-

> The line-up was announced by co-owners Jack and Jake Mills. They also reported that two light plants, with a semi trailer, were purchased last week at Mobile, Ala., and will be delivered soon. The plants will replace those lost in a recent fire at winter quarters. The Mills cookhouse this year will be larger, with U. S. Tent & Awning delivering a 30 by 70 as well as new concession tops.

Jake and Ida Mills were in New York this week to inspect new wardrobe being made by John Morgan Company, Booking agents Scott Queen and Herbert Lehman conferred in Cleveland with Jack Mills, who said booking is further along than at this time last year.

Court Okays \$60,000 for **R-B** Receiver

HARTFORD, March 20. - The Connecticut State Supreme Court has ruled that \$60,000 is "reasonable" pay for work performed by Edward Rogin as receiver for

Rogin was awarded the \$60,000 in Superior Court, but he claimed it was not enough and the circus said it was too much. He said he spent 5,000 hours working on the receivership matters until December, 1950. The circus said he was not a receiver in the full sense of the word but merely a "stakeholder" handing the circus' earnings over to claimants.

Associate Justice Raymond Baldwin, who was governor at the time of the fire, praised the system devised by the bar of Hartford, which allowed the circus to go about its business while turning in its profits in order to settle the claims, "until, in six years, the damages determined by the arbiters were paid in full."

Eight Charros Going to R-B

LAREDO, Tex., March 20 .-Eight Mexican charros, headed by Guadalupe Partida, passed thru here this week on their way from Monterrey to winter quarters of the Ringling-Barnum circus. The troupe carried its own horses and equipment. They are to be with the Ringling show this season.

Terrel Bros. Closes

GREENVILLE, S. C., March 20.

Jeanette Terrell, of Terrell Bros.' Circus, announced that the show closed its indoor route here Saturday (20) to reorganize for a tour of ball parks. The org will be off the roads for a month.

cello, former general manager of Kelly-Miller Giraffe Dies; New Brigade Manager Named

giraffe belonging to the Al G. Kelley & Miller Bros.' Circus died in winter quarters here Wednesday (10). There was no immediate a native of Hugo, has been with report as to whether it would be replaced in time for the coming season. It had been carried as a pit show by the circus for about and five panel trucks.
six years and was the first giraffe Obert Miller, general manager, six years and was the first giraffe to be transported successfully by a motorized show.

Alfred Mills has been appointed | Florida.

HUGO, Okla., March 20 .- The brigade manager of the Kelly-Miller show, it was announced by Art Miller, general agent. Mills, the show since 1949. He will be in charge of the 19-man biller force with a semi-trailer truck

> and Mrs. Miller have been on a business and pleasure trip to

Use of Heralds, Billing MACON, Ga., March 20.—Heavy press agent, has been at work with Beatty equipment here and pay about \$4 million in claims for

advertising is in store for King here since the first of the year. in Hollywood. It was understood the 169 persons killed and nearly feet 6 inches high and the depth Bros.' Circus, according to details Charles Underwood, Macon, will that the step was taken at the 500 injured. outlined this week for the show's return to the road as story man.



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at Santa Clara County Fairgrounds, San Jose, California, July 16-17. Need only capable and dependable Men and Women for Tickets and Book. \$1 Admission Ticket which includes coupon on \$11,000 pre-fab Model Home to be awarded. Queen contest. Contact NOW.

JOE ARCHER Santa Clara Youth Center 800 Lafayette St., Santa Clara, Calif.

Phone Salesmen Wanted

Experience only. 15 years' established firm, handling State Year Book deals in 5 States for Labor. Have 3 months' work on Colorado State Federation of Labor Annual Year Book-\$60,000 in reloads assure clean, aggressive producer \$200 per week and better. Can use only 2 Men. No P.O.P., all collected. Steady all year round work on top deals booked. If you can fit in, write, wire prepaid or come in immediately.

J. BANKENDORF A. F. of L. Temple
360 Acoma St. Denver, Colo.
(Drunks, neurotics, trouble makers excl.).

WANTED FOR CASH Small Elephant, partly trained, in good health. For fall opening in October, complete Dog and Pony Show, working auspices. Pony drill, pick-out, dogs, monks, etc. Girl to work French Poodles, three sizes, four colors, if you can stand good treatment and pay days on time. Acts to work indoor dates starting in October. One, two and three-day dates all in Midwest. Photos, please. Lowest salary. YOU get it. Christy Lions, Clark's Bears, answer. One all-around Girl who can do several acts. Will buy good Dog and Pony Show for cash; just animals. Hammond Organ and Trailer for cash. Give complete information and do not misrepresent. HERBERT tion and do not misrepresent. HERBERT E. SAIER ENTERPRISES, P. O. Box 1501, Springfield, Missouri.

THREE PHONE MEN

U.P.C. Banner and Book. Phones are in and ready to go. Paid collectors. Sea-sons' work. Phone 2-5561 daytime and Room 119 Gateway Hotel, nights. El Paso, Texas.

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Franco Richards, Ring Bros.' Circus Winterquarters, Route 2, Box 1 Pensacola, Fla.

PARTICIPATING SPORTS ASSOCIATION OF AMERICA SECOND ANNUAL CONVENTION

Somerton Springs, Feasterville, Pa. Monday, March 29, 1954 Trade Show-Program-Banquet

UNDER THE MARQUEE

Clyde Beatty Circus for the '54 that he is playing school dates with his dog act in the Buffalo district. He is also readying Irene Lamb's horses and educated ponies for the summer.

Roth and Shay, comedians, are touring Europe with the Circus Schumann, opening with the show at Goteborg, Sweden, March 6. The circus will play there until March 21, when it is skedded to go to Stockholm for five weeks. Roth and Shay info that this is their first date with a circus, as they have played theaters, night clubs, cabarets and fairs in the of Lifetime Living has a yarn past. The comedians concluded about clowning by Harry G. Sandnine weeks at the Hansa Theater, Hamburg, recently. . . . Mrs. F. Harold Van Orman, professionally known as Kitty Clark when she performed with Ringling Bros. and Barnum & Bailey Circus, hosted Dorothy and Emmett W. Sims recently at her home in Miami. Van Orman, besides being an ardent circus fan, is active in the Circus Saints and Sinners in Miami.

Art and Marie Henry returned to their Texas home recently following the Zurah Temple Shrine Circus in Minneapolis. They are skedded to work Jacobsen's Des Moines Shrine Circus, to be followed by the Omaha Shrine show for Rink Wright.

Bert Rosenheim, general agent of Franco Richards' Ring Bros.' Circus, while on a recent business trip to Mobile, Ala., called on Walter B. Fox.

Tommy Bentley and Talla and Minnie Meyers visited Ruby Neal and Sandy when they caught the Mardi Gras in New Orleans recently. . . . Grover O'Day, unicylist, closed eight weeks of harvester shows for Jimmie Hetzer recently, and is skedded to be back with the Tom Packs Circus this summer. . . . Miss Helaine, trapeze, and Two Eddys, wire, played the "Big Top" TV show recently, and after a brief rest will join King Bros.' Circus for the 54 season. . . . George Churchill, 70year-old showman, infos that he has rounded out 46 years in showbiz. He formerly trouped with the old Lugar, Pop Hebers & Sons, Sheets Dog & Pony, and Bill Ket-

Lawrence (Gene) Mettler, trickrope artist, was the subject of an article in the February 28 issue of The Daily Texan, Austin, Tex. Mettler, who is a candidate for a Ph.D. in genetics, began twirling a rope at five. He took lessons under such greats as Jack Hoxie, Buckskin Ben, Tiger Bill and L. Schermerhorn, and has toured with Johnny Mack Brown, Bill Boyd, Wild Bill Elliott, the Cisco Kid, Tom Mix and Ken Maynard. Mettler's attendance at some 86 different schools landed him in Ripley's "Believe-It-or-Not" column, according to the article.

Glen Henry infos that he'll tour with the Gil Gray Circus this season. Henry's wife and two sons remained in Gainesville, Tex., while he and his two daughters, Shirley and Patty, left to join the Gray show. Henry reports that he'll return to pick up the rest of the family soon.

Jim Stutz, in advance of the original Hitler armored car, recently spent a night in Mobile, Ala., and cut up jackpots with Walter B. Fox. . . . Franco Richards, owner of Ring Bros.' Circus, has entered a Mobile, Ala., hospital for major surgery. Ring Bros.', now in winter quarters at Pensocola, Fla., are scheduled to open there early in April.

Ira M. Watts, superintendent of King Bros.' Circus, and Mrs. Watts were recent guests of the Paul M. Conaways at Macon, Ga. Conaway was with Sparks Circus when Watts managed it in 1930. . . Mr. and Mrs. Lou Jacobs were dinner guests of the Earl Tegges in Chicago. . . . Col Harry Thomas, announcer for the Orrin Davenport unit, was in Chicago this week and reported he will be with the St. Louis Police Show and Rink Wright's Omaha Shrine

Jack and Jake Mills and Fred Stafford, all of Mills Bros.' Circus, have been made life members of

Tommy Comstock, calliope the Circus Clown Club. New player and organist, concluded his members of the club, according to Secretary Marge V. Kelly, indoor dates March 20 in Sioux clude Maude Tibbetts, Mrs. Fred Falls, S. D. Comstock is skedded Stancliff, Clyde Beatty, H. C. to rejoin Vic Robbin's band on the Halliburton, Herschel Price, Lou Prenn, Jack Billing Jr., Karl H. s ason. . . . Ves D. Powers letters Hartisch, Ben S. Turner, William J. Blackwell, Peggy Doyle, Marjorie Adams, John W. Boyle, Louise Condit, Eddie Dullum, Harold St. Clair Harris, Carol Whiting, Milton H. Zeis, Nancy Ann Self, the Rev. Francis C. Schlater, Paul A. Ruddell, L. F. Parrish, June C. Nelson and Charles A. Kirkevold.

> The Otto Gretona Family has been in Puerto Rico with Jerome Wilson's show. Little Gloria Gretona is now the top mounter. They will play fairs and parks in the East this season. . . . April issue strom and featuring Ray Bickford. amateur clown. . . . Jake J. Disch lost out in the race for nominations for alderman at Cudahy, Wis. He reports Charles W. Tiede, former Ringling biller, is recuperating after surgery; Al Sigsbee, former agent for Seils-Sterling, Curtis-Gregg and Bud Anderson, has been released from a hospital and visited Disch, and Bink's Dogs are home after making Northern Wisconsin dates.

> Oran Nance Jr., Los Angeles, manager of the whale show being booked by the Schilling office in New York, was a guest on the TV show, "What's My Line," Sunday (14). . . . Tige Hale, former circus band leader, caught Si Rubens' Bill Bailey Minstrel Show at Panama City and plans to see the Loyal-Repensky show there Sat-day (20). . . . Linda, of the Lynn and Linda aerial act, Hollywood, is going to South America with a movie outfit for three weeks. Ralph McCutcheon is starting a string of one-nighters in the Northwest with his horse, which is featured in an M-G-M movie.

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WANT PHONEMEN

KING BROS.' CIRCUS OFFICE MANAGER 9-1032 Johnson City, N. Y. (No drunks or high pressure)



That's Al Sweeney, green-fezzed, seated after being made an honorary member of Medinah Shrine Temple, Chicago, the second person so honored in Medinah's 70-year

history. Also shown, from left to right, are Oscar Damman, chief rabban; Gen. James W. Hilton, oriental guide; William J. Payes Jr., captain of the guard: Harold G. Clark, assistant general chairman; Mickey Blue, Polack promotional manager, and Murray

A. Stillwaugh, potentate.

POLACK BROS.' CIRCUS

203 North Wabash Chicago, III.

To: Al Sweeney

March 17, 1954

From: Louie Stern

On this day, St. Patrick's-a good one to write an Irishman such as you-I want to add my congratulations upon your latest honor: Being made an honorary member of Medinah Shrine Temple, Chicago.

It is, indeed, a high-and deserved-tribute. In the 12 years you have handled the Medinah Shrine-Polack Bros." Circus press, you have distinguished yourself not alone for the effectiveness of your work but for your fine personal qualities.

And, congratulations, too, upon one other thing. The Chicago engagement this year showed to 153,000 peoplethe largest number yet—despite three days of stormy weather. And, you played a major part in attracting such a huge turnout.

Best wishes,

Louie Stern

P.S.—So that your many friends in the outdoor show world can see you wearing a green fez. I'm attaching the photo of you as you appeared after being made an honorary member.

WANTED

WANTED

Sober, capable Animal Trainer, married man preferred. Positively must produce on mixed stock. Year around job in permanent location; no ups, no downs. Can use Wife in some department. Comfortable living quarters or trailer space furnished. Pay every week, reference any bank or business house in our county. Need one more good Elephant Man—can use one more Snake Milker that can lecture—no geeks. Need Mug Outfit Operator with or without camera If you will work and can stand prosperity now is the time to get connected with America's fastest growing wild animal park. Phone or wire MILLER BROS.

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Working Men in all departments, Candy Butchers and Concession Help. Write GERMANA ZACCHINI or come on, March 22, Fort Walton, Fla.; 23, De Funiak Springs, Fla.; 24, Troy, Ala.,; 25, Greenville; 26, Selma; 27, Demopolis; 29, Tuscaloosa.

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Regina, Saskatoon Jump Gate Fee

Increase Price From 25 to 50 Cents; Follow Lead of Brandon, Edmonton Fairs

REGINA, Sask., March 20.—The same price and only children over Regina and Saskatoon exhibitions 15 and adults will pay 50 cents." have decided to boost their main gate admissions this year from 25 1932 and lowered its admission to 50 cents.

The move puts them in line with Edmonton and Brandon, on the Western Canadian Class A loop. Edmonton upped its price to 50 cents last year and Brandon has charged 50 cents for some time. Calgary is expected to give consideration to a boost before 1955.

In Regina, children under 12 will be admitted free, if accompanied by parents, and those 12 to 15 will pay 25 cents. The usual Regina Plans 734G free gate for children under 12 will be in effect on the opening day of the fair.

Admissions Unchanged

Grandstand admissions will be unchanged. Grandstand prices in Regina are among the lowest on the circuit and Regina is the only and to assist in a proposed \$734,fair on the loop that does not 000 plant improvement program charge for auto parking.

The price change will have little effect on a family group, T. H. McLeod, manager, contends. "The younger children have been paying 10 cents and the older ones 25 cents," he said. "Now, some will get in cheaper, some at the



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The Correct Dates for the LYCOMING COUNTY FAIR

Hughesville, Pa., are July 26-27-28-29-30-31, 1954. CLARENCE F. STOLZ, SECRETARY Regina charged 50 cents prior to

then due to the depression. Class B and C fairs in Western Canada charge 50 cents.

In Saskatoon, the 50-cent admission will apply to persons over 16 years of age. Children up to 12 will be admitted free on the opening day. On other days they will be free at all times if with their parents, otherwise the tab is 25

Plant Improvements

REGINA, Sask., March 20 .- Institution of a 50-cent gate at the Regina Exhibition this year is expected to help meet ever-increasing costs for labor and attractions over the next few years.

Major improvements would include: Clearance of southwest corner of grounds to extend midway area and construction of a new stable, \$175,000; replacement of old Industrial building, \$250,000; changes to racing plant, \$62,000, and drainage and surfacing of midway area, \$30,000.

Map Many Changes

Also planned are: Improvements to Stadium, \$50,000; new roof, Grain Show building, \$12,000; painting of buildings and beautification of grounds, \$20,000; new toilet facilities, \$12,000; construction of administration building, \$40,000; new attractions platform and dressing rooms, \$14,000; surthis fastest growing showmen's | facing of roadways and parking areas, \$25,000; heating for Auditorium annex, \$15,000; new grandstand entrance and turnstiles, \$15,-000; sheep and swine pen fixtures for livestock building, \$14,000.

Plans for a portable steel-frame attractions platform are being designed by a Regina firm and will be considered soon by fair board officials, according to C. B. Mc-Kee, chairman of the attractions committee. It is hoped to have the platform ready for use this summer. Construction of trailertype dressing rooms for grandstand performers will also be considered.

Directors granted McKee permission to negotiate with Aut Swenson for possible appearances of his thrill show between horse races on the first two days of the 1954 exhibition.

To Feature TV

No auto show will be held at the fair this year but considerable space in the Grain Show building will be devoted to CKCK-TV displays by manufacturers of television sets, and an exhibit of the Saskatchewan Power Corporation which is observing its 25th year. Theme of the fair will be TV and electrical progress.

A two-car giveaway will again be operated by the Kinsmen Club. The stadium will be rented to the Shriners for Orrin Davenport's indoor circus, May 19-22, and Wallace Bros.' Shows have \$290,000, directors were informed. signed to play a still date on the fairgrounds June 21-26.

on the recent "Ice Cycles" show, T. H. McLeod, exhibition manager, reported to directors.

Saskatoon to Map 250G Exhibit Bldg.

SASKATOON, Sask., March 20. -Directors of the Saskatoon Exhibition have given the go-ahead to the building and grounds committee to have plans drawn up for a \$250,000 industrial and agricultural building with 40,000 square building, \$25,000; race totalizer, feet of floor space.

The building will be on the site \$4,000; new toilets, \$9,000. of old dining halls now used for storage.

Cash position of the org, as represented by bond holdings,

WESTERN NEBRASKA'S LARGEST FAIR NEEDS

Carnival change of schedule on the Canadian Circuit, must have a Show t twelve Rides to replace them for our Fair, August 15 to 19 inclusive. or in size in State of Nebraska, Contact

ANNERS, Secy.-Manager NORTH PLATTE, NEBRASKA MASS. FAIRMEN URGED TO SEEK **NEW '54 IDEAS**

BOSTON, March 20. — "Plan something new for '54" is what Leo Doherty is urging Massachusetts fairs to do. The director of the State Department of Agriculture says in his Monthly Fairs Letter: "It would give your fair a lift, and get away from the sameness of your exhibits year after year. It would interest the public; they would go to see something other than the time - worn, used - up ideas many fairs have exhibited. . . . It would give incentive to your workers." Doherty cites tractor pulling contests as performed under uniform rules in Wisconsin, as an example of a successful new feature.

Use of Detroit **Plant by City Exacted by Law**

DETROIT, March 20. - Legal solution of the long-standing dispute over use of the Michigan State Fairgrounds followed Tuesday (16) as the Michigan Legislature passed a bill to permit the Department of Agriculture, which has essential control, to sign a 20-year lease with the city of Detroit for the property, reserving the right to its use during the fair period.

The new law was sought to give the city the same standing already enjoyed by private companies, which are able to lease sections of the grounds under similar conditions, and is designed to facilitate the construction of various recreational units, such as a large ice skating rink. The city's basic plan is to use the property for park purposes.

Troy Hills Theme to Be Anniversaries

TROY HILLS, N. J., March 20. "Anniversaries Year" will be the theme of this year's Morris County Fair, according to new manager Swante Swenson. The theme, developed by former manager Alexis Clark, will be carried on because of its sales appeal.

Swenson said all advertisers and exhibitors this year will be urged to present their own anniversaries to the public.

Miller Roff and Shirley Davis will again work in the sales staff. They worked in the same capacities last season under Swenson, when advertising and exhibit spaces sold were new records for the fair.

Of this, \$125,000 has been earcase of a big fire.

Other Improvements

Of the \$165,000 balance, \$82,000 has been definitely marked for the following improvements before July 1 this year:

New residence for superintendent, \$8,000; farm boys' and girls' accommodation, \$7,500; paving, \$9,000; balance on grandstand platform, \$2,500; new pari-mutuel \$17,000; grandstand roof repairs,

Long-term projects totalling \$649,000 include:

Industrial exhibits building, \$250,000; livestock building extension, \$220,000; repairs to stadium exterior, \$24,000; paving of midway, \$36,000; drainage, \$50,000; DETROIT, March 20. — Harold modernization of independent mid-Zorlen, of Allentown, has been tification, \$20,000.

York \$348,519 Income Tops in Pennsylvania

YORK, Pa., March 20.—York's York general admissions, \$86,-Inter-State Fair topped all others 781; automobile, \$13,150, and exin Pennsylvania last season in the hibitor tickets, \$8,473. Bloomsmatter of admissions receipts, burg general admissions, \$72,812; with \$108,404, according to a sum- automobile, \$15,141, and exhibitor mary by the fair's treasurer, tickets, \$184. Allentown general I. Dan Weiser. His rundown covered the four major fairs in the State, and listed them in the following order in terms of admis-

sions receipts money:
York, \$108,404; Bloomsburg,
\$88,137; Reading, \$86,488, and Al-

lentown, \$74,492.

Concession receipts gained by the four annuals were given as follows: York, \$115,326; Reading, \$77,941; Allentown, \$61,456, and Bloomsburg, \$59,966.

Excess of \$94,001

The York County Agricultural Society, which operated the fiveday York Inter-State Fair, listed income from all sources for 1953 at \$348,519 and expenses totaling \$254,518. Excess over expenses was given at \$94,001.

Weiser's breakdown went into detail in both the matters of income and expenses, covering livestock entry fees and grandstand outlays. Altho no breakdown of the Reading admissions money was given, Weiser offered such a compilation in respect to the other three annuals, as follows:

New Tex. Assn. Names Officers, **Outlines Aims**

SAN ANTONIO, March 20. -Five officers have been named to head the newly organized South Texas Fairs and Stock Show Association.

Bill Petmecky, of Fredericsburg, will serve as president of the group with Bob Webb, of Berclair, first vice-president; Aime F. Real, of Kerrville, second vicepresident; F. W. Stewart of Seguin, secretary, and A. McGilliat, of Boerne, secretary.

The organization, which was started by the San Antonio Chamber of Commerce farm and ranch department during a meeting here last June, will include more than 30 county and district fairs and livestock shows in the South

Purpose of the group will be to co-ordinate activities of the county and district shows and plan show dates to prevent overlapping. It also will work for tighter circuits and better handling of shows in the area.

W. L. Jones, manager of the San Antonio Chamber of Commerce farm and ranch department, will represent the San Antonio Livestock Exposition on the Hemet Secy. new group's board of directors.

W. Palm Beach Draws 68,253

WEST PALM BEACH, Fla., March 20.-Despite two days of marked to meet the contingencies rain and some local road construc- 29. The exhibition association of a wet or extremely hot exhibition that hindered traffic, the showed a profit of close to \$6,500 tion week, with resultant loss of eighth annual Palm Beach County business, or to go toward imme- Fair ended a nine-day run Sunday diate replacement of buildings in (14) with a 5 per cent gain in attendance over last year's figure, according to MacAllister Mackres, of Florida Bazaar Supply. Admissions this year totaled 68,253.

LaMarr Allen, director, said that Pablo. exhibit space sales were up over last year's figure, but remarked on the scarcity of pitchmen at the event. The midway area, handle i by Florida Bazaar Supply, did well, with plenty of money in evidence. Charles Miller's rides were used. Neil Carlin had the game concessions under the management of Ross Reed.

Zorlen Appointed To Michigan Board

way, \$50,000; increased parking named to the board of managers and the Skelly Oil Company. He area, \$4,000; fencing grandstand of the Michigan State Fair by has been in charge of commercial and race track enclosure, \$15,000; Gov. Mennen Williams, for the exhibits at many of the larger band shell, \$15,000; grounds beau- term ending April 14, 1955. He Midwestern fairs during recent succeeds the late Sidney Smith. years.

admissions, \$61,344; automobile, \$9,124, and exhibitor tickets,

Livestock entry fee receipts: York, \$4,432; Reading. \$3,782; Allentown, \$3,691, and Bloomsburg,

\$3,054.

Grandstand admission receipts: York, \$113,301; Bloomsburg, \$82,-017; Allentown, \$60,704, and Reading, \$48,449.

Expenses for grandstand attractions: Reading, \$58,206; York, \$46,-858; Allentown, \$34,837, and Bloomsburg, \$23,000.

Stocks, AAA's, Midgets Set For ESE Track

WEST SPRINGFIELD, Mass., March 20 .- Six days of automobile racing have been scheduled for the half-mile track at Eastern States Exposition, which gets underway September 18. Only on Sunday and Monday (19-20) will there be no racing. The 20th is children's day.

Saturday, opening day, will feature stock events. Midgets will race on Tuesday and Thursday. AAA-sanctioned sprints will be held Wednesday, with the 100-mile big car race being held Friday. Stock cars will return to the track the second Saturday, with a 100-mile event.

The oval was paved in time for the 1953 edition.

E. Mass. Fairs Meet April 28

SOUTH WEYMOUTH, Mass. March 20.-The Eastern Massachusetts Agricultural Fairs Association will hold its annual meeting Wednesday night, April 28, at the Weymouth Grange Hall, Route 128.

Edward M. Dwyer is chairman of the program committee which is lining up a program to begin at 7:45 o'clock, and the Weymouth Grange Fair committee is sponsoring the 99-cent turkey supper, to be held at 6:30.

Takes Role

HEMET, Calif., March 20. -Harry Hofmann, secretary-manager of the Farmers' Fair of Riverside County here, is set to play the part of Felipe in the Ramona Pageant to be held for three successive week-ends starting May

Others set for the pageant include Maurice Jara, who appears in the "Fireside Theater" TV show; Polly Chase Seares, daughter of film comic Charlie Chase, who will play the part of Marda, and her oldest son, Charles, 14 years old, who will be cast as

Hallock Named Director of Iowa State Centennial

DES MOINES, March 20 .- Ronald P. Hallock, of Fairfield, Ia., has been named as Centennial director for the Iowa State Fair which will be observing its century mark this year. Hallock, who will assume the post April 1, has been engaged in sales promotion work for the Dexter Company

200 Partake in NSA Conn. Night Doings

than 200 members and friends of Ladies' Auxiliary wore green the National Showmen's Associa- carnations, and all guests were tion took part in Connecticut given decorative Irish-green hats Night last Wednesday (17), with to fit the occasion. Mr. and Mrs. indications that the club treasury | Weisman supervised the decoratwas enriched by more than \$1,000. ing and Mack Kassow, chairman The event's expenses were stood of the entertainment committee, by Connecticut members John S. Weisman, Morris Batalsky, Vincent Anderson and Sam Peterson, and all ticket money went to the

Tables transformed the clubrooms into a night club for the evening, with St. Patrick's Day decorations decking out the rooms and participants. Besides entertainment and music for dancing. each guest got half a chicken, Germany.
salad, rolls, pastry, coffee, candy.

Partial Guest List potato chips and plenty of liquid refreshments.

Damage Light As Windstorm **Smacks Crafts**

BERNARDINO, Calif., 20.—Crafts Exposition Shows moved here this week after a Victorville, Calif., stand that not only produced little business but was the scene of some destruction when high winds hit the midway Wednesday (10).

Ferris Wheel. Rolling stock was Mr. and Mrs. Irving Pearlstone; one in that territory, he said, so moved onto the midway to serve Louis Perry. as a wind break and protect the front arch and concessions. Show didn't open that night, and when the winds continued the next day drew a blank so far as business was concerned.

Since pulling into here this week, painting has been the order of work and the show is being Marie Ross and many others. made ready for the National Orange Show which opens March 25. Other equipment is being added for this date.

Manager Roger Warren visited his nearby Sepulveda home while here. Warren has most of the hanky panks and p.c. concessions. Ed Butler is in charge of the hanky panks, which include Freddy Bain, bird store; Roy Lewis, bottles; Peggy Lewis and Bill Nordyke, ducks; Larry and Ruth Fisher, rolldown; Milton Bryant, punk rack, and Peggy and Bob Butler, glass pitch. James Lantz is managing the percentage joints, which include Bill Mc-Mahan, Evelyn Lantz, Loda Bell Secance and Dick Harris, pan games; Ralph Christiansen, Ed Butler and John Dulyea, six cats; Spot Fowler, Kenyon Taylor, Irish Whealan, Barney Corey, John Cardwell, Whitey Johnson and Kenny Thoreson, grind stores, and Marie Goldman, over and

Others on the front end are Bruce Boggan, Jeanne Dulyea and Anna Christiansen, short range; Sam Silver, pitch-till-you-win; \$10,560 to the Netherton Corpora-Patsy Duran and June Hartley, tion on the MSA mortgage, for the photos; Al Freedman and Ray lots on which the new clubhouse and Alice Devaney, novelties; stands. The association still owes Roger Warren, Vincent Kuro- \$9,600 which it hopes to patwa and Rachel Bullis, floss and by the end of this year. popcorn.

New Lot for Opener of Va. Greater

SUFFOLK, Va. March 20.—A caused by the death of Sam Tay-new lot has been secured for Vir- lor will remain unfilled for the ginia Greater Shows' season's balance of the year in his memory. opener next month, to be spon-sored by the local Elks Lodge. The new location will be on High- Cook to prepare bulletins on the way 32 on the North Carolina club's summer activities and mail road edge of the Suffolk city them out to members on the road

The old location at Kimberly here was sold for building pur-

NEW YORK, March 20.-More | Committee women of the took care of tickets as guests ar-rived, aided by Henry Kaufman.

Telegrams were received from Secretary Sam Levy in Birmingham, Ala., and William Moore, president of the Miami Showmen's Association. The sisters of Executive Secretary Ethel Weinberg sent greetings from Hart-ford, and Bess and George Hamid sent greetings from Hamburg,

A partial list of those attending includes Joe and Maggie McKee, presidents of the NSA and Ladies' Auxiliary who were with a group of 50 or more from Palisades (N. J.) Amusement Park; Past President Phil Isser, Isidore Trebish, Max Gruberg and family, Club Counselor Sidney Levine, Irving Sherman, R. Shep Blumberg, Joe Gilbert and 10 guests, Joseph Spivak and Max Tonkin and their families, Steve Yerkes, Herman Malek, R. R. McCall.

Also Harry Nelson, Jack Siegel, Mr. and Mrs. Edward Elkins, Mr. and Mrs. Jack Stern, Mr. and Mrs. Greater Shows, will go out on Sam Robbins, Mr. and Mrs. Tom Coffey, Jack Weinberg, Louis Elias, Jack Alfred, Charles (Doc) Morris, Morris Brown, David Brown, George A. Hamid Jr., Dorothy Packtman and the Hamid staff, Gerald Snellens, D. D. Simmons, Mr. and Mrs. Charles Reich, is on doctor's orders, and that he Winds that at times reached a velocity of 75 miles per hour struck the show, knocking one light tower on top of the kiddie rides and a second one struck the rides and rides are rides and rides are rides and rides are rides are

> Dworetzky, Mr. and Mrs. Martin of the season. L. Grey, Arthur Sicard, Fred C. Murray, Ann Lager, Mr. and Mrs. 8 rides, 4 shows and about 30 Ben Herman, Bunny Kassow, Mr. concessions, on 12 trucks-each and Mrs. Sam Finkel, Mollie Rosenthal, Anna Halpin, Mrs. Sam S. Levy, Louis (Dada) King, Rose

Plenty Entertainment

Mildred Ford, of the Ladies' Auxiliary, put over several musical numbers, and sisters Lillian Swanson and Frances Simmons, operators of the Kismet Restaurant, sent over Sol, piano, and Harold, singer. Other entertainment included the Cappy Barra
Boys; Jenny Collins, of "The King and I"; emsee Bobby Shield, and music by Emile.

The affair was one of the most

BULLETINS SET

Miami Club Pays \$10,560 On Mortgage

MIAMI, March 20.—The Miami Showmen's Association has paid \$9,600 which it hopes to pay off

Also announced at the last meeting on Monday (15) was the fact that \$5,000 has been pledged so far for the Year Book, including several pledges received at the meet- Point. ing. More than \$3,000 has already been raised by the ways and means committee during the win-

It was announced that the vacany on the board of directors

The board of directors instructed executive secretary Phil next season.

poses after being used by Vir-ginia Greater and other organiz-the Fairgrounds Race Track, New by President Vincent Nodarse and licity. Shows.

ALLEN & ISSER PHOTOS ADDED TO NSA GROUP

NEW YORK, March 20 .-The National Showmen's Association "rogues' gallery" of past presidents' photos, adorning the clubhouse wall near the office, has been brought up to date with the addition of the 1952 and 1953 leaders. Immediate Past President Phil Isser had a new portrait submitted, but a different situation appeared with Bucky Allen, 1952 prexy. After all attempts failed to get a picture out of Allen, the club office took the view of him which appeared in past Year Books and had it enlarged and mounted. . . .

OFF TO EUROPE

Wilson Sees Purse Strings Tighter in SW

NEW YORK, March 20 .- Loyd Wilson, operator of Wilson Labor Day this year and play a three-month fair route, he said this week. Wilson, who plays the Arizona-New Mexico area, leaves Monday (22) for Europe where he will vacation until July.

Wilson said the extended rest he expects to come out ahead by Also Mr. and Mrs. Jack returning in time for the lush end

The show will go out with its unit on its own truck. Most of the concessions are also show-owned.

Wilson has operated his own show for about 10 years, and winters in Phoenix. He is past president of the Arizona Showmen's Association.

Ross Manning pleasant ever put on by the NSA and wound up around 2:30 a.m. For April Bow

KINGSTREE, S. C., March 20 .-

Manning and the shows' general attention. includes 14 fairs, the first of which Olsen. will open August 2 and the last

agent, is scheduled to join March Fairly, assistant manager; Louie New features will also include a 25 to supervise the advance at the Berger, special agent; J. L. Ma-High Point opening. A. R. (Dutch) chamer, secretary-treasurer; Louis Whiteside, concession manager, (Stretch) Rice, business manager; and Tommy Carson, legal adjuster, W. Chester Mays, concession secwill report about April 1 at High retary; Jack Morgan, trainmaster,

PROSPECTS BRIGHT

Serfass Unit Ready For April 5 Preem

Serfass, owner-manager, is su- the time the show leaves for Baltipervising the completion of final more. Painting is the principal job chores before the unit departs being done now. for its April 5 season preem in Baltimore.

the country are not regarded as believes. a serious problem and probably

Altho a lot of people are now reported out of work, the unemployment situation is not regarded as particularly unusual or abnormal. The number of employed persons is still close to the record high and money, consequently, is high and money, consequently, is still much more plentiful than it has been in some past years For Early Bow it has been in some past years when shows wound up with profitable seasons.

First in Baltimore

Penn Premier will be the first show in Baltimore and among the first to open in Northern territory. First in will have its advantages, Serfass believes. A number of such dates are reported set for

The usual routing will be followed, Serfass says. Culminating the season will be a series of 15 fairs, most of which have been on the show's schedule for several years, Little concern is felt about the potential earnings at fairs. Accordingly, if the still dates are good then the season will wind up fine.

ACA Base Hums As Crew Preps Shows, RR Gear

HOT SPRINGS, March 20. -Since the arrival of Manager Paul Olsen, work in winter quarters of the Amusement Company of America has switched into high gear in order to complete the org's rebuilding program. While a 15-man crew worked most of the winter, construction of four wagon-mounted show fronts was held up until Olsen appeared on

A number of new wagons have been completed and are already in the paint shop while several Ross Manning, owner of the Ross more are being constructed. New Manning Shows, returned to the lighting effects are planned and shows' winter quarters here this the train crew, under the direcover make-ready preparations for on the show train. Two flats the shows' opening April 9 at High have already been re-decked and Point, N. C.

Staffers, in addition to Olsen of which will close November 12. and DeBelle, include J. C. Mcand Duke Wright, chief electrician.

HENDERSON, N. C., March 20. | Work has been progressing at -A spirit of optimism prevails a fast pace, with some 30 men at the Penn Premier Shows' win- active now in quarters and more ter quarters here where Lloyd due to arrive daily right up until

Serfass is hopeful that help will be more plentiful this year. A As of now the feeling is that drop in employment nationally business is going to be all right, might make more and better help Work layoffs in some sections of available for traveling shows, he

won't be until they become more prevalent and widespread. Wagner Preps

Mobile Mardi Gras Yields Solid Biz For Cavalcade

MOBILE, Ala., March 20. -Make-ready activities at the winter base of Cavalcade of Amusements has hit a high plain here as the show's rides, gear and back-end units are being prepared for an earlier than usual opening.

The Cavalcade's rides did a good business at the recent, 13day Mardi Gras here. They operated at four different lots in town. Two rides were leased to Cecil Hendryx, who also operated on a city lot.

All rides have now been refurbished and show fronts are getting a going-over in preparation for the road. Joe Kempner is back with the show after a three-year absence and is busy on construction. Red Kelley and his train crew are working on the show train and Allen Johnson is busy painting many of the cars.

Fitzie Brown, who will have charge of the front end, is on hand as is Archy Wagner, who will serve as his assistant. Other staffers, in addition to General Manager Al Wagner, include Joe Kempner, assistant manager; Arthur Atherton, treasurer; Frank Seigear, shop superintendent, and Allen Johnson, chief porter.

Coleman Units Well Prepared For April Bow

MIDDLETOWN, Conn., March others are being lined up for like 20 .- Work on units of the Coleman Bros.' Shows has been agent, Jack J. Perry, spent the The press department, where stepped up at winter quarters winter months attending Eastern Starr DeBelle will hold forth this here. Well ahead of schedule, fair conventions. The shows' year, will be housed in a special the work program will be comroute, Manning said, would cover wagon complete with photographic pleted well in advance of the 34 weeks ending in November and equipment already purchased by April 22 opening on the show's own grounds here.

Two new Ferris Wheels, a kiddie ride and a train will be Walter Nealand, press-advance Caffery, general agent; Noble added to the show's ride line-up. . marquee. The Merry-Go-Round is the only major ride remaining to be refurbished.

Reports are that the back end will be the best ever carried by the show. Much new canvas will be in evidence among the tented

Whitey Beardsley, concessionaire, is expected to arrive in quarters in about a week.

Metro Pacts Kentucky Fair

CHICAGO, March 20. - The Metropolitan Shows have closed to present the midway attractions at the Harrisburg (Ky.) Fair, Bob-

Grosses Drop for Coney At Its Big One in Cuba CAMAGUEY, Cuba, March 20.— Camaguey grosses. The show Coney Island Road Shows wound was sponsored there by the Na-

up their third week here Sunday Cuba route, far below what had A. Tate, at his home. been expected. The show moved Also on show's staff are Sam

changes caused the slump in ported.

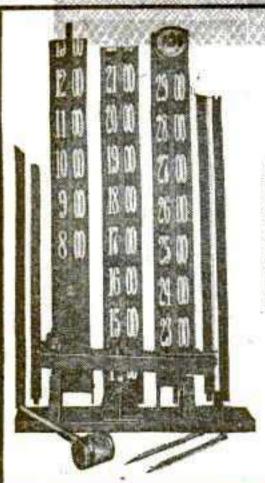
tional College of Journalism and was lauded by local press and night (14) with grosses for this radio. Members were guests of location, the big spot in the 1953 the local American Consul Paul

into Holguin after closing here. (Duke) Dougherty, concession by Kline, the shows' gene Officials of the show, headed manager, and Herb Pickard, pub- announced by

ations as a show lot for 15 years. Orleans, all winter. He will tour General Manager Gene Beecher, Business was good at all spots. Virginia Greater winters in this season with the Buff Hottle said poor weather and economic until Camaguey, the show re-

ANT TIMES ... AND

The state of the s



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HIGH STRIKER

A consistent money maker! Center of attraction at Amusement Parks, Fair Grounds, Picnics, Carnivals. Built to make and take plenty of action. Quality built throughout and substantially constructed for many years of profitable operation. 28 ft. standard in 3 sections for easy handling. Includes maul, tool-steel nickelplated chaser. 2x4 braces.

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Latest creations in breathtaking aerial shells.

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Huge variety of skillfully planned shows that anyone can fire. Experienced operator not needed.

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ROBERT D. KELLOGG SHOWS

WANT for twenty straight weeks of choice money-winning Celebrations and Still Dates. Opening Glens Falls, New York, May 7th for two weekends. CONCESSIONS: French Fries, Short & Long Range, Coke Bottle, Pick Up | Ducks, Cork Gun, High Striker, Arcade, Fish Pond, Cigarette Block. Any other not conflicting. WE DO NOT DUPLICATE, Positively no grift or

RIDES: Will book Wheel for committee money or will buy my own, with transportation.

ROBERT D. KELLOGG SHOWS

STILLWATER, N. Y.

Phone: Mechanicville 1106

H. & M. AMUSEMENTS

Open in La Crosse, Va.—Firemen's Fair, April 9 to 17. Move on the lot April 5 Want Hanky Panks of all kinds; prize every time. Good proposition for Merry-Go-Round or Rides that do not conflict. No flats—no gypsies. People already contacted-come on.

C. A. Hannah—Sam McMaster—"Wes" Price, Bus. Mgr. WEST BROWNSVILLE, PA.

SUNSET AMUSEMENT COMPANY

Opening at Excelsior Spring, Mo., Thursday, April 29 EXCLUSIVES OPEN: PHOTOS, AGE and WEIGHT, CUSTARD, LONG RANGE, FOOT LONGS and ROOT BEER. Can place Hanky Panks. WANT: Glass House or Fun House. Want party to take over Motor Drome. Winter Quarters now open. 701 N. Main St., Excelsior Springs, Mo.

MILLIKEN BROS.' SHOWS

Jesup, Ga., week March 22. Hazelhurst, Ga., week March 29, both uptown main street locations. WANT: Water Concession, Short Range, Ball Games, Custard, Darts, String, Bumper, High Striker, Cork Gallery and Hanky Panks that work for stock, always open midway. Want General Agent who knows South, North Carolina and Virginia, prefer one with concessions. All address Milliken Bros. Shows, as per route.

ROLL TICKETS

SHAMOKIN, PA.

per 100,000.

100,000

50,000 ... 19.75

10,000 ...\$10.00

WINTER QUARTERS

H. & M. Amusements

WEST BROWNSVILLE, Pa., March 20.—Preparations are being for the April 22 bow are Charles made for the show's opening, April 9 at Lacrosse, Va., Sam McMaster is on a booking tour in the East while Business Manager Wes Price is handling things in Virginia. Heavy Hannah is taking care of last-minute affairs in Florida before leaving for Virginia. Recently added to the show fleet

are a Fruehauf trailer and a transformer truck. Show is scheduled to play Virginia, West Virginia and Pennsylvania, carrying seven rides and 15 to 20 concessions. Teeter Hannah is getting trucks and equipment ready for the opener.

Robert D. Kellogg

STILLWATER, N. Y., March 20. With purchase of a new advance car and delivery of a new Merry-Go-Round, the show is in the final stages of preparation for the season's bow on May 7 at Glen Falls, N. Y. The show will play eight days there, giving it two Saturdays.

Work here is speeding up under the direction of Edward Tallam. George Madill has joined as ride superintendent and boss mechanic of rolling stock. Robert Wixstead, agent, has been closing booking deals in the absence of Owner Kellogg, who has just returned from a business trip to Florida, Louisiana and Texas. Kellogg expects a fine year, as many of the spots contracted have proved themselves in previous year. Some new celebrations are in good territories and under strong auspices.

Playtime Shows

QUINCY, Mass., March 20. -Winter quarters are open, with Superintendent Patrick in charge of the general get-ready program. Ed Burr reports that booking is completed and the show opens April 16 at Manchester, N. H., for a 10-day stint.

Billy Burr will join his concessions, and Arthur Doyle, Harry Roach, Neil Degroot, Sam Yoyos, William Jacques, Gene Dean, Van-celette and Mahan have also signed for the coming season.

Virginia Greater

SUFFOLK, Va., March 20. Work is progressing favorably here, with Bob Milliken's working crew catching up in all depart-ments. Hoover (Slim) Byrum has supervised the refurbishing of the shows' three kiddie rides, which has been completed. The Octopus ride has also been refurbished, and Dutch Kersher is busy repainting the platforms, sweeps and iron equipment of the Merry-Go-Round. Duke Buyman is doing a nice job of repainting the horses and inside scenery of the Merry-Go-Round, Refurbishing of the Ferris Wheel is also on the last lap.

Bob Milliken has completed building the new panel wings for both the Girl Show fronts, and also new panel wings for the Minstrel Show front. Blackie Griffin is helping on the fronts. and is building new ticket booths for the Side Show, Snake Show, Girl Shows and Minstrel Show.

Bill Sanders of the American Tent & Awning Company, Nor-folk, visited quarters Sunday (14) and received an order for a round top for Norwood Richardson's streamlined Pony Ride. Owner Rocco Massuci ordered canvas covers for the show's Boat Ride and major whip, and also new walls for the Side Show, Minstrel Show and Merry-Go-Round.

Other visitors to winter quarters on Sunday (14) included Paul Thanos, of the Suffolk Crystal Cafe, Bum Bradshaw and Larry Briggs.

Coleman Bros.

MIDDLETOWN, Conn., March 20.—With the opening date approaching, many of the folks are well along toward getting their equipment in shape. This is also true of show-owned equipment. Because of the mild winter much progress has been made in getting rides and other equipment repaired and painted.

Owner Richard Coleman and Mrs. Coleman flew home from Florida February 26 to be at the bedside of Mrs. Coleman's brother, Eddie Johnson, who is seriously ill at Veterans' Administration Hospital, Newington, Conn. Coleman stated that while in Florida he booked several new attractions for the '54 season. He expected the

back end to be the strongest in several years.

Among attractions already set Hillert's Unborn and Wild Life shows; a Motordrome, to be man-

aged by Jack Faircloth; Bill Althouser's Penny Arcade and glass pitch, Doc Jones' Girl Show, Les Nichols' Side Show, "Dark Town," Funhouse and concession, and Ernie's Miniature Circus, Monkey Show, Snake Show and "What Is It?"

Along concession row will be Bill Jones' bingo, managed by Tom Ely; Bam Storey, 6; Nelson Beardsley, 7; Tim Coleman, 5; Amos Dyer, 2; Tom Woods, 2; Eddie Horowitz, 1; Bill Moore, custard; Coleman Corley, long and short-range lead galleries; Charley Hurley, novelties, and Mrs. Elisha Cooper and Phoebe Harrison, mitt camps. Sam Fry will also have a concession and again do street advertising via sound truck. Also back with the show will be Tony Rossilto's midway diner and grab

Elisha Cooper will have charge of new twin Ferris Wheels: Moe Wales, Kiddie Autos; Harry Lewis, Boat Ride; Clyde Weeks, Little Dipper; Arthur Atterbury, Rolloplane; Tom Nelson, Tilt-a-Whirl; John Doyd, Whip, and Dave Alt-man, Merry-Go-Round. Joe Bruno will have his pony ride on the show.

Bill Burger and Roye Moye, electricians; John Pesecki, ride superintendent, and Bob and Tody Coleman are still fishing at Jensen Beach, Fla. A free act booked thru the Al Martin office will be carried. Mrs. Dick Coleman is treasurer and Mrs. Betty Coleman secretary.—DAVE ALTMAN.

AMERICAN TENT & AWNING CORPORATION

One of America's largest Builders of Fine Show Tents. 201 E. Water St. Norfolk 10, Va.

BILL SANDERS

FOR SALE

2 Giant Belgium Horses, beautiful pair in perfect condition. Showed as the world's largest team. New 20x36 Top and Sidewall, new Show Front and Banners, good Public Address Amplifier set, Stalls, Tack boxes, set of double Harness, etc., for a complete Show. Can not handle myself this season. For a quick sale with take \$1,000 for the whole outfit.

J. BLACK 4635 Lancaster Ave., Philadelphia, Pa.

FOR SALE

One Allan Herschell 3-abreast Merry-Go-Round; one Allan Herschell Jeep Ride; one Allan Herschell Boat Ride. All three in A-1 condition.

WM. WAKELEE

15 Mellon Ave. Troy, N. Y.

RIDES WANTED

For Summer season. Commission basis. No other rides in town of 60,000—with 100,000 population near-by.

> VINCE SCHULTING MELODY MILL Dubuque, Iowa

A. R. (DUTCH) WHITESIDE, Conc. Mgr.

TOM CARSON, Bus. Mgr.

ROSS MANNING SHOWS

OPENING APRIL 9, HIGH POINT, N. C.

CONCESSIONS: Hankies, Ball Game, one Mitt Camp. Shows: Any Grind Show, Man to operate Fun House. RIDE HELP: Merry-Go-Round Foreman, Chairplane Foreman, Second Men an all Rides, must drive semis. For Leola's Circus Side Show— Tattoo Man, Magician. Jerry O'Brien, Rocky Hughes, Eddie Pippin, Jimmie Farmer and other Side Show attractions. A. R. (Dutch) Whiteside wants Grind Store Agents and General Concession Help. Write or wire

ROSS MANNING, Kingstree, S. C.

WANTED

CHILDREN'S RIDES

Ishpeming Centennial Celebration

JULY 25-31, 1954, ISHPEMING, MICHIGAN

Write: CENTENNIAL HEADQUARTERS Woolworth Building-Ishpeming, Mich. Att. HOWARD VARVIL, Chrmn.

Experienced Promoter and Second Man

At Liberty for Good Carnival—April 2 to June 26 Middle West only. Experience reaches back as far as Con T. Kennedy Shows. Know how to promote Children's Matinees. Will handle Cards, but not paste. Available until June 26 only, as after that date am contracted for duty with the Barnes-Carruthers Fair Booking Agency.

RUBE LIEBMAN, c/o Evans Hotel, Des Moines, Iowa

No Need to Worry...

. . . about getting the best coin-operated arcade and skill game equipment at the right prices.

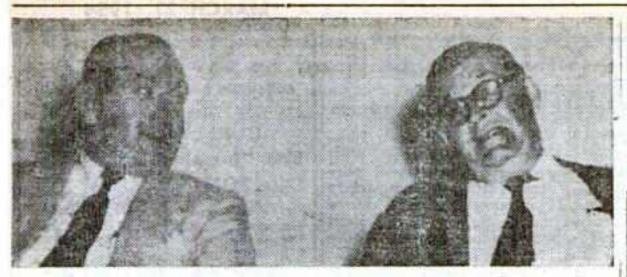
Concessionaires in the "know" are constantly referring to the ads on

USED COIN-OPERATED EQUIPMENT that appear every week in

The Billboard COIN MACHINE SECTION for their best buys. They know that they can buy with confidence . . . and at the best prices.



You, too, can take advantage of the excellent selections and prices for your coin-operated needs. Turn to page 70 this week . . .



PICTURED AT A RECENT Miami Showmen's Association meeting are J. D. (Eddie) Edwards, left, independent concession operator and assistant secretary of the MSA, and Clif Wilson, the club's secretary and show operator, who will supply the back-end shows this year for the Dallas and Memphis fairs,

MIDWAY CONFAB

Kork on his 55th birthday was Excelsior Springs, Mo., where the held recently at Trenton, N. J. shows will open April 29. The Among those present, according Garmans spent several months to Kork, were Billy Logdon, who at Coral Gables during which flew in from Louisville; Louise time they had many visits from Logsdon, Pinky Pepper, Jean show people. Nadja, Amber West, Lillian Russell, Ted Kita, Babe Montana, Francis Stone, Corrine Hall, Billy Rogers, Al Sorenson, Bobby Mc-Gregor, Wesley Blair, Albert Buckhanan, Homer Sharar, Nikkie Thorne, Billy Dorr, Kitty Gordon, Charles Smith, Thelma Ostendorf, Charlotte Hunter, Jerry Hugar, Martin Stepka, George Keller, Bert English, Ernie Burch, Kitty Robinson, Joan Faust, Mr. and Mrs. Edward Wegand, Mr. and Mrs. Monte Navaro, and Mr. and Mrs. Jimmy Fay. Sampson luggage was presented to Kork as a going-away gift. He is booked to tour this season with the Wallace Bros.' Shows of Canada.

The Hale Shows of Tomorrow are slated to open April 5 in Kansas City, Mo., on a lot at Indepen-dence and Thite Avenue. . . . Capt. E. H. Hugo has his show in readiness for opening in the Kansas City area the latter part of April... Sam Ansher infos from the West Coast that he will have concessions at the Orange Festival. . . . The Heart of America Showmen's Club, Kansas City, Mo., has opened a membership drive to run from May to October during which time membership will be offered at reduced rates, Al C. Wilson, club secretary, ad-

contracting and press work on the Hitler car now touring the South, reports that the auto has been getting satisfactory business.
Currently showing in Mississippi,
the car drew big business at St.
Petersburg, Fort Lauderdale and
Hollywood, Fla., and at Lincolnton, Rockingham and Asheboro fair, July 27-30.... Conklin Shows in North Carolina. In most stands and J. P. (Jimmy) Sullivan's Walservice organizations, in some midway at the Kitchener, Ont., towns by civic organizations. Jack Centennial Celebration which is w. Burke, of Baldwin, N. Y., has set for June 28-July 3. charge of the tour. Fred Kugland supervises its moves, setting up and appearance.

Mr. and Mrs. Ken H. Garman, Fla., winter home Thursday (18) for a six-day visit to their Danville, Ill., home before going to

HANKY PANKS

SIX CATS—2 Styles, PUNKS—15 styles or Designs, 3-BALL MECHANICAL BUCKET—New type, cannot get out of order, JEWELRY SPINDLES, MILK BOTTLES—Aluminum and Wood, DART BOARDS—Sponge Rubber with Nylon Thread Dividing Lines is the best for the Carnival Man, HUCKLEY BUCK GAMES . . . and don't forget the DAM FAMILY BALL GAME.

RAY OAKES & SONS P.O. BOX 4344 - TAMPA, FLORIDA Telephone 80-2121

Write for Catalog.

ATTENTION

Start a new Concession. We can supply you ready made enchiladas. Ready to Serve in an attractive aluminum plate wrapped in cellophane. Just warm them in oven or steamer. These enchiladas are one of the tastiest and most popular of the Mexican foods. For details and prices, write to

P. O. BOX 1497 Merced, Calif.



Strange and Woird Attractions Shrunken Heads, Ape Boy, Wolf Boy, Devil Child Many others.
Your ideas made
up. Write for
Folder. Free,
Tate's Curiosity Shop 3858 E Yan Buren Phoenix, Artz.

A surprise party for Bobby the shows' winter quarters at

John T. Hutchens, owner of Hutchen's Modern Museum Thursday (18) entered St. Vincent's Hospital, Monett, Mo., for an operation. Hutchens was hospitalized last October for a short time and subsequently doctors advised that if he was to troupe this year he should first undergo an operation.

J. W. (Bill) Porter, legal adjuster, left his Macon, Ga., winter base recently to join Al Wallace Shows for its Jesup, Ga., bow. During the winter, Porter operated concessions in the Grotto clubrooms and was active in Shrine units in that city.

Mr. and Mrs. George Desak did good with floss and candy apples at the recent Mobile Mardi Gras, coming down from their Meridian, Miss., winter base to play the 13day cele. Happy Davenport had a novelty stand in the center of town and also reported okay takes.

Two show agents and one former show owner cut up more than their share of jackpots recently in Denver. On hand for the session were Jim Schnect, agent for Alamo Exposition Shows; Foots Reeves, who handles the same chores for Hill Greater Shows, and Larry Nolan, former owner of the Jim Stutz, who is handling the show bearing his name. Nolan is now Colorado State Deputy for the Foresters.

Veterans United Shows have signed to play the Dayton, Ia., rodeo over Labor Day and Don Franklin will provide the midway attractions at the Shelbina, Mo., the attraction is sponsored by lace Bros.' Shows will provide the

The Miami Showmen's Association approved eight new members at its most recent meeting. They are George C. Abbale, James Casowners of Sunset Amusement sara, Charles M. Daley, Lewis Company, left their Coral Gables, Mazer, Herman Schenkman, Er-Mazer, Herman Schenkman, Ernest R. Van Tassell, Ralph C. Wolff and Mario Zacchini, Members who have left Miami to join their shows are Ross Manning, John Giamportone, A. R. Whiteside, A. V. Ackley, Hyman Feldman, George Sleeman, Eddie Davis, Murray Cohen, Newell Taylor and Dick Burns.

> Recently arrived in New York from Florida were Irving Sherman and R. Shep Blumberg, who attended the NSA Connecticut Night doings on March 17.

> Construction of a new home in Tampa for Mr. and Mrs. Lloyd Serfass, owners of the Penn Premier Shows, is continuing while they prepare their unit for the road at their Henderson, N. C., winter quarters. They have ordered a new marquee from Arthur Campfield, New York tent

> Whitey Beardsley, recently back from Florida, is readying his concession units at his winter quarters in Albany, N. Y. Whitey reports that his commitments caused him to build several new joints. He will have units with Coleman Bros. and the World of Mirth Shows. He also is planning to open with the James E. Strates Shows when that unit starts the Eastern season early next month at Washington.

Art and Martha Wagner, who spent most of the winter in Hot Springs, are now located in Mo-bile, Ala. . . . Frank W. Peppers, (Continued on page 61) W. R. GERENS Presents

SHOWS

Featuring Capt. Engerer's Lion Act

LAST CALL, OPENING CLARKSVILLE, INDIANA, APRIL 8th TO 21st.

Show will move on lot April 4th and 5th, across street from Colgate factory just three blocks from Louisville, Ky., bridge. Want Concessions: Hanky Panks only. Shows: Side Show Cirl, Fun House, Motor Drome, Monkey, Class House, Crime, Mechanical or what have you? Ride Help: Sober and reliable, must drive; salary all you are worth, and sure. Be at winter quarters Greensburg, Indiana, by April 1st. All people contracted be on lot no later than April 6th. This show carrys ten Rides, Light Towers, Army Search Light, as good a equipment as you will find in show business and we put you where you have people to work to. No time to write, wire Western Union, if I can use you will answer within twenty-four hours. All replies

W. R. GEREN, Greensburg, Indiana

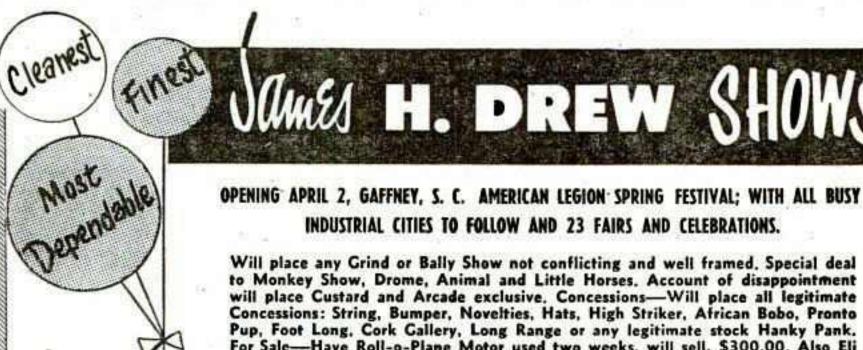


We have 19 of the best Fairs and Celebrations throughout Kansas and Nebraska. Also Spring Celebrations at Boot Hill Firsta, Dodge City, Kan.; North Platte, Neb.; Rodeo and Leavenworth, Kan., Centennial—6 Days & Nights—Downtown location; Parades every forenoon. CAN PLACE Penny Arcade, Fun House, Mechanical Show, Motordrome, Iron Lung, or any new Shows of merit. Robert Garrison wants Acts and Side Show help. Doc Steinbeck wants Bingo and Hanky Pank Agents. CONCESSIONS-Want Derby, Custard, Coke Bottle, Cigarette Gallery, Hoop-La, Ball Games, Shiv Rack, Basketball, etc. CAN PLACE capable Ride Help who can handle good equipment.

OPENING GREAT BEND, KANSAS, APRIL 9 All people booked with us, acknowledge.

W. W. MOSER

Winterquarters-Haxleton, Kansas



James H. DREW SHOWS

INDUSTRIAL CITIES TO FOLLOW AND 23 FAIRS AND CELEBRATIONS. Will place any Grind or Bally Show not conflicting and well framed. Special deal to Monkey Show, Drome, Animal and Little Horses. Account of disappointment

will place Custard and Arcade exclusive. Concessions-Will place all legitimate Concessions: String, Bumper, Novelties, Hats, High Striker, African Bobo, Pronto Pup, Foot Long, Cork Gallery, Long Range or any legitimate stock Hanky Pank. For Sale-Have Roll-o-Plane Motor used two weeks, will sell, \$300.00. Also Eli Power Unit, 1949; needs rings; sell for \$150.00.

Time is short, all wire or phone,

JAMES H. DREW SHOWS

Phone 3047

Eastman, Georgia

WEST COAST SHOWS

FINAL CALL—26th ANNUAL TOUR—FINAL CALL

WEST COAST SHOWS OPENS BAKERSFIELD, APRIL 15 WEST COAST EXPOSITION OPENS MADERA, APRIL 14

HELP: Have openings for Foremen and Second Men on Rides. Must be sober and semi-drivers. Can use Wives as Ticket Sellers. Have opening for Fun House Operators on P.C. or salary. Can also place Light Tower Crew and Front Gate Men. Apply directly to Eddie Hellwig at Madera Fair

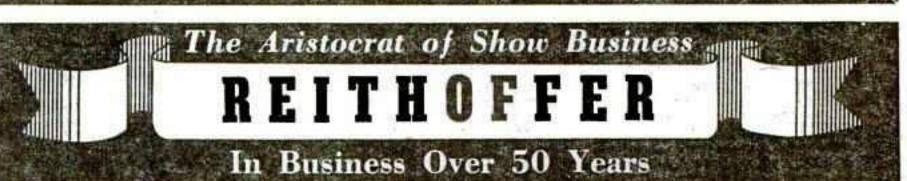
HAVE OPENING FOR THE FOLLOWING: Add-a-Dart, Slum Spindle, Toy Wheel, Grocery Wheel, CONCESSIONS: Center Hoop-La, Age and Scales, Fish Pond, Shiv Rack, Add-a-Chip, Milk Can, Ball Game,

Basket Ball, Huckly-Buck, Sling Shot, Bowling Alley, Derby, Penny Arcade, Mug Outfit and Bingo.

ALL REPLIES

West Coast Shows, Winter Quarters, Madera Fair Grounds, Madera, California

ALL CONTRACTED PARTIES CONTACT OR REPORT IN TIME FOR LOCATIONS



Opening April 16th in Swoyersville, Pa. Then into a proven route in Connecticut, Pennsylvania and New York

WANT-Experienced Show Painter.

FOR SALE OR TRADE—Crosley Fire Truck, Allan Herschell Kiddie Auto (aluminum cars), 1951 Mangels waterless Boat Ride. (All above in excellent condition).

CONCESSIONS — Legitimate merchandise only. Seniority privileges. Last year's people contact me immediately.

SHOWS-Snake, Wild Life, Girl or what have you? Larry Saunders, contact me.

FAIRS start middle of July and run consecutively until middle of October

CONTACT: 37 Luzerne Avenue, Dallas, Penna.

PAN-AMERICAN SHOWS Julie LeDoux

CARNIVALS

Big Navy Pay Day, Millington, Tenn., week March 29; also 16 Bona Fide Fairs starting in July, Spring and Summer Dates, Industrial and Military Pay Days.

Want Long and Short Range Gallery and Hanky Panks of all kinds. Place Bingo. Also Agents for office-owned Concessions. Want Six Cats and Grind Store Agents. Want Agents for Candy Floss, Candy Apples and Popcorn. Want Shows with own equipment, Man to operate Wild Life. Good territory for Minstrel Show, Girl Show and Side Show; good proposition. Want sober Foremen for Wheel and Chairplane and Ride Help on all Rides; preference to licensed drivers. Will book Spitfire and Rolloplane. Want Glass Pitch.

Address BOONEVILLE, MISS., THIS WEEK; MILLINGTON, TENN., NEXT WEEK

VIRGINIA GREATER SHOWS

OPENING SUFFOLK, VIRGINIA, APRIL 5

WANT Custard, Photos, American Camp (no Gypsies), Novelties, Long and Short Range, Age and Scales, Cotton Candy, Basketball, Hoop-La, Duckpond, Cigarette Shooting Gallery, Pitch Till Win, Bowling Alley, Fishpond, Bumper, Balloon Darts, Coca-Cola Bottles, WANT Side Show Manager (we have complete top, front and wagon), also Midgets (Lee, that was with Frank last season, answer), Funhouse or Glass House, Unborn, Wild Life, Monkey Show, small Minstrel Troupe. All mail and wires to

WM. C. (BILL) MURRAY

BOX 461

SUFFOLK, VIRGINIA

STAR AMUSEMENT CO.

Clean Concessions of all kinds (need flashy Bingo)., Rides that do not conflict. Any Show worthwhile except Girl Show (must have flash), Athletic Show talent. This Show now has thirteen office owned Rides and will operate as two units part time and if you want the best of spots, we have for 1954 Lake City and other Strawberry Festivals for spring. The biggest and best July 4th at Portia, Ark. Big Reunion at Heber Springs and other Picnics and Celebrations, then Fairs at follows: Clay County Fair, Piggott, Ark., Aug. 26-28; Lake City Watermelon Festival, Aug. 30-Sept. 4: Randolph County Fair, Pocahontas, Ark., Sept 8-11; Lonoke County Fair, Lonoke, Ark., Sept. 8-11; Crittenden County Negro Fair, Marion. Ark., Sept. 13-18; Lincoln County Fair, Star City. Ark., Sept. 13-18; BIG Desha County Fair, McGehee. Ark., Sept. 20-25; BIG NEW FAIR, South Arkansas Fair, WARREN, ARK., Sept. 27-Oct. 2: Lafayette County Fair, Stamps, Ark., Oct. 49; Arkansas County Fair, De Witt, Ark., Oct. 11-16, then biggest this year than ever ENGLAND, ARK., Oct. 18-23. and other good cotton spots to follow. Shows opens April 3 for 2 Saturdays at Lonoke, Ark. Write, wire or phone now to

B. E. MILLER or KID BURNS, Mgrs. JUDSONIA, ARK., UNTIL MARCH 29.

WANT FOR D.A.V. FAIR

JACKSONVILLE, FLA., MARCH 29 THRU APRIL 3, IN THE HEART OF THE BUSIEST DISTRICT

RIDES: Will book Kiddie and Major Rides, what have you? SHOWS: Want Shows with own outfits going North. Want to hear from good up-to-date Girl Show and Side Show. Will book Wild Life, Monkey Show or any-other Novelty Attractions, CONCESSIONS: No rackets. Will book two legitimate Wheels, Fish Pond, Photo Gallery Cookhouses, Lead Gallery, French Fries, Custard and all kinds Hanky Panks, THIS SHOULD BE A BIG SPRING DATE, IF YOU WANT MONEY TO GO NORTH, STOP

Address: LEO M. BISTANY

MAYFLOWER HOTEL

JACKSONVILLE, FLA.

THOMAS JOYLAND SHOWS

WINTERQUARTERS NOW OPEN

Want Foremen for Flying Scooter, Wheel, Dark Ride, Roll-o-Plane. Want Second Men who drive semis, good salary, come on. Will book Arcade, Monkey Show, Fat Show, Midget (Streets, write), organized Jig Show. Want Man and Wife to handle Drome, low P.C. Want to hear from William Ahern, Willie McCullogh, Chester Brown, Kenneth Jordon, Daniels, Sutton, Mize, Bob Criffith. Want Popcorn, Candy Apples and Floss, P.C. basis,

All wire: L. I. THOMAS, CIRCLEVILLE, OHIO

SOUTHERN VALLEY SHOWS

WANT FOR ROUTE OF PROVEN STILL DATES

Concessions of all kinds. Can place Agents for Store and Swinger. Will book Shows with own outfits. Can place useful Show People in all departments. Want to book Chairplane for season.

Contact EDDIE MORAN, Mgr.

Creenwood, Miss., This Week; Yaxoo City, Miss., Next Week.

P.S.: Have for Sale-Good set of Wooden Eli Wheel Seats, cheap,

WOLF GREATER SHOWS

Stanley Warwick Lessee

Want Foreman for Kiddie Auto and Sky Fighter, must drive seml. Specks Smith, write). Also want Tilt, can place Funhouse, 10-in-1, Working World, Freak, Animal or any Show of merit, Will book one Flat Ride, also Spitfire, Roll-o-Plane, Kiddie Swings, Boat Ride, will book Hanky Panks of all kinds. Have especially good proposition for Penny Arcade. Bob Robinson wants Foreman and Second Man for Wheel. Also Agents for Fish Fond, Balloon Darts and Scales. Contact him at 509 So. Shore Drive, Clear Lake, Ia. All others write: Rt. 4, Box 61, Hot Springs, Ark. Will open in Arkansas for two weeks with small Show. Official opening at Burlington, lowa, May 15. Four Still Spots, then 16 Celebrations and Fairs. Playing two a week until Labor Day.

VOLUNTEER SHOWS OPENING NEAR NASHVILLE, TENN., MAY 1

WANT Balloon Dart, Fish Pond, Pitch-to-Win, Penny Pitch, Glass Pitch, Ball Game. Jewelry, Bingo, Six Cats, Buckets, Swinger, Pan Game. Help for Cookhouse and Cotton Candy. Ride Help come on, Winterquarters now open. Foremen for Wheel, Tilt, C-Plane, Jenny, Second Men on all Rides. Electrician and Fun House Operator and useful show people in all departments. Will buy or lease Merry-Go-Round. ELMER REID, Mgr., Box 244, Springfield, Tenn.

GEORGIA AMUSEMENT CO.

Opening in Georgia Opening in April

Will book legitimate Concessions of all kind such as Fish and Duck Pond, Bowling Alley, Milk Bottles, Punk Rack, Heart Pitch, Slum Spindles, High-Striker, Six Cats, Buckets, Spot the Spot. Will sell exclusive on Mitt Camp, Glass Pitch, Cookhouse, Bingo, Photos, Grocery Wheel, Pop Corn, Candy Apples, Floss, Snow Balls, Custard, Can use SOBER Jenny Foreman if you drive. No phone calls. P.S.: Have mail here for Rodney Bruso.

H. H. SCOTT, Route 4

Toccoa, Georgia

S	TOCK	TICKE	TS
	Roll		1.50
			4.50
	olls .		22.00
	Rolls		40.00
RO	LLS 2	,000 E	ACH
D	ouble	Coupe	ns

Double Prices No C.O.D. Orders

12 mg

stock for immediate ship-

SPECIAL PRINTED We Manufacture TICKETS of every description Wheel tickets carried in

THE TOLEDO TICKET CO.

Cash With Order Prices. 2,000 ... \$ 6.90 mg 4,000 ... 7,80 mg 6,000 ... 8,70 mg 6,000 ... 9,60 mg 6,000 ... 10,50 mg 30,000 ... 15,50 mg 30,000 15.50 5 100,000 33.00 <u>8</u> 500,000 133.00 <u>8</u> 1,000,000 250.00 <u>8</u>

Retains Lead In PCSA Race

LOS ANGELES, March 20 .-With the Pacific Coast Showmen's Association and the Ladies' Auxiliary fund-raising quest for "Miss PCSA of 1954" going into the home stretch, Julie LeDoux was maintaining her first place position with new names coming into the top seven bracket. Additional prizes to supplement the major ones offered by the club were also pledged.

Miss LeDoux moved her voting up to 12,000 from 9,000 last week, with Clara Anderson pushing second with 11,500, moving her up from third place. Leona Cook, who was second with 5,500, dropped back to fourth place with 8,950. A San Diego entry, Fern Redmond, took over the third spot with 10,000 votes.

Others in the top seven included Doris Stoltz with 8,300; Madison Hopes, 7,750, and Lucille Dolman, 7,000.

be presented at the National Orange Show in San Bernardino on March 30 when Orville N. Crafts hosts the group at "Show-men's Day." Frank Warren and Sam Dolman are chairman and A veteran of co-chairman of the day.

At the regular Monday night (15) meeting of the Pacific Coast Showmen's Association, cash contributions for prizes were made by Lou Leonard, Harry Hargraves, Ross Davis and Nate Rosenberg. The main prize offered is a trip to Las Vegas in May, where the Crafts Shows will be playing the Helldorado Days. There will also be awards of wearing apparel, Co-Chairman Dolman declared.

Votes are obtained by selling books of 1,000 votes for \$10. Also available are tickets for 50 votes for 50 cents. The club has set its sights on \$5,000.

ACTUTE WANTER AUTHIS WANIED

For Peek and Count Stores, also for Six Cats, Nice proposition for Man and Wife for Slum Outfits, Opening April 17, Victoria, Texas, with Don Franklin Shows. There will be no heads; Art Frazier, bus. mgr. Contact

HARRY "IRISH" GAUGHN c/o Greater Tampa Showmen's Assn. Willow at Carmen, Tampa, Fla.

WANT LARGE CARNIVAL WEEK SEPT. 6 TO 11

GREENSBORO, N. C., COLORED FAIR.

Contact BOB LEE

High Point, N. C.

CHOO-CHOO TRAIN OWNERS!

We have all New Parts for Choo-Choo Train, made by Sunshine Mfg. Co., in Tampa. Small and large Wheels, Bearings and Axle, Rear End, Track,

STANDARD KIDDIE RIDES MFG. CO. 201 East Broadway, Long Beach, L. I.

WANTED

of Candy Floss, Apples and Pop Corn Trailer. Must know business. Refer-ences required. Will give excellent proposition. Join on wire.

Alabama Amusement Co.

FOR SALE

Four Kiddle Rides, one Kiddle Auto Ride, \$5,500.00; three Airplane Rides, \$750.00

CARL UTTER Box 475 Adena, Ohio

Will Lease For Season #5 ELI WHEEL

READY TO GO.

MRS. W. J. BUNTS Crystal River, Fla.

WANT CARNIVAL

Some time in May or June. Contact CECIL ASHLOCK, Post Adjutant The American Legion, Vern R. Glick

Post #25, Chillicothe, Mo.

SAVE MORE MONEY-MAKE MORE MONEY

Subscribe to The Billboard TODAYI

Krekos Orgs' Routes Set

SAN FRANCISCO, March 20 .-West Coast Shows and West Coast Exposition Shows will play 20 California fairs, six community fairs, 11 celebrations and three Oregon fairs, Bobby Cohn, gen-eral representative for the Mike Krekos organization, said.

Cohn announced that dates for the May Day celebration, Los Banos; Yuba-Sutter Fairs, Sonora County Fair, and the Solano County Fair, Vallejo, had been added. All are in California.

The West Coast Shows, under the management of Harry Myers, will include in its route six California fairs, three Oregon fairs, two community fairs, five celebrations and the usual Oregon route. The West Coast Exposition unit, under the management of Eddie Hellwig, will include in its tour 14 weeks of California fairs, four community fairs, six celebrations and five still dates.

Peter Jensen Dies Of Heart Attack

ST. PAUL, March 20.-Funeral services were held here Wednes-The crown of "Miss PCSA" will day (10) for Peter Jensen, ride superintenednt of Dobson's United Shows, who died March 7 following a heart attack. Jensen had been with the Dobson org for the

A veteran of World War I, he is survived by his widow, Ann; three daughters, Mrs. Arnold Englund, Mrs. Leon Maanum and Mrs. Leslie Hill; three sons, Private George P., of the Marine Corps; Glen and LeRoy, and 10 grandchildren.

Weaver to Play la. State Grounds

DES MOINES, March 20. -Grand American Shows will be the first to still date the Iowa State Fairgrounds in years when it comes in to play here June 14-20 under local American Legion auspices. Last midway organization to play here, other than during the fair, was the Goodman Wonder Shows, no longer on the road. L. O. Weaver, Grand American's owner, represented the show in contract negotiations.

Harris Org Adds III., Ind. Dates

PARAGOULD, Ark., March 20. -Royal Midwest Shows will provide the midway attractions at the Grayson County Fair and Labor Day Celebration, Leitchfield, Ky.; the Chrisman, Ill., July 7-11 fair and the Veedersburg, Ind., July 13-17 fair, Manager Bill Harris, announced. Show, which is being readied here, will go out with 10 rides and four shows, he

NOTICE

Following people please contact

me at once CURLEY HUNTER Bob "Jumping Jack" Niles PONY WILSON

ALSO CAN PLACE First-class Thrill Show Mechanic and Union Billposter with Thrill Show experience.

TOMMIE HOLDEN Care Tommie Holden's Motor Maniacs Wakeeney, Kansas

FOR SALE TURF RACE HORSE GAME

Manufactured by Electronic Games,

Greensburg, Pa. WANTED

Used Bowl-O games or similar bowling games.

WINNIPEG COIN MACHINE CO. 209 Pacific Ave. Winnipeg, Man., Can. Phone: 93-8798

FOR SALE

Just Overhouled and Rebuilt

UNCLE MILTY'S AMUSEMENT PARK

6060 West 1st Street Bayonne, New Jersey

WANTED TO BUY FOR CASH

30 or 35 Kw. Diesel Electric Plant. Must be complete with all equipment. Must be first class, no junk wanted.

C. C. GROSCURTH Blue Grass Shows. De Land, Fla., this week; then winterquarters, Owensboro, Ky.

On account of sudden illness

WANT BILLPOSTER

SUNSET AMUSEMENT COMPANY 701 N. Main St., Excelsior Springs, Mo.

WANTED **AUTO THRILL SHOW**

For Sept. 4 or 5 at National Soybean Festival. Quote price for one day or

both. Contact Joseph A. DeLisle Portageville, Mo.

FOR SALE

Roller Coaster, rides adults and children. Florida factory built, practically new, with transportation. 1950 Chevrolet Truck with van body, cars, motor, clutch and chain permanently mounted on trailer. Have added plenty of extras. \$7000,00 complete.

H. NORMAN SMITH 128 So. Oak St., No. Little Rock, Ark. Phone: Windsor 5-2785

SILK CITY SHOWS

Opening April 14 to 24 in heart of Darby, Pa., followed by Bridgeport, Pa.

Concessions—Custard, Grab, Popcorn, Floss, Apples, French Fries, Bingo, Ball Games, Shooting Galleries, Fish and Duck Ponds, Glass Pitch, Hoop-La, any Ten-Cent Grind Stores. Playing Pennsylvania, New Jersey and New York. Plenty of Celebrations and Fairs. Long season's work. All replies:

A. LONGO, Mgr., Box 289

60 PARKSIDE ST.

Washington, New Jersey

NEW ENGLAND AMUSEMENT CO.

WANTS FOR 1954 SEASON

RIDE HELP for JENNY, WHEEL, OCTOPUS and KIDDIE RIDES. TOP WAGES and BONUS, DRIVERS PREFERRED. Can use you in winter quarters now. Have openings for some legitimate concessions, also Agents for office owned concessions. Have G-12 Miniature Train for sale. All replies to

HARRY J. KAHN

SPRINGFIELD, MASS.

P.S.: Friday Patrick and Johnny Leatherman, get in touch.

WHITEY BEARDSLEY

Needs Concession Help for Coleman Bros.' Shows Balloon Darts, Dart Wheels, Ball Cames. Pete of Troy, get in touch. Another complete crew for a toy store. Also men to up and down and drive semis. Can always use experienced show help. Those who worked for me before, get in touch. We have a long season—17 weeks of Fairs. Leave Albany about April 15—open Middletown, Conn., April 22. Address:

WHITEY BEARDSLEY, 321 NORTH PEARL ST., ALBANY, N. Y. Day Phone: 4-3411-Phone Nights: 3-1853.

WANTED

Foremen for Tilt, Octopus, 3 Ferris Wheels, Rock-o-Plane, Roller Coaster. Also two all-around Men for all Rides. Can place Concessions of all kinds. Opening around April 1.

MOUND CITY SHOWS St. Louis 4, Mo. 1417 Grattan St.

GOLD BOND SHOWS

NOW CONTRACTING FOR 1954 Rides - Shows - Concessions.

MICKEY STARK, Owner

O. Box 229 Mt. Sterling, III.
Winter Quarters at Fairgrounds.

PLAYTIME SHOMS

OPENING APRIL 16 10 Big Days Manchester, N. H.

WANT Hanky Panks, Monkey Drome, Speedway, Wild Life Show. All Eating Concessions contracted.

Ride Foremen and other Ride Help; top wages. 10 Fairs and Celebrations-14 Still Dates.

ED. BURR

Box 206, Quincy, Mass.

BIRDS-BIRDS

Carnival Birds

PARAKEETS CANARIES FINCHES and

CAGES

CONRICK BIRD FARM

8900 South Western Ave. Los Angeles 47, Cal.

Phone: PLeasant 8-5294

- 24 Hour Service -

WANTED

Truck and Ride Mechanic, also Man to handle Miler Rollo-Coaster. This equipment is tops.

Contact

R. C. LEE, INC.

Box 1219, Hendersonville, N. C.

WANT TO BUY

Used Carnival Rides-Merry-Go-Round, Ferris Wheel and Children's Rides. Write. giving condition and price.

S. E. BROCKSCHMIDT 915 N. Fourth St. Quincy, III.

Counter model Star Popper, two burner Wet Popper, Crispette machine; Popcorn and Candy making equipment. Write for details.

C. E. WALLACE 84 E. High St. Union City, Pa.

Strong's Amusement Co.

Opening April 22, Main Street, Hugo, Okla, "Little Dixie Mardi Gras." Booking for two units—Rides, Shows of merit, Concessions—no flats, Dependable Ride Help.

WRITE-HUGO, OKLA.

CARNIVAL WANTED

For OUR LADY OF ASSUMPTION SOCIETY CELEBRATION, August 9-14, 1954

RALPH SANTELLI Hammonton, N. J.

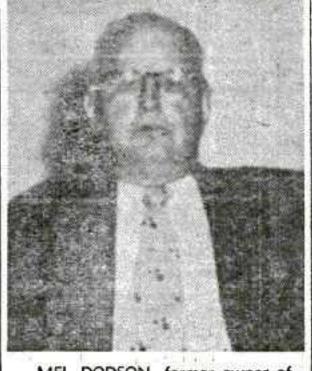
STOP:

PHIL'S PLASTER SHOP

New Location—Bigger and Better.
Still in business. Plenty of plaster, all sizes. Have best 5r Plaster in Louisiana.
New Address: 9861 New Hammond Hwy.,
Baton Rouge, La. Phone: 2-9614.

Performers and Musicians for "Bronze Extravaganza of '54." Horatio Ballard. get in touch at once. Rehearsals start

Apt. #22, 819 St. Ann St. New Orleans, La.



MEL DODSON, former owner of Dodson's World Fair Shows and now treasurer of the Miami Showmen's Association, is playing a big part in the operation of the new clubhouse. Dodson is also chairman of the building management committee.

MIDWAY CONFAB

Continued from page 59

owner-manager of Peppers All-States Shows, who recently booked his Merry-Go-Round as a free attraction with a large super market in Mobile, Ala., for two weeks, opens his regular season about April 5 near that city. . . . Friends of Johnny Adams, former concessioner with Cavalcade of Amusements, will regret to learn of the death of his mother, Mrs. Hattie Adams, March 12 in Mobile, Ala.

Dick Coleman, owner of Coleman Bros.' Shows, is still in Florida. He will return to his Middletown, Conn., home and quarters by the first of next month.

James Rapple, after assisting with booking of Heeter Amusements of Erie, Pa., left for Sumter, S. C., recently where he is skedded to take up duties as billposter for Vivona Bros.' Shows. The show opens there March 29.

Al Zellers, veteran concessionaire, cards that he is working auctions in the Pittsburgh area.

J. Wesley Blair cards that he'll wind up the school season April 15 after a run of five months. He opens April 19 with magic and puppets and inside lectures with one of the larger carnivals. Blair advises that the school season was okay, but not up to last year.

Martha Rodgers, who cut short her 1953 season because of illness and a death in the family, flew from Boston to Phoenix, Ariz., recently to join Siebrand Bros.' Shows for her 39th season.

Uncle Ben Winslow, manager of the Tri-County Fair, Manchester, Ga., for the past 20 years, is Ill at his home in Manchester with a heart condition, reports Welby Griffith, Winslow is also an official of the Georgia State Fair Association. . . . Attending a surprise birthday party for Grace LeMay at Eddie's Hut, Gibsonton, Fla., recently were Eddie LeMay. Phil and Vi LeMay, Zeke and Virgina Shumway, Jack and Bonnie Norman, Chuck and Virginia Gallager; Jess and Carrie McComack and son, Danny; Al and Barbara Moody, and their children, Hulda and Johnnie: Joe and Mary Alexander, Irwin and Tiney Kay, Tom and Maud Allen, Bell and Bobby Taylor, Dorothy Hewett, and Rose Erdman. Also Doc and Betty Hartwick, Janet Hartwick, Carl Holzaffel, Jimmie Shunk, Roger and Nancy Young, Kenneth Peck, A. R. Maxwell, and Mr. and Mrs. Jack Winslow.

Earl and Ethel Purtle, Motordrome and ride operators with the Cetlin & Wilson Shows, are on a short vacation in Mexico. They motored to San Antonio, Tex., where they left their car, and joined a 12-day tour.

Glass pitch operator Jack Wilkinson, with Coney Island Road Shows in Cuba, has become en-gaged to Rosita Lava of Holguin, Cuba. The couple were visited recently by Mr. and Mrs. Earl Fisher and sons Ronald and Eddie Fisher of Columbus, O., and Mr. and Mrs. Lawrence Walett of Chillicothe, O. Fisher has concession units with World of Mirth and Gooding shows. Wilkenson manages the WOM unit.

Ben Braunstein was in Cincinnati last week to line up an early spring date for the Gold Medal Shows on a main-highway location at Sharonville, just outside the Cincy city limits. A youth's org is sponsoring.

· NA Combined

Opening March 29, Sumter, S. C. Big Army Payday

CONCESSIONS-Novelties, Short Range, Pan Game, Rat Game, Photos, Mitt Camp, Buckets, Derby and Hanky Panks of all descriptions. Agents for Cat Rack and P. C. Jim Ballew, contact.

RIDES—Will book complete Kiddie Land, Live Pany Ride, Tilt, Cat or any new or novel Ride.

SHOWS-Motor Drome, Monkey Show (Whitey Latham, contact). Operator for Funhouse (Bobby Reynolds, contact).

Unborn, Glass House or any good Grind Show. Terry

Bennett, contact. Girls for two Girl Shows. Operator for Snake Show (Evelyn Howie, contact).

HELP-Foreman for Kiddie Rides. Man to handle Front Gate and Towers. Second Men on all Rides, semi drivers preferred. Col. Lew Alter & Major Tom Thum combined Circus Side Show & Menagerie wants for brand new framed Show-

Talkers, Ticket Sellers, Freaks. Attention! All Side Show people report week of April 12 to

open in vicinity of Baltimore with Vivona Bros.' Shows. JOHN VIVONA, Sumter, S. C.; after March 26, Florence, S. C.



WANTED FOR THE GRAND OPENING STARTING AT OWENSBORD, KY., APRIL 22 FOR NIME BIG DAYS. TWO SPECIAL CHILDREN'S MATINEES. BIGGER THAN A COUNTY FAIR.

SHOWS

CONCESSIONS

Have complete Side Show with new canvas and transportation. Will turn over to responsible Operator who has Acts and complete Show. Or will do business with some who has own autfit. Am interested in booking for entire season only. Tiny Cowan, if interested for entire season, wire. Can place operator for Glass House, mounted on semi. Man for Marquee, Fence and Towers. Will place Scenic Artist at once for Merry-Go-Round and other equipment. Top salary if you qualify.

Can place legitimate Prize-Every-Time Concessions, Hanky Panks and direct sales of all kinds.

All Address C. C. GROSCURTH, BLUE GRASS SHOWS, This Week De Land, Fla.; then Winterquarters, Owensboro, Ky.

JOHN H. MARKS SHOWS

MILE LEASURE SE TRAIL

CPENING RICHMOND, VA., MIDDLE OF APRIL

CAN PLACE experienced Carnival Electrician. Must understand G.M. Diesels. Also capable and dependable Ride Help.

CONCESSIONS: Legitimate Merchandise Concessions. All eats and drinks sold.

RIDES: Octopus, Rock-o-Plane or any other Ride not conflicting.

SHOWS: Girl Revue (Eddie Ferreri, wire). Have complete outfit for Monkey Show except animals. Can place any money-getting Grind Show in keeping with the standards of our midway.

Address all replies JOHN H. MARKS, Box 771, Richmond, Virginia

P.S.: Jimmy Simpson, 616 No. 1st St., Richmond, Va., wants Colored Musicians for all instruments, also Dancing Girls, Eat and sleep on lot, Pullman bus accommodations. Want A-1 Talker,

O. C. Buck - Model Shows,

DAYS

CHARLOTTE, N. C., APRIL 15 TO 24 INCLUSIVE

GRAND OPENING

-FIRST SHOW IN TWELVE YEARS-

NITES

CAN PLACE Foreman for Caterpillar, Rocket, Fly-O-Plane; top salaries, WANT Dark Ride, Glass House, Snake Show, Illusion, Talkers, Grinders, Canvasmen, Chorus Girls; office paid.

OPEN MIDWAY HERE - Hanky Panks, Photos, Ball Games, Concession Agents - Mitt Camp.

Want good promoter — Auto give-away Col. Howard Stahlen answer. Want man to handle sound systems: we have sound truck. Concessions-Scale and Age open, All answer

O. C. BUCK-MODEL SHOWS, INC., Winterquarters, Greenwood, S. C.

CONTINENTAL SHOWS, INC.

The Finest and Best Equipped in the East OPENING APRIL 19-WINSTED; CONN.

WANT—Long and Short Range Galleries, Custard, Dart Games, Cork Guns, any kind of Pitch except Penny Pitch, Jewelry. Several good concession openings left. What have you?

SHOWS-Wild Life, Mankey Drome or Motor Drome, Fun House or any Grind Show with own equipment.

FOR SALE-Complete Ten-in-One, new Top, 20x60; Seven Banners, Banner Line, Bally Platforms, all complete, \$700,00

PAUL LACROSS, Gen. Agent 158 LAKE ST.

ST. ALBANS, VT.

RIDE HELP—We pay in cash not promises. We have special built rack bodies for all Rides, the best in trucks, low slung trailers. Can always use good Help who can drive and hold New England licences.

WANT-A capable Announcer for our Street Sound Car. Must have experience and mechanical ability sufficient to operate small generator set mounted in same. This is not a soft berth for you to ride around in. Don't apply unless you are capable.

ROLAND E. CHAMPAGNE, Mgr.

3 COURTNEY LANE LOWELL, MASS. Tel.: after 5 p.m.-36594

Heart of America Showmen's Club

CARNIVALS

113A Broadway, Kansas City, Mo.

KANSAS CITY, Mo., March 20. -Ninety-five members were present for the recent pot luck supper served by the Ladies' Auxiliary. Lorelei Hugo, Auxiliary president, officiated.

Regrets were expressed at the absence of Hattie Hawk for the first time in 35 years. She is ill with the flu and is confined to her

Following the dinner, the club held its regular meeting at which purchase of the present quarters was discussed. President George Kimbrell reported negotiations were under way and that a defi-nite report may be made at the next meeting.

Included among those in attendance were Chester I. Levin, past president, and Harry Altshuler, past treasurer.

Greater Tampa Showmen's Association

Ladies' Auxiliary

President Virginia MeGee called the meeting to order, assisted by Hazel Maddox, Esther Young and Vera Hauck, first, second and third vice-presidents respectively; Grace Fillingham, secretary, and Elsie Owens, treasurer.

Mickey Wenzik reported on the profits from the "come as you are" party, and distributed tip boards. Mary Delaney reported Marie Weaver, Eddie LeMay and Anna LeRoy were on the sick list. Leona Plas thanked all entertainers who participated in the Saturday night show. The Clover Garden Circle an-

nounced they would hold their installation dinner at the Lamas Club. The dark horse was won by Nora Rinehardt. Maxine Cyr served refreshments to the 61 like to hear from friends. Getmembers present.

What have you?

1006 Fletcher Ave.

County Fairs. Write, wire or phone

MILLER AMUSEMENT

Opening in Indianapolis, Ind., April 9

RIDE HELP-Top salary for capable Ride Help for following rides: Merry-Go-

WILL BOOK Rides not conflicting. Can place Kiddie Rides not conflicting.

SHOWS-Mechanical, Snake, Monkey, Fun House, Sideshow, Midget, Minstrel,

CONCESSIONS-A few Hanky Panks still available. Cookhouse, Custard, Sno

MILLER AMUSEMENT CO.

UNITED EXPOSITION SHOWS

OPENING NOW-MARCH 25 TO APRIL 3, HOPE, ARK.

CATCHING RODEO AND STOCK SHOW, APRIL 1, 2, 3.

CONCESSIONS: Photos, Glass Pitch, Hoop-La, Hanky Panks. SHOWS: Mechanical, Athletic with Talent: have Trailer Ring, New Banners. No drunks, please. FOR SALE—Bally Rollers for Motordrome, make offer. K7 International with 24 ft. Low Boy, open top semi, \$400.00 for both. Cookhouse, 24 ft. Low Boy semi, Everything built in for Kitchen, Butane Gas, Frame 16x24 ft., Top good for season, 8 ft. Deep Freeze and other Ice Boxes, complete, ready to go, make offer. Stored in Kennett, Mo.

Contact C. A. VERNON, Hope, Ark., Now

HELLER'S ACME SHOWS, INC.

Due to Holy Week, Open April 22 to May 1. Ten Big Days-2 Saturdays-

2 Sundays. Near New York City

Want Concessions of all kinds. Shows—Good proposition two Girl Shows, Ten-in-One

and one other Show; would give exclusive to one man for Back End. Want Ride

Help for eleven rides, Mechanic and Electrician who understands Caterpillar Gen-

erator; Truck Drivers preferred. Foremen on all Rides. Want French Fries, Papcorn,

Candy Apples, Custard, Long and Short Range Gallery, all kinds of Hanky Panks;

a few choice Concessions open. No line-ups. 25 and 50. All address HARRY HELLER,

9 Virginia Ave., West Orange, N. J. Phone Orange 4-5447. Winter Quarters now

LEO LANE SHOWS

"THE SOUTH'S FINEST"

Want for Belle Glade, Fla., April 1-10

All Hanky Panks, Mug, Live Pany, all straight sales. Shows of all kinds.

For Sale—Monkey Motordrome and Rolloplane. All address:

LEO LANE

Riviera Beach, Fla., this week.

open. All Help come on. McLoughlin, Diesel man, phone collect.

Phone: Franklin 6556

Ball, Floss, Ice Cream, Novelties, Jewelry, Straight Sales, Pitchmen.

Excellent route of spring dates, plus 500-mile Speedway, plus Street and

Round, Ferris Wheel, Dipper, Chairplane, Octopus, Rolloplane.

Illusion, Glass House. Excellent opportunity for Iron Lung.

CLUB ACTIVITIES

Pacific Coast Showmen's and Joe Steinberg. Minnie Association

1235 S. Hope St., Los Angeles 16

LOS ANGELES, March 20 .-President Hunter Farmer conducted the regular Monday night (15) meeting of the Pacific Coast Showmen's Association here, with Al Weber, treasurer, and Ted Le-Fors, a past president, serving as secretary in the absence of Joe

President Farmer invited Lou Leonard, member of the Chicago and Miami clubs, to the rostrum. He is visiting here.

A letter was read from Charlie Bryan, an Indiana show owner.

All committees reported progress. The sick and relief committee reported that Ray Rosard was convalescing at his home. Al Flint, executive secretary, was reported a patient in California Hospital. He recently was given two blood transfusions following hemorrhages.

Ladies' Auxiliary

First Vice-President Maybelle Hendrickson presided at the regular meeting in place of President Peggy Steinberg, who has joined her husband, Joe, on the Siebrand Shows. Other officers on hand included Madison Hopes, secretary, and Ruth Wolff Woods,

Ruby Brown was reported preparing to enter the Harbor View Hospital, 9th and Jackson streets, Seattle, for surgery and would well cards were sent to Al Flint

Indianapolis, Ind.

Pounds Ford, well on the mend after surgery, attended the meeting and reported she would work tickets at the March 30 showwithin-a-show at the National Orange Show. Other members on the sick list were Ann Doolan, Ruby Kirkendall and Nancy President Bill Moore presid-Meyers.

"Grandfather's Follies," a revue headed by Margaret Farmer and Peggy Forstall, was reported well into production. In addition to the two chairmen, the cast will include Ruth Ostrov, Marosa Herman, Emily Bailey, Maria Bernardi, Madison Hopes, Doreen Dyke, Alice Blash, Neil Ziv, Doris Stoltze, Maree Rhodes, Walpert, who reports things going well in the East. Others called upon included Jack Hughes, Al be headed by Lillian Schue, ason included Jack Hughes, Al (Red) Cohn, Joe Blash Jr., Roy Hogan, Jack Templeton, Zack Hargis, Tom Condon and Bob Virginia Grubb, Yvonne Bailey, Virginia Grubb, Yvonne Bailey, Leona Cook, Ruth Wolff Woods, Betty G. Coe, Rai Bernard and Mable Brown.

> Bank night awards were taken by Emily Bailey and Ann Doolan, while door prizes, donated by Esther Carley, Martha Kenyon, Estelle Hanscombe, Ruth Woods, Leona Cook and Patty Cook Andreen, were taken by Gladys Weber, Emily Friedenheim, Stella Shaphran, Rai Bernard and Clara Andersen. An apron, made by Es-ther Carley, was won by Madison Hopes. Donations to the bazaar were made by Mary Taylor, Gertrude Rosen, Ann Doolan, Maree Rhodes and Nancy Burke. Dorothy Enfield brought towels for the kitchen.

Mail was received from President Steinberg, Julia La Doux, Bobbie Douglas, Ruby Kirkendall, Martha Kenyon, Opal Clark, Adele Dennis, Helen Newland and Betty McCarthey. Gifts for "Miss PCSA of 1954" were donated by Mae Mortensen, Liza Berry Matthews, Lucille Dolman, Ruth Ostrov and Margaret Farmer.

National Showmen's Association 1564 Broadway, New York

Ladies' Auxiliary

A gala party, given by John Weisman, Vince Anderson, Skee Batalsky and Sambo Peterson, was enjoyed by a capacity crowd at the clubrooms.

The club was decorated in green and white for St. Patrick's Day. The ladies wore green bonnets and the men green bowlers and

top hats. At the suggestion of Ann Halpin, a chicken dinner was served, cooked by the Brass Rail Restaurant, and served by our committee of Ann Brown, Ilene Weisman, Evelyn Batalsky, Ann Peterson, Ray Goldman, Mildred Ford, Jean Tubis, Ann Nelson, Blanch Bolzer, Palmeno Fantino, Mrs. Van Raalte and Jeannette Finkel.

Music was by Emile. Francis Simmons and Lillian Swanson, of the Kismet restaurant, sent over their entertainers, and Jeanie Colins, of the "King and I," sang several numbers. Some of our own members entertained impromptu.

Billy Divoretsky danced, and emsee, Bobby Shields, joined her. Later they did a repeat performance. Joe Spivak also per-formed. Proceeds of the event went to the NSA.

Regular Associated Troupers 3115 West Adams Blvd.

Los Angeles

LOS ANGELES, March 20 .-Frank W. Babcock, owner of the show bearing his name, recently was awarded a gold life membership card and was the subject of a take-off on "This Is Your Life" at a recent meeting of the club. The life membership and the portrayal of Babcock's life were in recognition of his co-operation in paying off one of the club's mortgages.

The re-enactment of Babcock's life, which had been a well kept secret prior to its presentation, had Sam Dolman as narrator. Besides Dolman, others who participated in the planning and execution of the program included Larry Ferris and Elmer Hanscom.

President Inez Allton presided during the evening. Lucille King, the club's first president, was chairman of the event, with Max Kaplan as co-chairman, Lunch and refreshments were served. Music was by Violet Boyle, accompanied by Helen Collins.

Miami Showmen's Association

1799 N. W. 28th Street Miami, Fla.

MIAMI, March 20. - With ing at the March 15 meeting. it was decided that an attempt will be made to have Showmen's Rest in Southern Memorial Park Cemetery subdivided into areas for the various religious faiths. Lew Lange was appointed to discuss the matter with the cemetery

On the dais with Moore were Sam Prell, first vice-president; Oscar Buck, second vice-president; Clif Wilson, secretary; Sam Solomon, past president of the Showmen's League of America, and Robert K. Parker and Wil-liam Cowan, past MSA presidents.

Whitey Tara of the blood bank committee reported that 11 pints are in the bank and \$800 in cash with which to buy any additional needed blood. A drive for blood will be made on all the shows this summer. A system of dinners and prizes will be set up to reward those who donate.

The club membership has passed the 2,100 mark for the first time, membership co-chairman Harry Schreiber reported.

Another \$1,000 was repaid for debentures, and those receiving their money included Irene Kane Ring, Clif Wilson, Ep Glosser, James Stabile Jr., Ruth Schreiber, Jack Fink, Harry Weiss, Louis Shafkin, Mrs. Orey Janssen, William C. Bryant, Mel Dodson, Philip L. Cook, Caroline N. Flipsi, Carl Hanson, Neva Heiman, Erston Hawkins, Owen Canole, Kenneth Meyers and Amos Saltus.

The board of directors said bronze markers will be erected on all graves at Showmen's Rest shortly.

On the sick list are Bert Rosenberger, Frank Blatsky, Dutch Ross, J. D. McCaffery, Max Kimerer, Steve Homan, Ed (Spot) Cooper, Pete Richardson, Robert C. Hazzard, Menry C. Sylow, Frank Silverman and W. G. Wade.

We have just been informed of the death of Leo James Moriarty, well-known pitchman, who in the past years played the leading fairs in the nation, selling kitchen gadgets. He will be buried March 29 from Walz & Walz Funeral Home in Pipestone, Minn.

Ladies' Auxiliary

The final meeting of the season was begun with invocation by Chaplain Nan Rankin, followed by salute to the flag.

Attending their first meeting of the year were Peggy Hotaling, Lee Cook and Katherine Gremshaw. The dark horse was won by Viola Kadell. On March 24 there will be a "hit the road party," with entertainment by our own talent.

A vegetable shredder was donated by Lucille Leonardson, and a popcorn toaster and large roaster by Lillian Riley.

The charter member plaque, which was donated by Past President Ruth Schreiber, will be hung in the clubrooms by Past President Betty Endy, with an assist from Helen Eule. A Good Will Sisters Fund has been started, with Alberta Mack as chairman.

Tiler Mae Nelson reported 82 members and seven officers pre-

Hot Springs Showmen's Association

De Soto Hotel, Hot Springs, Ark.

HOT SPRINGS, March 20 .- The meeting was called to order by President Paul Olson. In the absence of Chaplain Bill Durant, the invocation was delivered by Walter Ebel.

Art Signor, chairman of the plaque committee, reported a total of 66 persons had enrolled in the drive and the committee had set a goal of 100 names.

Bill Shelford was back in town following a visit to the New Orleans Mardi Gras. Charles Goss is back from Florida, while Bill Wilcox left to join the Beatty Circus advertising staff. Art Miller, of the Kelly-Miller show, was a re-cent visitor. Kenny Thompson, of Tulsa, has been in to visit on several instances.

Hymie Helin is back after a tour of Florida fairs, and Noble Fairly is back after a Kansas jaunt. Curley Reynolds and Hugo (Dummy) Mallman were seen around. Virgil Sells is on the sick

Ladies' Auxiliary

The March 11 meeting was called to order by President Caroline Holt. On the rostrum with her were Jackie Wilcox, first vicepresident; Ethel Booth, third vicepresident; Bonnie Wheatley, secretary, and Irene Ogle, treasur-

Mattie Bybee, second vice-president, has left for Texarkana, Tex., to prepare for the 1954 season. Bonnie Wheatley reported that the white elephant party, held in the club rooms Monday (8) night, was a success, with \$15.50 being turned in for the general fund. A hat party was held Monday (15). All attending brought an out-dated hat and exchanged it for another. A prize was donated by Shirley Bazinet for the most unusual creation. The Southern Club donated use of its bingo parlor for a Sunday (14) auxiliary party. Proceeds will be used for auxiliary club room furnishings.

A St. Patrick party will be held tonight in the club rooms. Refreshments and prizes for the evening were announced by Vivian Zimdars and Ethel Booth, of the ways and means committee. Raffle prize, donated by Vivian Zimdars, was won by Daisy Fritts.

Show Folks of America 145 Turk St., San Francisco

SAN FRANCISCO, March 20 .-The Hi-Jinks celebration pulled a record turnout, offered a wonderful show, and enabled the winning of many prizes by members. Tal-ent consisted of Ah Hing, magi-cian; Benny Smith, Gene Evans, Regina Carpenter, Erma and Eldon Irwin, Tommy Ballarini and the Spencer Twins.

Duke Navarro, chairman of the entertainment committee, was presented with a certificate of gratitude for his services. Bobby Cohn, chairman of the event, was given special thanks.

Supervisor George Christopher was among the evening's guests.

LOOK! FOR SALE LOOK!

16x32 Ft. Bingo, complete; green, like new. Can furnish booking on good show. Also some stock for same. Also Artizan Organ, completely overhauled last year. WANT TO BUY good used Kid Rides. Prefer Sky Fighter and 10-Car Auto. Must be priced right for cash, WANT BINGO MAN AND COUNTER HELP. No drunks tolerated. Reply:

M. BAIN 3204 Avenue "S" Birmingham, Ala. (Phone: 6-8203)

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ATTENTION: INDEPENDENT RIDE OWNERS

"Join the Big Little Show"

New booking Major and Kiddie Rides for season. Short jumps and long season. Same territory the past thirty years. Can place Hanky Panks and strictly legitimate Concessions of all kinds. This week N.W. 151st St. & Seventh Ave., Miami, Fla.; week March 29, Delray Beach, Fla. (Jig lot, first one in); week April 5, South Jacksonville V.F.W. Spring Fair; then four weeks of Catholic Churches in Savannah, Ga.; then into our regular territory.

BARNEY TASSELL SHOWS

N.W. SEVENTH AVE. & 151ST ST., MIAMI, FLA.

OPEN ATLANTA, GA., APRIL 5

Can place Cat Racks, Buckets, Hanky Panks of all kinds. Ride Foremen and Second Men who drive for Merry-Go-Round, Scooter and Looper. Ride Men, write, wire or report to Dothan, Ala., Winterquarters now. Can place sober, capable Mechanic with tools. Louis Schmideke, call or wire.

JOHN J. DENTON

Napier Field Dothan, Ala,

Houston Hotel

Wanted—RIDE HELP—Wanted

On all rides. Must be experienced and thoroughly reliable. No drunks or chasers wanted. Foremen, \$60.00 plus \$10.00; Second Men, \$40.00 plus \$5.00. Hurry! Open first of April. Semi and truck drivers preferred. Need a few more Agents for office-owned Concessions.

BOX D-29

c/o THE BILLBOARD, 2160 PATTERSON ST., CINCINNATI 22, O.

EXPERIENCED BINGO HELP WANTED

Want capable, experienced Bingo Help for season. Callers, Countermen. Must drive semis. No drunks. Possible opening for Manager on percentage basis. (Doc Wilson, Randall, Mahler, contact.) Will buy 16x32 ff, Bingo Top, must be in good condition. Write BILL STACY

GENERAL DELIVERY

OCEAN SPRINGS, MISS.

Greater Ohio Showmen's Association

36 West Gay Street, Columbus

COLUMBUS, O., March 20 .-The year book and 1954 memto all members. The plaques are to be displayed in the concession or establishment of members. Books were also sent to fair secretaries and business associates of the club. The year book, which includes a membership didirection of Robert Kelener.

597 South High Street here. Entertainment and an auction of articles donated by the ladies Ray Balzer, Fred Potenza, Frank will follow.

F. C. Bogle Shows, Inc.

Opening Pittsburg, Kansas, Thursday, April 8

WANT WANT FOR 10 DAYS

CONCESSIONS — Photos, Coke Bottles, Bumper, Cork, Buckets, Scales, Fishpond, Novelties, Hi-Striker, Long and Short Range, Jewelry, Watch-La, Pan, String, Spindles, Penny Pitch, Glass Pitch; burr \$20.00 throughout season for stock

SHOWS of all kinds with own equipment. Girl, Animal, Mechanical, Drome, Snake. Better than excellent deal for Side Show. HELP-Foremen for Wheel and Spitfire. RIDES — Kiddie Rides, Live Ponies. Cookhouse, write or wire; need you by April 5th.

F. C. BOGLE, Mgr.

Arma, Kansas P.S.: Geo. Monroe, what happened?



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LYLE MALLONEE, Chairman

157 S. Second St.

Decatur, Ind.

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JOHNNY CANOLE N.W. 50th St. Miami, Fla. Phone: Miami 78-6076

WANTED

Two Seat Butchers, Floss Man and Novelty Man. Those who have worked for me, please answer.

NORMAN ANDERSON Box 455, Norwalk, Calif., until April 3; then c/o Cole & Walters Circus, Hugo.

★ ROYAL MIDWEST SHOWS ★ Opening April 15, Paragould, Ark.

Place Stock Concessions of all kinds, worthwhile Show, Ride Help, Bingo, Photo, Agents for Stock Concessions.

ROXIE HARRIS Paragould, Ark., Phone: Cedar 2-7971

"BOB" BUNCH

Contact

T. J. TIDWELL TIDWELL SHOWS Odessa, Texas, until March 27

Showmen's League of America

54 West Randolph Street, Chicago

CHICAGO, March 20. - Past President Fred H. Kressmann prebership plaques have been mailed sided at the Thursday (18) meeting. Others at the table included Ned Torti, vice-president; William Carsky, treasurer; Walter F. Driver, treasurer emeritus; Joe Streibich, secretary, and Past President Lou Keller.

The membership was saddened rectory and listing of all Ohio by the death of Gaylord White. fairs, was prepared under the The welfare committee reported J. C. McCaffery was showing The annual spring dinner will marked improvement. Andre Dube held at 1 p.m. March 28 at mont and Joe Murphy were hosthe Knights of Pythias hall at pitalized in Alexian Bros. Hospital. No late report on Harry Atwell, Sam Manganaro, Russell Johnson, Daniels, Louis Drillick or David Swarthout.

> The St. Patrick's Day party, held under the aegis of Elmer Byrnes, was a success and drew a big turnout of members. The Al Sopenar Post of the American Legion announced it will present the League a photograph of President Eisenhower for the clubrooms. A check for \$50 was received from the Miami Showmen's Association for the Gaylord White Memorial Fund and it will be forwarded to the proper parties, Lloyd Monettee is a new member of the League.

> Charles Zemater Sr., left for a New Orleans trip. Les Davis and Charles Owens arrived here from Florida. Bobby Kline was a frequent caller. Bob Sugar, J. T. (Whitey) Richards and Sunny Bernet back here after absences.

Other clubroom visitors included Henry Polk, Jess Jordan, Louie Berger, Al Sweeney, M. Moszinski, Jack Duffield, Paul Delaney, Humpy Weeks, Morris Brown, Joe Welles, Abe Raymond, Lou Keller, William A. Hetlich, Petey Pivor, Elmer Byrnes, Walter Nealand, Walter F. Driver, Chick Schloss, Dave Malcolm, Phi. J. Tyrell, Ozy Breger, Harold Swift, Jack Kaplan, Chick Bohdan, William Wolper, Tom Sharkey, Al Holzman, Dave Picard and George W. Johnson.

Caravans, Inc. P. O. Box 1902, Chicago

CHICAGO, March 20.-Eva Le Roy, first vice-president, chaired the March 16 meeting. Claire Sopenar, first vice-president pro tem; Marianna Pope, second vice-president; Stella Maturo, third vice-president; Wanda Derpa, secretary, and Pauline Grey, treasurer, also were on the rostrum.

Invocation was by Irene Coffey, chaplain. Pat O'Brien read correspondence from Europe-touring Bess and George Hamid. Members reported on the sick list were Mildred Maniloff, with a broken wrist, the result of a fall; Gertrude Morris, a patient in Illi-nois Masonic Hospital; Isobel Brantman, at home with the flu, and Marie Dornfield and Agnes Banty, recuperating at their

Jeanette wall, past president, in charge of the club's 10th birthday anniversary, announced it would be held Tuesday, March 30, instead of April 13, as previously announced. Dinner will start at 7 p.m. at Leonard's Restaurant, 1307 Milwaukee Avenue.

Sally Murphy, Annalee Wilkins, Mickie Hawkins and Dorothy Kasin were elected to membership. Mae Sopenar was named chairman of the annual bazaar. Mary Calcara, chairman of the spring benefit party to be held March 27, urged members to bring in donations and prizes before

Claire Sopenar and Marianna Pope reported glowingly on their Florida vacations. Other recent returnees from Florida were Isobel Brantman and Bettie Broderick. Billie Billiken sent regards from Houston, where she demonstrated juicers at the fat stock show. Jeanette Wall was given a rising vote of thanks for last week's successful social which she headed.

Agnes Barnes has a new title, grandmother, a son having been born January 30 to her daughter, Iris, and son-in-law, Al Fierer. The newcomer, Russell Wayne, is to be called "Rusty" because of his red hair.

Mae Sopenar will be in charge of the March 23 swap social.

Experience not necessary. Wardrobe, good salary and working conditions. Girls who worked for me before come on. Reply to

KITTY MARTIN

c/o Interstate Shows Albany, Ga.

LAST CALL—OPENING WASHINGTON, D. C., APRIL 10—LAST CALL

10 DAYS, TWO SUNDAYS, CLOSING EASTER MONDAY, MIDNIGHT, APRIL 19th.

SHOW TRAIN LEAVES ORLANDO, FLA., APRIL 2nd. Can Place HELP - Can Place

Can place Foreman for Pretzel. Can place experienced Scooter Help, Ride Help and Train Crew Help. Can use useful Carnival Help in all departments. JAMES STREPOLIS would like to hear

from his old Cook House Help.
Can place for 1954 any Major Ride that does not conflict. Will place Dipper, Fly-o-Plane and furnish wagons for same.
Will book new and novel Show that does not conflict for the 1954 Season.

Can place for Washington, D. C., legitimate Concessions; open Midway.

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Dick O'Brien, Mgr. James E. Strates, Pres. and Gen. Mgr. or ORLANDO, FLA.

After April 1st, DICK O'BRIEN, Hotel Dodge, Washington, D. C.

Y PREMIERSHI

LAST CALL—Opening Baltimore, Md., for 2 Weeks, Monday, April 5 to 17—LAST CALL

CONCESSIONS

SHOWS

Can place Jewelry, Age, Scales, Hats, Novelties, Glass Pitch, Short Range Callery, FRENCH FRIES, Derby Racer, Ball Games, Fish Pond and any other legitimate Concessions.

Can place Man with Cycles to take complete charge of Motordrome. We have a few cycles. Can place Snake Show, Wild Life, Monkey Show or any Shows not conflicting. Have complete top, banners, banner line, etc., for Monkey Show. Can place Arcade. WANT TO BUY SOME SPECIMENS FOR BOTTLED LIFE SHOW.

Can place Little Dipper, Fly-o-Plane or Caterpillar. Good proposition.

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Can place good Foremen for Kiddle Merry-Go-Round, Boat Ride and Chairoplane. Semi drivers preferred. The following men contact me or come in: Tennessee Slim, Merry-Go-Round Blackie of Miami, Pierce or any others who have worked for me before.

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AGENTS WANTED

Age and Scales, Six Cats and Hanky Panks. Opening April 5. Pat Kelly, con-tact me; also Webb Lane, good proposi-tion. Johnie Reed, write me.

SAM CARSON

Phone: 4840

or without own outfit. Operator must furnish own banners, we have front and top. Have opening for Girl Show for responsible operator, must have own wardrobe. Opening for Posing Show, with or without own equipment. CONCESSIONS: Want Concessions of all kinds, no exclusives. Will turn over to responsible operator a string of Slum Concessions. Must know how to handle men and get the equipment up and down. This is a wonderful opportunity for right men. Want capable Operator for Popcorn and Candy Apple Wagon. Also Candy Floss Operator. Can place Long or Short Range Gallery. Want Agent for double Ball Game.

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Can place good Ride Help on all Rides. Winter-quarters will open in Owensboro, Ky., May 1st.

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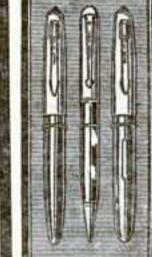
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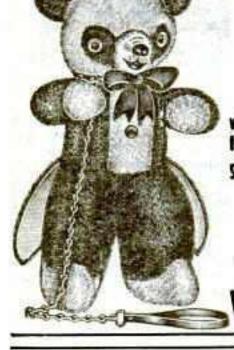


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Green, Blue, Beaver, Grey, Dk. Brown & White. Large size approx. 35"x40". Retail value \$18.00 each. Dealer's price, \$6.35 each. Sensational Repeat item. Discount 35t each on orders of 3 or more, ppd. Minimum order: 1 Rug. at 6.85 ppd. MONEY-BACK GUARANTEE. SEND CASH, CHECK OR C.O.D.

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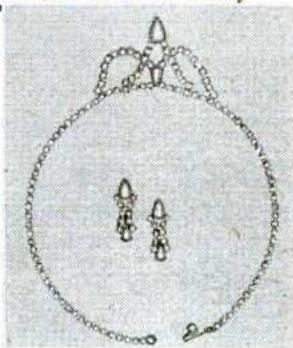
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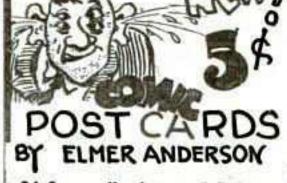


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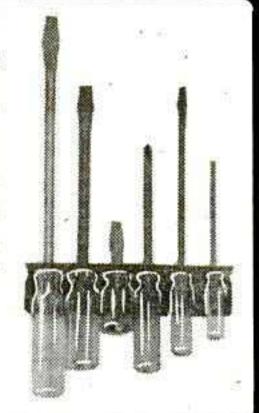
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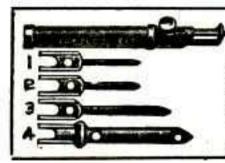
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MISCELLANEOUS

AMAZING NEW AUTOMATIC HAIR EX-tractor—Removes hair painlessly, ideal for eyebrows and facial use, \$1 each. Fiarman, P. O. Box 1969, Chicago 90, III. SAVE - BUY FROM GOVERNMENT;

Trucks, Tents, Boats, etc., details \$1. Rube, Box 213, East Hartford, Conn. mh27 SEARCHLIGHT PARTS, G.E. OR SPERRY, complete Assemblies, control boxes, \$35; complete inside Assemblies, \$65; both assembly and control box for \$90. Fan motors and fans, \$32.50; ¼ H.P. D.C. motors for automatic rotation of searchlight, \$32.50; carbons available. Sky-lights Advertising, 617 2nd Ave. North, Minneapolis, Minn.

WATCH REPAIRING TO THE TRADE, low rate. Watch Rebuilders, 4720 12 St., Detroit 8, Mich.

WILL BUY OLD MOVING PICTURE MAchines, Stereopticans, Magic Lanterns; any condition; manufactured before 1915; cash. Don Malkames, 7 Plymouth Ave., Tuckahoe, N. Y.

YOUR NAME IN HEADLINES ON STAND ard newspaper page; make up your own headlines; 3 different, \$1; not over 36 let-ters each; headline blanks, \$30 per thou-sand. Andrew Quirk, Box 1351, Dept. 14, Hartford 1. Conn. mh27

MUSICAL INSTRUMENTS. ACCESSORIES

HAMMOND ORGANS AND SPEAKERS—
Have available several consoles and spinets; speakers include A/D(DR)20, A/B40, Leslie's, separate "Rev" units, amplifiers w/speakers, no/cabinets. Terms, cash with your order. Write, wire, phone Ken Thompson, Waterbury Road, RFD. #2, Waterbury 12, Connecticut. 4-4945. ap3

MANUFACTURERS - KIDDIE RIDE ORgans. Order early, avoid delay. Complete, ready to play, with storage box, \$540 special price. Louis Bacigalupi Organ Co., 2026 N. Chico Ave., El Monte, Calif. np

PERSONAL

LETTER REMAILED, 25¢; PRIVATE FORwarding address available; scenic post cards mailed, 10¢ each. Len's Service, 945 N.W. 40th St., Miami 37, Fla. mh27

IMPORTANT! INFORMATION CONCERNing the present address or whereabouts of Howard Burton Kelly (known as Curly or Kelly). Please notify Mrs. V. R. Whited, 2511 So. Washington Ave., Lansing Mich. Or call, collect, 2-4409, Lansing, Mich.

LETTERS REMAILED, 254; USE MY OF fice as your permanent address, \$1
per month, \$10 per year for prompt, reliable forwarding service. Mabel Harding,
1506 High St., Des Moines, Iowa. Phone

MAIL LETTERS FROM THE OZARKS, 25¢ each; 10 letters, \$1. Send dollar for 10 postcards of beautiful Ozark scenes. Ozarks Mailers, Mailers, Box 304, West Plains, Mo. NIAGARA FALLS-LETTERS MAILED, 25¢; send dollar for 10 plastichrome beautifully colored scenic postcards; address, stamp, return, remailed free. Reliable Mailers, Box 592, Niagara Falls. ap3

ORCHID-FRESH BY AIR MAIL! SEND US her name, address, your message, \$1. Glowspar Co., Box 15721, Los Angeles 8, Callf.

SEATTLE REMAILS, 25¢ EACH; MONTHLY rates; forwarding service available, let-ters and packages. G. S. Capps, 3040 S. 158 St., Seattle 88, Wash. ap10

PHOTO SUPPLIES DEVELOPING-PRINTING

ANY SIZE OLD OR NEW PHOTO COPIED to 8x10, \$1; coloring \$1 extra; original returned. Johnson, Box 3355, Washington

COMIC FOREGROUNDS & BACKGROUNDS, Direct Positive Cameras, Paper, Chemi-cals, Mounts, Glass Frames, Photo Novelties, Miller Supplies, 1535 Franklin, St. Louis 6,

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 1903 PDQ Camera Co.. 1161 N. Cleveland Ave., Chicago, Ill.

EASTMAN DIRECT POSITIVE PAPER.
cameras, lenses and accessories. Marks
& Fuller, Inc., 70 Scio St., Rochester 4,

PHOTO BOOTH OUTFITS CHEAP — ALL sizes; drop in and see them; latest improvements; real bargain. PDQ Camera Co., 1161 N. Cleveland Ave., Chicago, III.

PRINTING

AAA QUALITY 14x22 WINDOW CARDS The Bell Press, Winton, Pa. apl' ALWAYS LOWEST PRICES, FASTEST service—Flashy 14x22 three-color window cards for all amusement purposes, \$8 hundred; larger 17x26 deluxe cards, \$12.50 hundred. Tribune Press, Dept. 54-W., Earl Park, Ind

ATTRACTIVE PRINTING REASONABLE—
1,000 Business Cards, \$2.95; 1,000 Bond
Letterheads, \$5.95; satisfactory work guaranteed. Taylor, 5103 Forty-Third Ave., Hyattsville, Md.

PRINTING OF DISTINCTION — LETTER-heads, Envelopes, Tickets, Cards, Decals, Window Cards; samples; price list; 34 stamp. Mallo, 767-B, Leith, Flint 5, Mich.

WILL BUY OLD LITHO POSTERS, STAGE shows, dramas, musicals, minstrels, show-boats, especially upright one sheets. Tommy Windsor, 111 Wooster, Marietta, Ohio.

SALESMEN WANTED

ANYONE CAN SELL FAMOUS HOOVER Uniforms for beauty shops, waitresses, nurses, doctors, others, All popular miracle fabrics—nylon, dacron, orion; exclusive styles, top quality. Big cash income now real future, equipment free. Hoover, Dept. C-109, New York 11, N. Y. mh27

EXPERIENCED ADVERTISING SPEcialty salesmen; sales kit, 50 sample, top sellers, \$2 deposit; refundable; details, ap-plication free. Parkhurst Enterprises, Lansing 10-L, Mich.

GET NEW SHIRT OUTFIT FREE-MAKE \$90 weekly on 5 average orders a day. Famous quality made-to-measure dress and sport shirts at \$3.95 up sell fast to all men; no experience needed; full or part time. Write Packard Shirt Co., Dept. 634, Terre Haute, Ind.

SALESMEN-SALESWOMEN — INTERESTED in making \$100 and up weekly, will find excellent opportunity handling Charm underarm and personal hygiene deodorant, containing chlorophyll and precious lanolin. Nothing eise like it; fast seller, steady re-peater. If you desire to be your own boss, we'll start you in this profitable business on our capital. Write for details and free starting outfit today. Charm Products, 6245 S. Wentworth, Chicago 21, Illinois, Dept. B. SELL PERFUME WHOLESALE—PART OR full time. Terrific money maker. Billows, 110-05 37 Ave., Corona 68, New York.

Radio Station, Granby, Que., Canada.

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. ap24

TATTOO EQUIPMENT AND SUPPLIES— Tattoo books, tattoo course and tattoo club for you during all seasons. Illustrated brochures, 25¢ Zeis, 728 Lesley, Rockford,

WANTED TO BUY

WANTED TO BUY: USED RECORD presses. Box C-7, c/o Billboard, Cincinnati

WANTED FOR CASH — G-16 TRAIN. Charles Garvin, Box 386, Bowling Green, Ky. Phone 4802.

YOUNG MAN—DRIVE TRUCK, TALKER front Girl Show, Chuck Kennedy, Ted Wilson, contact immediately. Zora Blaire, Gen. Del., Hopkinsville, Ky.

HELP WANTED CLASSIFIED ADVERTISEMENTS

REGULAR CLASSIFIED ADS . . . Set in usual want-ad style, one paragraph, no display. First line regular 5 pt. caps. RATE: 15c a word-Minimum \$3. CASH WITH COPY.

DISPLAY-CLASSIFIED ADS . . . Containing larger type and white space are charged for by the agate line, 14 lines to the inch. (No illustrations or cuts.) RATE: \$1 a line-\$14 per inch.

Forms Close Thursday for the Following Week's Issue

FINE PROPOSITION FOR MIDDLE AGE, Sober truck driver for Midget City, open in April. Capt. Elton Denham, Box 49, Marianna, Ark.

LEAD TRUMPET MAN, TENOR MAN FOR Midwest territory band; guaranteed weekly salary. Contact Jess Gayer Orches-tra, 2023 N. Huston, Grand Island, Neb.

MUSICIAN WANTED-SAX OR TRUMPET, male or female; Location with trio; must do vocals, fake, know tunes and front. Musician, Box 1154, Roswell, N. M. ap3

MUSICIANS FOR COMMERCIAL BAND traveling midwest; travel in cars; home nearly every night. P. O. Box 1031, Grand Island, Nebraska.

NAVY MAGAZINE—ESTABLISHED 1927, wants reliable representatives, exclusive territory open. Six specials yearly, next special Memorial and Armed Forces Day (May). Driving to California, selling enroute, go with us. High commissions. Geo. L. Carlin, Retired Navy, Finance Building, Philadelphia. Pa. Phone Locust 4-4380.

PALMIST, LADY, FOR CANADIAN CAR-nival; send snap and age. Norman John-stone, Box 456, Sault Ste. Marie, Ontario, Canada.

PEOPLE FOR FREE PLATFORM MEDicine Show; singers, dancers, hillbilly musicians, useful reliable people in all lines write at once. Open early May, approx. 25 week season, Jadex Products, P. O. Box 1366, Sarasota, Fla. ap3

WANTED—MUSICIANS, ALL CHAIRS, FOR one-nighters and location. Single men preferred; excellent sleeper bus; no drunks or characters. Must join on cut or no notice basis; band going on tour April 12 thru December 31; no layoffs. Write stating all qualifications, Orchestra Department, Phil Lampkin Agency, 1416 Melrose Building, Houston, Tex. Building, Houston, Tex.

WANTED TO LEASE OR BUY — TWO abreast Merry-Go-Round. J. Henneberry, Box 161, Saratoga Springs, N. Y.

WANTED—GIRL VOCALIST, BASS, LEAD Alto; steady work with traveling orches-tra. Send picture. Box C-8, c/o Billboard, Cincinnati 22, Ohio.

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Remittance in full must accompany all ads for publication in this column. No charge accounts,

Forms Close Thursday for the Following Week's Issue

CIRCUS & CARNIVAL

AVAILABLE APRIL THIRD AND THEREafter, complete colored show and band. Midway attraction with own transportation; mo advance money required. Contact Eller, moffit, 820½ State St. Phone Franklin 2-8758 or 1220 Ringo St., Franklin 4-0495, Little Rock, Ark.

LECTURER - MENAGERIE perience Punch, magic; sober, reliable, single; desires connection outdoor season. Dave Lano, 322 Partridge, Flint 3, Mich. ap3 magic act with fire eating finale. Kardwell, 50 Manhattan Ave., Apt. 3D, New York City.

MISCELLANEOUS

AGENT WITH CONCESSION AND HILL-billies wants to hear from man with tent, seats. Zellers & Son, 14th St. Jeannette, Pa. AVAILABLE APRIL 1—FOR CIRCUSES, Fairs, Rodeos, Celebrations, both indoors and outdoors, Denny Ryle and "Sunshine," the only horse who performs blindfolded above terra firma. Contact Denny Ryle, R. R. #2, Greensburg, Ind. Phone 35882.

MUSICIANS

BASS, ALTO, TENOR, CLARINET, SOME Trumpet and Piano. Good vocals and comedy; age 25; name experience. Desire stage bar trio work with good unit with possibilities. Bob Van, 7821 Lyndale So., Minneapolis, Minn.

DRUMMER AVAILABLE — FORMERLY with "Lou Math's Orchestra"; prefer small combo, will travel; commercial and jarz, play shows; non-drinker, steady and reliable. Write, wire or phone George Sloan, 1119 E. 19th St., HA-5052, Kansas City 6. Mo. apl

DRUMMER—NICE PERSONALITY, MAR-ried; sing ballads; prefer location; will play your style. Write, wire, Bob Benecke, 1943 E. 27th St., Brooklyn, N. Y. ELECTRIC GUITARIST-MODERN, POP-

experience; no two beat. Freddie Elliott, 600 South Ohio, Kokomo, Ind. ELECTRIC GUITAR - R H Y T H M AND lead, vocals, solo or parts; 6 years top trio. G. Erickson, Harmon Hotel, Minne-

ular, Latin; excellent solo rhythm; travel;

apolis, Minn. GUITAR—ELEC. LEAD OR FULL RHY-thm, commercial or take-off. Fake or sight read; good voice, sing solor or parts; sober, white, union; years of experience; prefer small combo. Musician, Box C-1, c/o Billboard, Cincinnati 22, Ohio.

GUITARIST - ANY LEAD MELODY, rhythms, vocals, comedy novelties, live impressions; travel or location; East, Middle West Trio preferred. Write, wire, phone Robert Filane, Club Lamirador, Hobbs, N. M. mh27

HAMMOND ORGANIST-TV, RADIO, SUPper-club; present location over two years, desire change. Play organ, piano, celeste combination (your organ), huge repertoire all types music. Friendly, personable gentleman. Box C-6, c/o Billboard, Cincinati

HARPSICHORDIST-OWN INSTRUMENT, classic or swing. James Harker, 3308 Jack-son, Omaha, Nebr.

ORGANIST (HAMMOND) — CLUB, REStaurant, hotel; present job two years; desire change! salary secondary if tips good; North or South, Organist, 725 Central, St Petersburg, Fla mh27

PIANIST - AVAILABLE IMMEDIATELY; age 30, reliable, union, sober, all around.
Fast butterfly style; prefer society or tenor
bands; cut shows, experienced. Joe De
Gregory, 534 Linden Ave., Steubenville, O.

PIANIST AND HAMMOND ORGANIST— Read, fake, transpose; cocktail lounge, hotel and orchestra experience; prefer middle or northwest location. Winnifred John-ston, 261/2 W. Lake St., Minneapolis, Minn.

PIANIST—SOBER, RELIABLE; ALL Essentials; locations only; previous experience and photo sent on request. Box C-9, c/o Billboard, Cincinnati 22, Ohio. PIANIST-SINGER WITH FRENCH SONG

TENOR, CLAR.—GOOD TONE, READER; references; good appearance; prefer commercial, don't misrepresent. Contact Ralph Hockaday, 729 Main, Mancheter, Ia. mh27 TENOR SAX, CLAR.—COMMERCIAL TONE, vibrato, read, transpose; double alto; references; prefer hotel. Musician, Room 237, Royal Hotel, Jackson, Miss.

TRUMPET—CIRCUS OR LOCATE, ALSO play base or snare drum; union. William F. Brooks, 322 West Magnolia St., Lakeland, TRUMPETER, VOCALIST - GOOD COMmercial tone; read, fake; married; any good location; hotels preferred. Rick Shorey, Tamiami Trailer Pk., Sarasota, Fla. TWO ALTO SAXES, DOUBLE CLARINET;

Sammy Kaye tone; sight readers, phrase, full tone; ages 35 and 37; worked together 12 years, made several recordings recently; want work with sweet commercial style orchestra. Joe Caldarella, 3215 Forest, Kansas City 3, Mo.

PARKS & FAIRS

BALLOON ASCENSIONS, PARACHUTE jumping for parks, fairs, celebrations. Claude L. Shafer. 1041 S Dennison, Indianapolis 21, Ind

BALLOON ASCENSIONS—AIRSHIP DIS-play. A. J. Hartman, 2127 Summer St. Burlington, Iowa HIGH DIVE-SMALLEST TANK IN world; Spears Fire, Back Somersault, etc. Capt. Earl McDonald, 456 Lamphier Place, Warren, Ohio. Phone 4-5337 my9 PROFESSOR WRIGHT AND HIS TAL ented 5-person variety stage show of magic, dance and vaudeville Write Pro-fessor Wright, Casey, Ill ap10

MAN PUPPET SHOW-IDEAL FOR KIDdieland or park; will send pictures and other info upon request. Greg King, 1607 Sansom St., Phila, Penna.

VAUDEVILLE ARTISTS

FEMALE IMPERSONATOR OPEN FOR Night Club booking; singer, exotic dancer; flash wardrobe; send photo; salary \$150 net. Wesley Davis, 411 So. Wabash, Chicago, III.

FREE! FREE!

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MONEY MAKING OPPORTUNITY

Agents-Distributors-Salesmen Deal direct with nationally known wholesale house. Originators and promoters of fast-selling novelties and distributors of NATIONALLY ADVERTISED merchandise! Write or FREE catalog today! Novelties & Jewelry & Carnival Mdse. & Leather Goods & Toys & Premiums.

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To bars, stores, restaurants. New! Brilliant Ra-Glo signs, 17 sample signs, 7x11, \$1.00 postpaid, 110 signs, \$6.00 postpaid. Sell 35¢ each. 50% deposit required on C.O.D. orders. Send for free literature.

ALL ART SIGN CO. 179 N. Wells St., Dept. 43, Chicago 6, III.

51 Gauge-15 Denier . NYLON HOSE, \$5.50 doz.

Selected Irrs. Each Pair in a Beautiful Bag. 25% with order—Balance C.O.D. GAINOR HOSIERY CO.

Detroit 26, Michigan

PIPES FOR PITCHMEN

"I WAS REALLY . . . glad to read the pipe that my good friend, Clyde Faulkner, sent in from Raleigh, N. C.," pens Jack (Bottles) Stover from Harrison-burg, Va. "Sure hope he finds it good at the early vegetable markets in Eastern North Carolina." Among other things, Jack also reported that, the Shenandoah Valley is still holding up and is a good route and stock sale country. He and a newcomer to the busi-He and a newcomer to the business, Chuck Miller, of Pennsylvania, are grabbing off a pretty good hunk now and then. Billy (The Kid) Dietrich is doing jamup in Hagerstown, Md. The hale and hearty 65-year-old Goo-Goo Davis breezed thru town recently on his way to the races in Charles-town, W. Va., and he and Stover had a two-hour jackpot session that would have made many a deceased old-timer turn over in his grave.

PROF. A. J. HOWE . . . scribbling from Montgomery, Ala., says that he's developed a severe case of jumpin' bean fever, after being cooped up in the Sunshine State all winter. He says he intends coming out this season with a red-hot deal—a new brain gimmick which is designed to open up closed towns and put pokeynoses on the spot. "What will you give me, papermen, for this formula?" queries the Professor.

JOE COHEN . . . reports that the recent flower show in Cleveland flushed out a whole flock of the tripe tribe. Among those seen gobblin' up the geedus were, Bill Weiss, Johnny Parner, Dave Dickerman, Joe Marks and Pete Lowie. Joe also tells us that Pete would like to read a pipe from Lefty Shapiro and One Eye Stein.

ACCORDING TO . . . are prompted to open up with some historical gem that might berg, she and her daughter, Ar- otherwise have been forgotten. One lene, are still meandering around Miami, picking up a lot of loose change with glass-cutters and jewelry. Mama says that daughter Arlene worked in the display booth of the airport at the Manufacturers. Show there recently the still be and hearty and enjoying life, he hurried this query from Elmira, N. Y.: "I wonder if Mert recalls (as if he could forfacturers' Show there recently. Arlene is secretary to one of the officials. "Had a nice long talk with the inimitable W. G. Barnard, who is also at the show with his juicer," continues Teresa. "I hadn't seen him since 1932, however, he looks the same as ever. Jack Anthony was working in the entrance, and both of the boys were doing all right for them-

selves. Madaline Ragan was the





1107 S. Halsted St., Chicago, III.

lucky winner of the Missouri Showmen's Association's grand prize. Say hello to all the friends we knew back in 1920. I know that there are a lot of us left and I'd like to hear from some of the old-time pitchman whom Sid and I knew in those days."

RECENTLY WE . ran a list of old-timers whose names are recorded in this column's lost, strayed or stolen department. Last week a note datepartment. Last week a note date-lined St. Marys, Ga., was dropped in our lap from the old globetrot-ter, Bob Smith, who says that he has been anything but lost. It seems that he's just been hiber-nating in the flat woods down South and thinking about the wingding he's going to toss in commemoration of his 72d birth-day, which pops up March 23. Bob day, which pops up March 23. Bob says that 52 of his 72 years have been spent trouping around stage shows and with the pitching pack, and just as soon as the bluebirds begin to sing he's going to be out there pitching again. Now that we've succeeded in getting old Bob to pipe in a report on him-self, we hope that his example will jazz up some of the other old gents to do the same thing.

J. C. STICKLEY . . . of Jaystick Sales, infos from Atlanta that his wife Ida Mae is in Georgia Baptist Hospital where she underwent major surgery. It will be recalled that Mrs. Stickley has been very active, in past years, pitching wonder dancers.

WHEN THE NAMES . . . of some of the old-timers in the ballyhoo business pop up in this column occasionally, it seems that the memories of other veterans are thrown into high gear and they are prompted to open up with get) the time his tent opry burned up in Rathbone, N. Y.? I played it the following year with my tented aggregation and some of the half burned blues were still in evidence. While the natives weren't exactly scared to death from the fire, it was, for sure, still very fresh in their minds. However, the last time I was up thru that area, they still spoke well of the outfit and even remembered some of the various folks connected with it. Other people who always inquired about the Craig show are those living in Cameron, Cameron Falls and Hartsville, N. Y. We barned our tent show equipment in the fall of 1942 and it wasn't long after that our equipment and the property of the Pickering Show was lost, strayed or stolen in the big Elmira flood. Does anyone remember the old Dad Becker Show or Ed McCann's opry, both out of Elmira many years ago? McCann is still active here but has been retired for several years. Now let's hear more frequently from Craig and that gal who has the awe-inspiring gorilla attraction. How about some of the oldsters piping in once in a while so the rest of us know where you are and how you're makin' out." As for himself, Art reports that he's just about ready to take off and again light up the highways with the advance department on the Hunt Bros.' Circus.

THE MOST RECENT . . . communique from the oil magnate, Happy Heller, spots him in the Sears store on Grand River Avenue, Detroit, pushing Mike Devine's Zina-Ray-Oil. According to Happy, business has been fair. This is attested to by the grins that illuminate the faces of Max Fried and Mike Devine every time they drop in the store to check on the tip, he says. In his more jocular moments, Max likes to gab about his Indian Herb Medicine days. He recalls the time that one of the boys who was down and out wanted to throw a couple of pitches from the back of Max's medicine truck. Max let him set up his tripe and kiester on the ground and pitch his corn punk after Max had closed for the day. One day Max found out that the corn punk was axel grease in its purest form so, naturally, Max gives the lad the old heave-ho. As it developed, it was just a case of who found out first. Had the corn-punk character found out what Max put in those bottles of All the news of your industry herb medicine, he'd have thrown

Max out.

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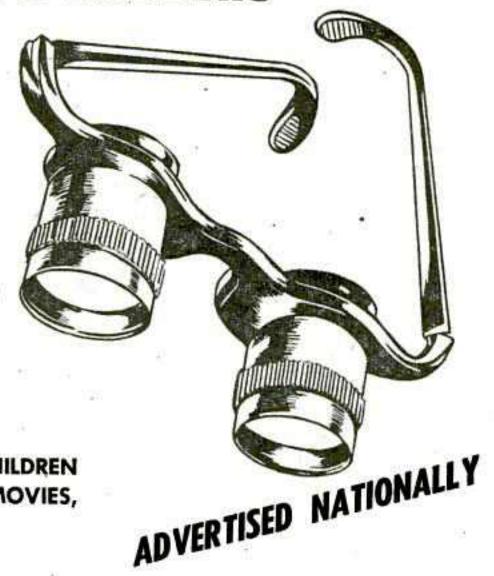
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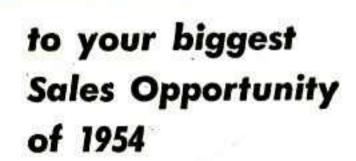
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ST. LOUIS 1, MO. 390 Arcade Building CHestnut 0443

HOLLYWOOD 28, CALIF. 6000 Sunset Boulevard HOllywood 9-5831

COMING EVENTS

Alabama

Birmingham—Alabama Home Show, May 11-16. Joe C. Williams, Box 706.

Mesa-Rawhide Roundup, March 24-27. Yuma-Flower Show, April 3-4.

Arkansas Fort Smith-Rodeo, May 31-June 5.

California Angels Camp—Rodeo, May 23.

Los Angeles—Sportsmen's, Vacation, Boat and Trailer Show, April 15-26.

Oakland—Spring Garden Show, April 29-May 7. A. D. Dodson, c/o Bank of America, Berkeley. Redding—Shasta Co. Sheriff's Posse Rodeo, May 22-23. Lee Hammon.

San Francisco—Grand National Jr. Live-stock Expo., April 10-15. San Francisco—Grand National Junior Livestock Exposition, April 10-15 Nye Wilson, Cow Palace. San Francisco-Gen. Motors' Motorama, March 27-April 4.

Florida

Bartow—Brahman Show, March 24-25.
Daytona Beach—Volusia Co. Home Show,
March 20-24. Al Stern, P. O. Box 2226. Jacksonville-Home Show, March 23-28 Edgar V. Smith, 317 W. Forsyth St. Orlando-Flower Show, March 30-April 1 Sarasota-Flower Show, March 24-25. Iowa

Des Moines-Iowa Sports and Vacation Show, April 3-11.
Ottumwa—Pood and Trade Show, April 6-10. Charles E. Knoblauch.

Louisiana

Alexandria-La. Market Poultry Show, May 20-21, L. L. Walters. Gonzales—East Ascension Strawberry Festival, April 24-25.

Hammond-Southeastern La. Dairy Pestival & Livestock Show, May 14-15. C. R. Natchitoches—La. Broiler Festival, May 14-15. Coleman Martin.

Michigan

Bay City—Better Homes Show, March 19
25. Jack Davis. Box 12.
Grand Rapids—West Michigan Sports and
Boat Show, March 22-27.
Lansing—Hobby and Antique Show, March
23-26. L. Verne Slout, Vermontville, Mich Vermontsville—Maple Syrup Pestival, April 24. Lloyd Eaton.

Minnesota Minneapolis—Northwest Sports, Travel & Boat Show, April 16-25. P. W. Nick Kah-ler, 1645 Hennepin Ave. Mississippi

Greenwood-Delta Livestock Fair, March 25-27. E. H. Blackstone. Westport—Northeast Mississippi Livestock Show, April 1-3. Evans E. Wooten.

Missouri Joplin—Better Home Show, April 19-23. New Madrid—4-H Pat Barrow Show, April 3. Winston Hall.

Nebraska Omaha-Sports and Vacation Show, April 5-11. 3302 Dodge St.

New Mexico

Carlsbad—Rodeo, May 26-29.

Hobbs—Flesta, March 29-April 4.

Portales—Dairy Show, April 5-10.

Truth or Consequences—Flesta, March 29-April 4. Truth or Consequences-Rodeo, April 2-4.

New York Ottawa-Ottawa Rotary Vacation & Sports Show, April 17-24.

Utica-Utica Sports & Boat Show, March Utica-Sportorama, March 25-30.

Ohio

Cincinnati-Home Builders' Show, April Cleveland-American and Canadian Sportsmen's Vacation and Boat Show, April

Middleport—Spring Pestival, April 26-May 1. Chas. Childs. Youngstown—Home Show, April 6-11. Clyde E. McGranahan, 170 Redwood Trail.

Oklahoma

Guymon—Pioneer Days, April 26-May i Oklahoma City—Greater Oklahoma Home Show, April 4-11. Sidney Davidoff, 328 Biltmore Hotel. Oklahoma City-Rodeo, April 21-24.

Pawhuska-Osage Downs Puturity and Race Meet, May 16-23.

Oregon Gresnam—Spring Garden Pair, April 22-25. Spray—Rodeo, May 22-23.

Rhode Island Cranston-Bicentennial & Industrial Expo., May 28-June 5. Arthur April.

Tennessee Knoxvillle—Home Show, May 4-9. Paul Waters, 410 West Church St. Memphis—Cotton Carnival, May 8-15.

Texas Banders—Bandera Stampede, May 1-9 Ruth Rhodes. Corpus Christi-Buccaneer Days Cele-

Corpus Christi—Buccaneer Days Celebration, April 30-May 2. Buster C. Shely Dallas—Southwest Sports, Boat and Vacation Show, April 23-May 2.

Dallas—Home Show, May 8-16. H. P. Van Horn, 102 Walnut Hill Village.

Dayton—FPA Livestock Show Fair & Rodeo, May 6-8. A. W. Rigby.

Karnes City—Karnes Co. Centennial, May 6-8. Herb Smith.

Plainview—Panhandle Plains Dairy Show April 11-17. Wayne B. Smith.

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Vernon—Rodeo, April 26-May 1. Waco—Home Show, May 4-9. Dorothy God frey. Heart of Texas Colliseum. Virginia

Culpeper-Piremen's Pestival, May 28-29 H. L. Hinton. Norfolk-Home Show, April 6-10. Johnny

Scallan, 4801 Clare Road. Winchester-Apple Blossom Festival, April 29-30. Box 699. Washington, D. C. Washington — International Sportsmen's Show, March 27-April 4. Irving Davidson.

Washington Prosser—Rodeo, April 24-25.
Tacoma—Home Show, May 19-23, George Colouris, 1163½ Division St.
Yakima—Rodeo, May 1-2.

Wisconsin

Milwaukee-Milwaukee Sentinel Sports and Vacation Show, April 3-11.

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CANADA

Saskatchewan Saskatoon-Spring Light Horse Show, April 6-9. S. N. MacEachern.

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Toronto-Canadian Intl. Trade Pair, May 31-June 11. C. C. Hoffman.

WINTER FAIRS

Arizona Yuma-Yuma County Fair. April 7-11. California

San Bernadino-National Orange Show. March 25-April 4. Earl Buie

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'European Coin Export Market Never Better for U. S. Firms'

Groenteman Says Importers Can Pay In Advance: Attacks Sight Draft Sales

port market is the best it has been | Finland and Portugal. since the end of World War II, Spain and Portugal are both thru other European nations. An-

utive of the International Amuse- pin games and juke boxes is openment Company and the Scott- ing up, but while the demand is Crosse Company, on returning strong, dollars are few. from a three-month business trip | The economy in Western Gerto Europe.

machines was never better," he direct shipments from the U. S.

35 Coin Firms Show at Spring Frankfort Fair

FRANKFORT, Germany, March 20.—The Frankfort Coin Here TO STAY' Machine Spring Fair, which was held March 7-11, was booked up by 35 coin machine firms—34 German and 1 Belgian. Amusement games, juke boxes, and vending machines were represented.

This was a much bigger show than the one held last autumn. Hall 9, had not been fully booked by coin machine firms then, was not large enough to accommodate all firms for this exhibit. In addition to more firms exhibiting, addition to more firms exhibiting.

CHICAGO, March 20.—Three-for-a-quarter play is currently getting a big play from practically all shuffle game manufacturers.

Ed Levin, director of sales, Chicago Coin, asserted that "at least cago Coin, asserted that "at least that proportion would prevail with the new Diamond Bowler.

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Ed Levin, director of sales, Chicago Coin, asserted that "at least proportion would prevail with the new Diamond Bowler." many firms arranged for bigger Keeney & Company, Inc.; United displays.

Danish, Belgian, German and American juke boxes were dis-

Many bulk venders and small wall-type venders were

TOP LOCATION

Pinball Does 15G But Govt. Takes It All

NEW YORK, March 20 .- Probably the most profitable pinball machine in the world-a unit which took in \$15,000 in a few days last year-operates in the manager of Keeney, stated that Custom House here. The only catch is that the federal government gets to keep the whole tax.

The unit has no plunger, no consists of a pinball cabinet and Rumor New a glass top, under which electric lights have been installed.

There is no trouble on collections tho, as the operator and location owner are one-the Bureau of Internal Revenue.

Candling Operation

The function of the unit, once a conventional pinball machine, is to candle envelopes before they are discarded as a double check on the mail openers. Each en-velope is placed on the glass top, Ice Frolics, a five-ball game with (Continued on page 83) in-line scoring.

PHILADELPHIA, March 20.- bright, he said, particularly in tially slowed expotrs to that coun-The European coin machine ex- Western Germany, Italy, Spain, try, Groenteman declared, but

with plenty of business for all opening up with a strong demand U. S. firms engaged in the coin for Arcade equipment, with excellent prospects for pin game So stated Sal Groenteman, exec- sales. In Italy, the market for

many is now nearly on an even "The market for American coin keel, Groenteman reported, with eclared.

Coin export prospects in most government. He said the demand European countries are very for U. S. juke boxes was heavy, the demand for pin games fair.

Virgin Territory

Finland is strictly virgin coin machine territory, he said, and could develop into a fair-sized purchaser of American coin equipment. He added that International Amusement had made its first sales to Finland, consisting of Arcade pieces and pin games.

imports by France has substan-

units are shipped into the country other method of circumventing the embargo, he added, is thru the use of compensation dollars. It works out roughly like this:

When a French manufacturer makes a product which has no domestic market, but may be sold overseas, he is allowed to use some of the currency of the country buying his product for imports which are deemed non-essential by the French government. These dollars can be diverted to coin machine purchases.

Attacks Sight Draft

Because the market for Ameri-can coin machines has never been grand old man of the coin mabetter and because economic conditions in most of Western Europe is rapidly approaching normality, Groenteman attacked the sight draft and open account systems of payment.

He laid the blame on the door-The recent ban on coin machine step of American exporters, who, (Continued on page 72)

90 per cent of the operators want

was certain quarter play for

games "is definitely here to stay."

tion is equipped for three-for-a-

While Genco Manufacturing &

quarter play.

"under consideration."

Shuffle Game Mfrs. Push 3-for-25c Play

Manufacturing Company, and Chicago Coin Machine Company -are offering a total of five sixplayer shuffle games equipped with three-for-a-quarter play.

Keeney introduced last week its second new shuffle game (Main-liner was its first) optionally equipped with the new feature, making it the second manufacturer to repeat quarter play on new machines. United brought out its Team Shuffle Alley and League Shuffle Alley equipped for dimes and quarters, after first introducing them on its Leader and Chief Shuffle Alleys.

Chicago Coin shipped its Super Frame shuffle game two weeks ago with twin coin chutes-one for dimes, one for quarters.

Paul Heubsch, general sales over 50 per cent of Mainliner shipments were equipped for quarters

Bally 5-Ball

CHICAGO, March 20. - Bally Manufacturing Company is reported to be readying a new fiveball game with in-line scoring, it was learned this week.

Bally officials would not com-

ment on the report.

PIN GAME ORDINANCE

Oregon Supreme Court Two Distribs To Hear Licensing Case

of pin games.

they could not reach an agree- only.

The case involves a 1951 Portland ordinance outlawing pin games, but the outcome will set the pattern for other cities in Oregon in ruling on games.

The ordinance, passed in 1951, was later reversed in January,

SALEM, Ore., March 20.—Argu-1952, when the Multnomah County ments will be heard by the State Circuit Court issued an injuction Supreme Court for the second against its enforcement. The intime Wednesday (31) on a case junction was brought by Stanley that will determine whether mu- G. Terry, Portland game operator, nicipalities thruout Oregon have on behalf of himself and other the right to banish the operation | Portland operators. I.. his suit he contended that the State law The arguments were heard last taxing amusement devices pre-November but only six of the vented any city from banning pinseven judges were present and ball games used for amusement

City Appeals

The city appealed to the State Supreme Court, but in the meantime games have operated without

(Continued on page 83)

Jennings Company Sold; Carroll New President of Firm

No Announcement of Future Plan For Manufacturing Coin Machines

Electric Company, Chicago, according to reliable reports. It was also reported that Carroll would be named president and treasurer of the new firm.

Details of the purchase were not available. Carroll could not be reached for comment, but it was rumored the purchase price was in excess of \$1 million.

chine industry, died less than four months ago—November 21— in Roselle, Ill., of a coronary complication. He was 78. Jennings founded and fathered the coin machine firm bearing his name until his death.

The story of O. D. Jennings & Company is the story of O. D.

Jennings came to Chicago from Providence, Ky., in 1901 and promptly landed a job selling penny-operated Arcade machines. When he opened his own business-a one-room office at Su-

Genco Unveils New 2-Player quarter play," and stated that he Daskellall

CHICAGO, March 20.—Genco Billy de Selm, United sales man- Manufacturing & Sales Company ager, disclosed that a big share announced thru Ralph Sheffield, of United's Shuffle Alley produc- sales manager, production of a new upright two-player basketball game.

Called Two-Player Basketball, Sales Company so far does not the game is designed for either offer quarter play, co-owner Sam one or two players. It features two Lewis said that the idea was now animated basketball players, six

(Continued on page 83)

CHICAGO, March 20.—O. D. perior and La Salle Streets—
Jennings & Company has been sold to a group headed by Wallace E. Carroll of the Simpson Electric Company, Chicago, ac- chanical idea to the products he resold.

One of these ideas—converting the old Liberty Bell Check Machine into a gum vender opened the door to manufacturing. Operators sent their Liberty Bells to the company—then known as the Industry Novelty Company. (Continued on page 83)

Keeney Ships New Six-Way Shuffle Game

CHICAGO, March 20. - First shipments of Diamond Bowler, a new six-player shuffle game, were started last week (12) by J. H. Keeney & Company, Inc., Chester Biezad, manager of games division, announced.

Diamond Bowler features single, double, triple and quadruple scoring on strikes and spares, and an adjustable matching feature.

The match scoring is adjustable to appear in the second or 10th frame or in the second, third, fourth or fifth frames. Adjustment can also be made to feature skill matching, in which the frames to be matched appear before the first play of a game be-

The game is available in either 10-cent or 10-cent and three-fora-quarter play. The game comes in two sizes: a 9-foot playfield on an 8-foot cabinet; an 8-foot playfield on a 7-foot cabinet.

Keeney is also currently producing the Mainliner Bowler, a six-player shuffle game without match scoring.

Binks Adds

CHICAGO, March 20 .- Two additional distributors were named by Binks Industries, Inc., to handle its Zipper coun'er games, pres-ident Mel Binks announced today (17).

They are Central Ohio Coin Machine Exchange, Cleveland, headed by Wolf Solomon, and Central Distributing Company, St. Louis and Kansas City.

Central Ohio Coin will cover Central Ohio and the western half of West Virginia; Central Distributing has the State of Missouri and the Kansas City metropolitan

The new appointments bring the total number of Binks distributors to at least 11. The other regulation or payment of license nine are Conat Sales, New York; Meanwhile, the Portland city vance Automatic Sales, San Fran-

(Continued on page 83)

10th ANNUAL LONDON SHOW

Amusement Trades Exhibit Hosts Record 48 Coin Firms

LONDON, March 20.—A record | were exhibited by H. N. Barlow 48 coin machine firms exhibited nounced this week the appointment of General Vending Sales Company, Baltimore, headed by Irv Blumenfeld, as distributor for Tebruary 9-11. Attendance was by Balfour Engineering Com-50 per cent higher than last year.

Coin-operated games, vending Vending's present Chicago Coin machines, weighing machines, territory of Maryland and Wash- ice-cream making equipment, coin-operated kiddle rides, juke

of Southport; Bryans Works of Kegworth; A. Ezzel, London; Robinson Partners, London and

pany; Angier, Akers & Company, Eastbourne and Arcadia Automatic Acoustics, Manchester, Also displayed: A new and im-

proved version of the Panoramic The Virginia territory will be boxes, and Arcade equipment Gunnery Trainer—and adaptation serviced out of General Vending's was displayed. New coin-operated kiddie rides the war for training air gunners.

Calendar for Coinmen

March 28-April 2-National Association of Tobacco Distributors, annual convention and exhibit, Palmer House,

April 1—Summit County Music Operators' Association, Inc., monthly meeting, Akron. April 5-Amusement Machine Operators' Association of

Greater Baltimore, semi-weekly meeting, Mandell-Ballow Restaurant, Baltimore. April 10-Music Guild of New Jersey, 17th annual celebra-

tion, Military Park Hotel, Newark, N. J. April 26-Central States Phonograph Operators' Association, monthly meeting, Peoria, Ill. Place to be announced. April 30-May 1-NAMA sectional meeting, covering Mon-

tana, Arizona, Washington, Oregon, Utah, New Mexico, Nevada, Wyoming, Idaho and California (Regions 10, 11, 12), Highland Inn Hotel, Carmel-on-the-Sea (approximately 30 miles west of San Francisco).

May 7-8—NAMA sectional meeting, covering Arkansas, Louisiana, Oklahoma, Colorado, Kansas, Nebraska and Texas (Region 9 and Western part of Region 8), Baker Hotel, Dallas. May 18-Westchester Operators' Guild, annual banquet,

Holiday Inn, Scarsdale, N. Y.

Gen'l Vending To Cover Va. For Chi Coin

CHICAGO, March 20. - Ed Levin, director of sales, Chicago Coin Machine Company, anthe State of Virginia.

This is in addition to General ington, D. C.

Baltimore office.

MUSIC MACHINES

Cane to Handle FIRST LIBERACE Rock-Ola Line In So. Calif.

CHICAGO, March 20. — Kurt Kluever, assistant sales manager of Rock-Ola Manufacturing Company, announced Thursday (18) that Cane Distributing Company had been appointed the Rock-Ola distributor thruout Southern California.

The Cane Company, which has been in the coin machine business for over 20 years, is located at 2922 W. Pico Boulevard (coin machine row), Los Angeles.

A. P. Cane, president and manager of the firm, announced that an open house would be held in the firm's offices and showrooms for all operators in the area April 2, 3 and 4. Cane said that on Friday and Saturday (2-3) the hours would be from 10 a.m. to 7 p.m. and from noon to 7 on Sunday (4).

Hosts for the event will be Cane and his son Al. J. R. Bacon, executive vice-president, and Frank Schultz, sales and service engineer, both of Rock-Ola, are expected to be on hand to greet operators.

Evans to Hike Production on Holiday Model

CHICAGO, March 20.-The H. C. Evans & Company announced this week that plans were underway to step up production on its do as excellent a job in Kansas as new model juke box, the Holiday. it did in Colorado.

manager, said that the response to tain Distributors, said, "I am hapthe new model had Leen so grati- py to receive this new territory fying at the MOA convention (see and will do my utmost to give in high fidelity. The Billboard, March 3), that it Kansas operators prompt and efseemed imperative that produc- ficient service." tion be increased.

Rieck added that altho negotiations for new distributors were NEW OUTLET FOR OPS under way, no announcements would be made until present distributors had been supplied. Deliveries, he said, would begin next

N. J. Ops' Banquet Set for May 14

NEWARK, N. J., March 20.— The 17th annual banquet and show of the Music Guild of New Jersey, originally scheduled for April 10, has been postponed until May 14. It will be held in the main ballroom of the Military Park Hotel here.

Meanwhile, the operators hold chapel. A wall box was installed Wednesday (24) at the Military could hear their favorite hymns Park Hotel, with dinner at 7 p.m. at any time of the day. and the business session due to The installation came about folstart at 8:30 p.m.

FAN CLUB FETES PIANO IDOL

CHICAGO, March 20 .- The Juke Box Inn Club, which acts as the meeting place for teen-aged Liberace fans here, was the site of a gala event last week when the piano idol dropped in on his admirers.

The get-together was informal, with Liberace playing some of his favorite candle light music. Later, cake and soft drinks were passed around.

The fan club, which was founded over seven years ago and holds the distinction of being the first Liberace club organized, has a membership of about 500 (which, incidentally, are not all teen-agers).

Kitty Pastore, who founded the club, had this to say about the guest of honor: "Was he nice? Why he wouldn't even take a piece of cake until everyone else had been served."

In W. Kansas To Colo. Firm

CHICAGO, March 20.—E. R. (Ed) Ratajack, Western regional manager of AMI, announced here this week that Mountain Distributors, which serves as the AMI outlet for music operators thruout Colorado, had been assigned additional territory in Western Kansas.

Ratajack said that he was sure that Mountain distributors would

Les Rieck, phonograph sales Peter J. Geritz, head of Moun-

Chi Church Installs Juke

To Play Hymns, Scriptures

Juke Box Operators Warned Of Stiffer TV Competition

47 States to Add New Stations; Smaller Towns to Be Hit Hardest

periencing additional television likely to be granted in the vada, 2 VHF. competition in every State except next few months to uncontested New Jerse Vermont by the end of the year, applicants.

as small as 7,000. Only nine of District of Columbia, 4 VHF; the new locations to get TV Florida, 7 VHF, 7 UHF; Georgia, service are metropolitan areas of 8 VHF, 5 UHF.

a survey made by The Billboard here this week disclosed.

The bulk of the new TV stations will be in towns of 20,000 to 50,000, but a number are slated to go on the air in communities to go on the air in communities of District of Columbia 4 WHF:

service are metropolitan areas of 100,000 or more.

Here is how the line-up of TV stations—VHF and UHF—is likely to appear by the year's end, based on the Federal Communications Commission's current tally of construction permits as the service are metropolitan areas of 100,000 or more.

Idaho, 9 VHF, 12 UHF; Illinois, 7 VHF, 12 UHF; More 12 UHF; More 12 UHF; More 13 UHF; More 13 UHF; Minnesota well as TV stations on the air. gan, 8 VHF, 13 UHF; Minnesota, There are certain to be drop-outs, 8 VHF, 2 UHF; Mississippi, 3 but the picture as shown here is VHF, 4 UHF; Missouri, 12 VHF,

WASHINGTON, March 20 .- | figured to be conservative inas- | 7 UHF; Montana, 6 VHF, 1 UHF; Juke box operators will be ex- much as it does not include CP's Nebraska, 4 VHF, 1 UHF; Ne-

New Jersey, 12 UHF; New Hampshire, 1 VHF, 1 UHF; New Mexico, 4 VHF, 1 UHF; New York, 15 VHF, 15 UHF; North Carolina, 5 VHF, 8 UHF; North Dakota, 4 VHF, Ohio, 12 VHF, 13 UHF; Ohio, 12 VHF, 13 UHF; Oklahoma, 4 VHF, 4 UHF; Oregon, 3 VHF, 4 UHF; Pennsylvania, 9 VHF, 29 UHF; Rhode Island, 2 VHF, 1 UHF; South Carolina, 5 VHF, 8 UHF.

South Dakota, 1 VHF; Tennes-see, 6 VHF, 4 UHF; Texas. 25 VHF, 16 UHF; Virginia, 4 VHF, 7 UHF; Washington, 6 VHF, 4 UHF; West Virginia, 2 VHF, 5 UHF; Wisconsin, 4 VHF, 8 UHF, and Wyoming, 2 VHF. By the end of December there will be roughly 536 TV stations

on the air thruout the country.

With this influx of new stations, operators again will be faced with the problem of explaining to location owners that a playing juke box is more profitable than a TV set.

Many operators are competing with the problem by talking to location owners before the new stations become operative. In addition, Music Operators' of America and local associations are pitching in by pushing better public relations.

As in the past, operators are finding that the TV problem does not seem as big if some ground work is done.

In 1947, operators found tele-vision cutting their earnings by around 33 per cent. As time passed, the public lost some of (Continued on page 75)

Wurlitzer to Unveil 2 Models April 4-5

zer Company announced this week that Wurlitzer distributors thruout the country would unveil two new model juke boxes to operators April 4-5, designated as "National Wurlitzer Days."

One of the models will be a completly new designed multiselection unit, which was reported last week to have been tested on various locations for the past five months, and the other a 48-selection box available in both 45 and 78 r.p.m. speeds. It is understood that both models will be available.

Activity among distributors is in high gear as they prepare showrooms for the unveilings, mail invitations to their customers.

Oregon Ops various locations for the past five that both models will be available

Neither of the boxes had been confirmed by officials of Wurlit-

March 20.—The Rudolph Wurlit- rumors had hinted their existence rumors had hinted their existence for the past three months.

> The distributor unveilings were held in Buffalo, March 5-6, and special regional service schools, conducted by Wurlitzer service managers, were held this week thruout the country (see separate story).

> and make last minute checks on general details.

Ristaucrat Box In Production; Minor Changes

had been made.

The changes, Maxim said, were brought about by operator requests during the Music Operators of America convention. Two very noticeable changes, he said, were a narrowing of the silver pilasters along the sides of the machine, and the addition of a record indicator to permit playing at a glance.

Joe Cohen, general sales man-ager, reported that he was happy with the response received by His partner, Harry Rich, has operators and distributors during taken over the route while Moss the convention.

Prepare for **Tourist Boom**

PORTLAND, Ore., March 20 .-Music operators thruout Oregon are preparing their jukes for what is expected to be the biggest tourist season in the history of the

The principal factor is the State APPLETON, Wis., March 20.— Highway Commission's \$72,000,000 Andrew Maxim, service engineer road improvement program. The of Ristaucrat, Inc., announced this Portland Chamber of Commerce week that production on the new pointed out that while the tourist 100-selection juke model was business was already the third underway and that a few changes largest industry in the State, bringing in over \$125,000,000 annually, the improvement program should boost it even higher.

Both city and resort areas are expected to feel the increase.

Irv Moss Hospitalized

DETROIT, March 20.-Irv customers to tell what record is Moss, of Moss Music Company, was stricken with a heart attack last week and is now under treatment at the Sinai Hospital.

is hospitalized.

Service Schools Held For Wurlitzer Distribs

here.

CHICAGO, March 20.—At least with Joe Hadlicka, general serv-three regional service schools ice manager of Wurlitzer, assist-were conducted this week on Wurlitzer's two new juke box day session. models to be unveiled April 4-5 (See separate story).

Altho distributors had their first look at the new models in Buffale, March 5-6, when all were requested to attend a special meeting, this past week was the first that any had the opportunity to make any thoro observations.

In San Francisco, Walt Peteet, Wurlitzer regional service man-Wurlitzer regional service manager, held school for five Western State distributors and servicemen. The school lasted the better part of the week and was held at the Francey Distributing Company's Truppman, and Leon Schapochnik Truppman, and Leon S

lowing a meeting of the board of

Coven said that he would hold showing for all operators from Illinois, and that Lew Jones, who Coven, head of Coven Distribuis the branch manager of Coven's tors. Wurlitzer outlet for most Indianapolis office, would hold of Illinois and Indiana, announced one for Indiana operators. Jones, Coven said, will unveil the new models in the Severin Hotel in his organization. Indianapolis.

the Bush Distributing Company man responsible for each. He returned from a service school explained that he would handle Emarcy Distributing Company's headquarters.

In Chicago, Ben Coven, of the firm's offices.

Showings will be held in all of the firm's offices.

CHICAGO, March 20 .- A new directors of the church at which outlet for juke boxes was un- it was decided that the juke box covered this week as a 24-selection offered the church the most music console model was installed in the at the lowest cost. All installations were made by

basement of the Austin West-minster Presbyterian Church members of the church.

The juke box will play religious include "Rock of Ages," "In the Cross of Christ I Glory," "There music and scripture readings exclusively. It was stripped of its coin chutes and hooked up to Is a Green Hill Far Away," "Nearer My God to Thee" and "Near the Cross." Scripture rec-ords include the "God's Love," "Courage," "Bible Proverbs" and "What Lent Can Mean to You." various speakers thruout the

A picture of the juke box and the church's pastor, Dr. Clarence E. Showalter, appeared in three daily newspapers, at least three neighborhood papers and a score of out-of-town newspapers.

It was reported that the teenaged members of the church were enthusiastic about the installation and that the whole congregation seemed pleased with the re-

Coven Adopts New 4 Area Breakdown

CHICAGO, March 20.-Ben this week that a new territorial breakdown had been adopted by

In Miami, three members of four areas, Coven said, with one Jones, who operates out of the Indianapolis branch office, would handle Central Indiana and that

New Name For Calif. **Juke Box Association** OAKLAND, Calif., March 20 .- |

year-old music operators' association, has changed its name to the California Music Merchants with the State of California. Association, Inc. The change, effective immedi-

ately, was made because the

members and activities.

"We think the new name is more descriptive." said CMMA President George A. Miller.

"After all, we are merchandising thru the showeass known if or in the distinction of the nation's most active if or nis group holds the distinction. Coven Distributors, hosted representatives from eight Midnot give any facts on the appearance of the machine, but all wurlitzer Midwestern service manager, conducted the school, manager, conducted the school that would blanket the Northwest portion of Indiana. Coven said that he could assure operators better service with this operators businesses."

State music associations, the Calmusic thru the showcase known as the automatic phonograph. The operators better applies to the operators businesses."

Miller reported the member-The California Music Guild, 20- ship voted to change the name of the association a month ago. Papers were drawn up and the change of name was registered

The move, Miller emphasized, means no change in the aims and purposes of the association. Milgroup's officers and directors ler just returned here from thought the new name more Chicago where he was re-elected descriptive of the association's to a three-year term as president

Antique Juke Hobby Keeps Location Busy

MUSIC MACHINES

March 20.-Albert Svoboda, owner of the Old Time Tavern, reports that there is no stronger advocate of juke boxes in the country than himself.

One step inside Svoboda's establishment proves his point. Every wall is decorated with old time, coin-operated, juke boxes and Svoboda says that his customers love them.

boxes as a hobby over 15 years ago and has since accumulated models ranging from the 1880's to current multi-selection units. In addition, he has old Swiss music boxes, old time player

III. Ops Give To Polio Fund

HARVARD, Ill., March 20 .-Polio Fund contributions were still rolling in from music oper-ators of Northern Illinois this week as A. C. Hestch, of A & H Entertainers, Arlington Heights; R. F. Cope, of Town and Country, Woodstock, and R. L. Lindeof, of General Music Corporation, Skokie, presented a check for \$290.45 to the March of Dimes chairman in Harvard.

The contribution represented only a portion of the total amount donated by these operators. At the beginning of the year, every operator pledged to give one day's take from each juke box to the fund. A conservative estimate of the total donated by these operators is well over \$1,000.

Pictures of the operators appeared in the Harvard daily paper along with D. E. Palmer, Harvard nets, with mandolin effect. March of Dimes chairman, and county chairman.

CHICAGO HEIGHTS, Ill., pianos and organs, and a couple of pieces that give out with an entire orchestra with each instrument played by a tiny figure.

His work shop looks like it must have taken a hundred years country he visited demanded that to supply. The room is jammed to the rafters with instruments from automobiles, clocks, juke boxes, gasoline irons and just Svoboda began collecting juke about everything imaginable. In this workshop, Svoboda repairs and services all of his machines.

> In addition to collecting juke boxes, Svoboda has five not-quite-new automobiles. They in-clude a 1910 Overland, and four Fords, 1911, 1914, 1915 and 1920. little over 19 hours.

the mechanical principles used in over a long period of time. these ingenious inventions." He added that he has found his instruments in every conceivable spot—attics, warehouses, taverns -but almost all of them came from the Chicago area.

He estimates that he has more than 500 music rolls, disks and cylinders and dates them, according to an old merchandise catacentury.

In musical instruments alone, Svoboda's collection numbers over 30.

All of the machines have coin mechanisms and are being played nearly all the time. One of the most popular instruments is an old nickelodian which plays the xylophone, tambourine and casta-

are more versatile than people, that with freight and customs, mand for American kiddle rides. horses on a limited basis.

European Coin Export Market Never Better'

Continued from page 70

he said, allowed the situation to the European operator pays a lot develop.

European coin machine dealers have in the past paid in advance and will continue to do so if the or an amusement game play only exporter insists. According to Groenteman, European coin machine dealers in virtually every equipment be shipped either on sight draft or on open account. with the U.S. exporter getting his money either when the coin machines were picked up, or perhaps later on, or perhaps never.

He explained that the customary practice had been to ship only on check or letter of credit, with the exporter getting his money with the order.

One instance was cited by Last August he drove one of the Groteman where American music cars to Springfield to get a machines and games were stocked historical license plate and the on a dock in Antwerp, Belgium, normal eight hour trip lasted a waiting for the buyer (on sight draft) to pick them up. The buy-But Svoboda says that his first er, he continued, will pick them love is his juke box collection. up as he sells them or places them "I collect old-time musical in- on his own locations, and the struments because I get pleasure American seller will receive his and adventure from the study of money piecemeal, and extended

Open Account

Groeteman also cited instances where American firms had shipped on open account, received complaints about the condition of the equipment and checked personally. When the U.S. representative arrived to inspect the equipment, he would discover that it log, around the turn of the had already been sold. Then, too, he added, actual cases of non-payment were not rare.

At best, he said, with buyers who live up to their obligations completely, the sight draft sys-tem ties up the capital of the ex-porter and hampers his activities. At worst, he said, the exporter can take a beating with little re-

The plight of most European His whole collection provides operators is precarious, Groente-

more for his equipment than does an American operator, altho the average price for a juke box play comes to about 2 or 21/2 American nounced.

Most Belgian sales, he said, have been directly to locations, with a year's guarantee and service policy going with each juke box or amusement machine.

Operator Ownership

In France tho, Groenteman said, the locations now own only about half of the equipment, with the trend running strongly to operator ownership.

In Belgium, where most locations own their own jukes, the machines are not regarded primarily as revenue producers, but as business stimulants. In many clubs-types which would have bands in the U. S .- dancing is to the tune of juke box records. This explains why the Belgian locations will pay high prices for equipment and get low per-play charges, he said.

European operators pay commissions averaging about 30 per cent, he said, except in places like Antwerp, where commissions of from 40 to 50 per cent are paid in a saturated market.

Groenteman added that there is some amusement machine manufacturing in Western Germany, but most of the games are strictly International Amusement, which for German consumption and are represents Lally in Europe, has unlikely to make any dent in the placed many horse rides thru its over-all market.

juke boxes are still being sold in by Albert Polak in Antwerp. Europe, more and more coinmen are demanding 45 r.p.m. machines; he predicted that the demand for 78's will have disappeared in six months, and that it will virtually teman says that a drive would be kill their trade-in value in this put on to sell rides in Holland. country.

Demand for Kiddie Rides

Townsend, Woodstock, a good argument that machines man declared. He pointed out tinued, has seen a substantial de- man firm, he added, is making

Three Events To Highlight Neb. Meeting

OMAHA, March 20. - Three events will highlight the Music Guild of Nebraska meeting tomorrow (21) in Kearney, Howard N. Ellis, secretary-treasurer, an-

The Kearney Youth Club will be presented with a juke box, reports will be made on the recent MOA convention, and preparations for a three-State convention, to be held in Yankton, S. D., will be discussed.

"During the last guild meeting," Ellis said, "members adopted a public relations program stipulating that a juke box be donated to some worthy organization every time the guild meets. Tomorrow's presentation will be the first donation in the new program."

Ellis said that since many of the guild's operators were unable to attend the Chicago convention, reports would be made on the activities on the exhibit floor, the special meetings held by officers and executive members of MOA and on the highlights of the general business meetings.

The third topic will concern the three-State convention being planned by operators of North and South Dakota and Nebraska. Ellis said that if operators agreed to the event, it would be one of the largest meetings held by operators in this area.

Belgian subsidiary, the Belgian He said that while 78 r.p.m. Amusement Company, managed

Many of these rides-not location owned-are in Belgian department stores, with others in Arcades along the Coast. Groen-

He said that the horse is the big favorite, but that Space Ships, The last year, Groenteman con- Ducks and Cows also sell. A Ger-

Copyrighted material

Rock-Ola Manufacturing Corporation is happy to announce the appointment of

CANE DISTRIBUTING CO.

2922 West Pico Blvd. (corner Harvard)

Los Angeles, California

as exclusive distributors for Southern California

OPEN HOUSE PARTY FRIDAY-SATURDAY-SUNDAY April 2, 3 and 4

Come, see and hear the new Rock-Ola Comet . . Refreshments—Bring the ladies.

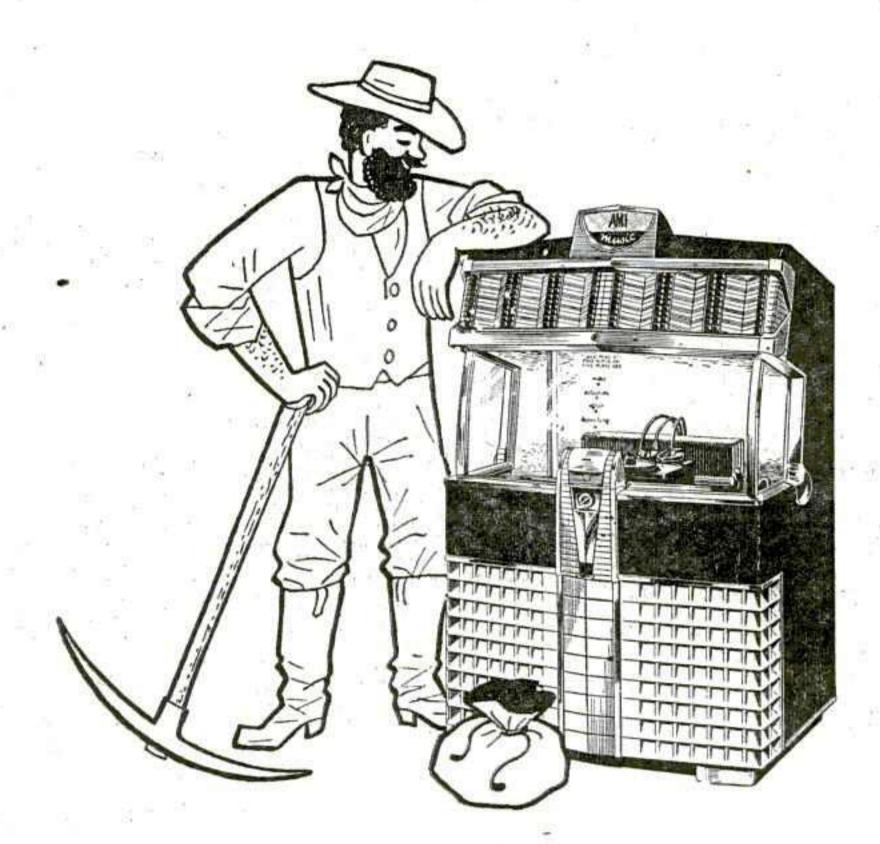


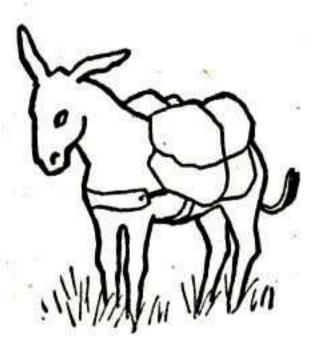
in size ... yet with so much to offer! The largest number of selections . . . 120!

The smallest console phonograph in the world! 3-way service accessibility, top-front and back! The single button line-o-selector for easy plays and more profits!



ROCK-OLA MANUFACTURING CORPORATION





Webster Says It!

Definition Number 2, above, comes closest to describing the operator of an AMI Model "E." Maintenance of dependable AMI equipment requires no long hours at the telephone, no surgical techniques for service. The operator with an "E" has his bonanza in the mother lode of public preference, the pay dirt vein that never gives out.

Get Yourself Outfitted for Some Mighty Rewarding Prospecting at Your Nearby AMI Distributor's.

op'er-a'tor (-a'ter), n. 1. One who operates as in transmitting or receiving telegraph or radio messages, handling telephone calls at a switchboard, dealing in stocks, or performing surgical operations; one who operates a (specified) thing; as, a linotype operator. 2. One who owns, leases, or manages mining property.

(p. 895, WEBSTER'S COLLECIATE DICTIONARY
Fifth Edition)



GENERAL OFFICES AND FACTORY: 1500 UNION AVENUE, S.E., GRAND RAPIDS 2, MICHIGAN

Licensee: Jensen Music Automates-building the IMA-AMI Juke Box sold through Oscar Siesbye A/S, 5 Palaisgade, Copenhagen K., Denmark



WATCH WURLITZER

ON NATIONAL WURLITZER DAYS

SUNDAY, APRIL 4 MONDAY, APRIL 5

AT YOUR WURLITZER DISTRIBUTORS

THE RUDOLPH WURLITZER COMPANY
NORTH TONAWANDA, NEW YORK

COINMEN YOU KNOW

Chicago

Richard Cole, Cole Products Corporation vice-president, back in town after a trek to the West Coast. Dick says new things are in the making, news-wise, at the Cole firm and should be released within the next few weeks.... Braun Manufacturing Company,

of the oldest bulk and small vender makers in the U. S., continues to roll out a variety of coin equipment off its assembly lines. Know-how gained thru the decades stand the staff and officials in good stood to keep about in the new competitive era.

which designed its own carton milk vender several years ago and subsequently placed the first pilot run in test operation on its own, reported this week that it has "no plans to begin vender production."

Harold F. Burt, who recently sold out his interest in the Silver-King Corporation, Aurora, Ill, still plans to open a new vender manufacturing company with his two sons as partners when he could be owned on the contect value and a couple of years ago, is still in the limbo as far as any concrete news of progress is concerned. Among the limbo as far as any concrete news of progress is concerned. Among the limbo as far as any concrete news of progress is concerned. Among the limbo as far as any concrete news of progress is concerned. Among the limbo as far as any concrete meanufacturies. Inc., is about ready to put out its small coffee machine after rigorous testing. Ray Joyner is head of Mills' recently created coffee division The new batteries of penny gum and candy venders appearing on Chicago Transit Authority busses and el cars may be forerunners of a full blanket open and ca

cials in good stead to keep ahead tional Association of Bulk Vendors, thinks with the bulk vending gains over the past two Harmon Enterprises, Inc., which bowed on the coffee vender scene more progress in the next two.

utors, Indianapolis, was in town this week to talk over plans for expanding the Indianapolis branch office with Ben Coven, head of the firm, and to attend the regional service school on Wurlitzer's new juke boxes.

Reed Whipple, regional service manager of Wurlitzer, conducted the school session at Coven's headquarters. Harold Harder and Lee Brahs, of Sandler Distributing Company, Des Moines and Roy Smith and Sylvester Kindler, of United Inc., Milwaukee, were among the servicemen attending.

Thomas Randell Cath, month-old son of Tom and Romy Cath, to Europe March 31.

> Nate Feinstein, of Atlas Music. Seeburg distributors, reports that all is back to normal at the firm. Atlas opened new offices two weeks ago.... Fred Skor and Len Micon, of World-Wide, reported that business was keeping every one on the move. Len said that the Rock-Ola comet was becoming more and more popular with operators all the time.

Johnny Comens, of Walter Comens & Sons, says that he can sense spring just around the corner and so has been shining up the fishing equipment....

Julius Mohill, of Star Music, is getting ready for a little vacation time in Florida.... Ronnie Kraus, of Atlas Music, last week bowled three 99 games. Ronnie will be getting the ABC triplicate award sometime next week.

The Chicago Automatic Phonograph Bowling League is getting tougher all the time. Last week the fight between Decca Coral and Oomens Sons tightened up to one and a half games. The following are the teams and their standings after 81 games: Decca Coral (51 1-2-29 1-2,) Oomens Sons (50-31), Paschke Phono (45-36), ABC Music (41-40), Melody Music (41-40), Western Music (41-40), Atlas Music (41-40), B & B Novelty (39-42), Star Music (37 1-2-43 1-2), Gillette Distribs (36-45), Mercury Records (34-47), Coven Music (29-52) Coven Music (29-52).

Distributors from far and wide swarmed to the Windy City for the MOA Convention. There were so many, in fact that somebody quipped "All you have to do to start a fire is strike two dis-tributors together" (and sometimes it didn't take two to start one).... A few of the many seen were Barney Sugarman, New York; Mac Murdie, San Francisco; Herman Paster, St. Paul; Bill Marmer, Cincinnati; Herman (Continued on page 77)

Juke Box Ops

Continued from page 71

its enthusiasm for television and by 1949 the novelty of a television set in a location had all but disappeared.

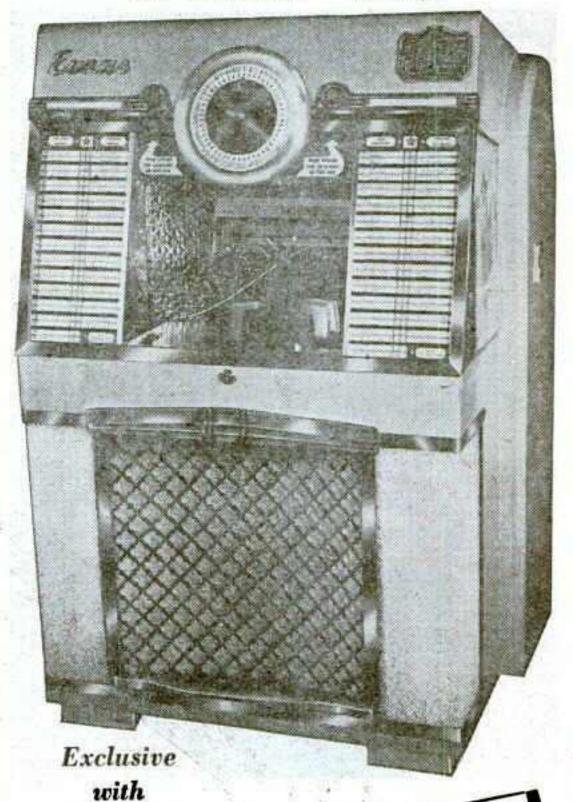
Television manufacturers also aided the operators. Prices on sets began coming down and it wasn't long before the average family could afford a set of their own. As home sales rose, television in taverns and other spots became less and less a drawing card. By 1950, in cities where TV had first been introduced, juke box play had returned to normal.

The new stations will present a hardship on many operators, but past experience has proventhe hardship will be short lived.

NEW-ALL THE WAY THRU! EVANS'

HOLIDAY

100 SELECTION . 45 RPM



PANORAMIC SOUND DISTRIBUTION!

A new scientific method of diffusing sound waves! Every nuance of sound is faithfully reproduced thru the entire tone range. Sound waves emanate from the full width of the cabinet, completely unhampered . . . projected in all directions to permeate the room in clear, rich tones. Only Panoramic Sound Distribution assures true Hi-Fidelity reproduction!

ON DISPLAY AT YOUR **EVANS DISTRIBUTOR!**

H. C. EVANS & CO.

1556 W. CARROLL AVE. CHICAGO 7; ILLINOIS

POST WAR

Reconditioned Music Equipment

BOX CLEARANCE SEEBURG

5, 10, 25c-Wired .										. 5	\$19.50
5, 10, 25c-Wireless		٠						٠			17.50
5c-Wired & Wireless		•	•	•	٠	•	•	•	•		4.50

WIIDLITTED

		***	"	K.	-1	ı,	_	E	ĸ	Ž.			
5,	10, 25c	-Mode	el	4	8	20)				•	• •	 \$24.50
	10, 25c-												AND RESERVED AND ADDRESS OF THE RESERVED ADDRESS OF TH
5c	-Model	3045											 4.00
	-Model												

ROCK-OLA 5c-Model 1052 . .

Also, All Types Wurlitzer Steppers WRITE-WIRE-PHONE. 1/3 down, balance C.O.D.

MUSIC SYSTEMS CLEVELAND, OHIO-2600 Euclid Ave. CHerry 1-3801 TOLEDO, OHIO-1302 Jackson Main 6192 DETROIT, MICH.-10217 Linwood Tulsa 3-3900 LANSING, MICH,-1224 Turner **Lansing 5-4243**

Advance Machine Company, one out at the Bert Mills Corporation

THE BILLBOARD INDEX

ADVERTISED USED MACHINE PRICES

MUSIC MACHINES

Equipment and prices listed below are taken from advertisements in The Billboard Issues as Indicated below. All advertised used machines and prices are listed. Where more than one firm advertised the same equipment at the same price, frequency with which the price occurred is

AMI Model A	Issue of Mar. 20 \$139.50 195.00	Issue of Mar. 13 \$139.50	Issue of Mar. 6 \$139.50 195.00	Issue of Feb. 27 \$139.00 160.00
				195.00
Model B	229.50 269.00 275.00 285.00	269.00	269.00 275.00 279.50	269.00 275.00 300.00
Model C	279.50 299.00 325.00	279.50 299.00	299.00 310.00 325.00	249.50 299.00 325.00
Model 0-40	395.00 400.00	395.00	395.00(3)	349.50 395.00
fodel D-80	495.00		439.50 495.00	400.00 439.50 479.50 495.00
CHICAGO COIN			1000000000	Separation of the separation o
land Box	139.00	139.00	139.00	139.00
VANS constellation	295.00	210.00	325.00	325.00
WILLS Constellation			125.00	125.00
HISTAUCRAT		3 1	XESSES.	. Angeline
2 Selection		0.50	60.00	79.00
ROCK-OLA	0.0000000		10	
Fire Ball 45 RPM	475.00	475.00	470.00 475.00	469.50 475.00
422	89.00 99.50	89.00 99.50	89.00 89.50 95.00 99.50	49.50 79.00 89.00 99.50
1426	109.00	109.00	109.00	59.50 99.00 109.00
428	100.00		***	175.00
432	375.00	375.00	289.50 375.00	275.00 · 289.50 375.00 · 395.00
436 Fireball 45 RPM	495.00	2,2,00	I SU IVERTURE	429.50
2-50 947	125.00	125.00	459.95 125.00	125.00
948	250.00	250.00	250.00	250.00
EEBURG lideaway	125.00		125.00	125.00
6 Hideaway	ILESANZ.		DEFFERRADI	69.50
7	99.50	99.50	99.50	99.50 89.50
B Hideaway	450.00	450.00	450.00	450.00
M 100 A	339.50 495.00(2)	339.50	339.50	339.50
100 A /8 KPM	493.00(2)	495.00(3)	419.95 449.00 489.00	349.50 450.00 495.00
4 100 B 45 RPM			495.00(3) 599.50	
46	99.00 99.50 135.00	99.00 99.50	90.00 99.50 135.00	50.00 69.50 99.00 99.50
1 146 M Hideaway	133.00		253.00	79.00
46 M	75.00	75.00	75.00	79.00 50.00
47	109.50 129.00	109.50 129.00	109.50 129.00	75.00 89.50
47 M	150.00		150.00	109.50 129.50 109.00
48 Hideaway			139.50	107.00
I 147 Hideaway	95.00	95.00	85.00 95.00	
48	195.00	9000074	195.00	139.50 195.00
48 M	189.00 159.50 179.50	189.00 159.50 199.00	189.00 159.50 189.50	189.00 159.50 199.00
	199.00	137.30 177.00	199.00	A THE CAMPACATE OF THE PARTY OF
48 SL				159.00 75.00
946 Hideaway	89.50 109.50 165.00	89.50 109.50 165.00	89.50 109.50 165.00	89.50 109.50 165.00
WILLIAMS	Control of the Control of the			
lusic Mite	90.00	75.00 90.00	90.00	90.00
VURLITZER		1		
015	99.50 135.00	99.50	89.95 99.50(2) 150.00	79.50 99.00 99.50 100.00 150.00
017 Hideaway	59.00	59.00	59.00	
017 A Hideaway	99.00 125.00	85.00 99.00	99.00 99.50	99.00 100.00
5019		CHRODINIVADAR GALL	125.00	125.00
100	225.00	189.50 235.00	189.50 189.95 210.00 225.00	169.50 189.00 219.00
217 Hideaway	219.00	219.00	219.00	225.00(2)
250	249.50	249.50 295.00	249.50 249.95	229.50 249.50
	295.00(2)	SUAL PRESTS	275.00	295.00 300.00 325.00
400	429.50	429.50	429.50 449.95	399.50 429.50

1400..

......

429.50

429.50



OPERATORS and DISTRIBUTORS LOCATED in the

YOU'RE IAII/ITEM

EAST

To visit our complete MUSIC SERVICE Exhibition at the BARCLAY HOTEL, Suite 450, 47th & Lexington Ave., New York City, MARCH 22-23-24-25.

High Fidelity music on tape was the outstanding profit opportunity at the M.O.A. Convention in Chicago, March 8-9-10. Music operators were quick to realize the unlimited opportunity for additional income we are offering. If you, Mr. Distributor and Mr. Operator, did not attend the M.O.A. convention, write for

our brochure fully describing how you may enjoy additional music service profits.

I personally urge you and welcome you to determine if your territory is now open. Expansion in this new Era of Music recording is so rapidly moving that it's a <u>must</u> that you find out if there is an opening in your territory. New Profits—New Markets—are the answer, and I welcome you to learn how you can build for yourselves a lifetime "annuity" income.

"Heinie" Roberts

I will look for you at the

BARCLAY HOTEL, Suite 450

The Residence of the same of t

NEW YORK CITY

MARCH 22-23-24-25



or phone or address your inquiries to:

H.T. (Heinie) ROBERTS

225 West Ohio Street, Chicago 10, Illinois WHitehall 4-1889

Copyrighted material

COINMEN YOU KNOW

Continued from page 75

Rosen, Philadelphia; Irv Blumenman, Louisville, Red Hitchcock, Nashville; Tony Papa Jr. Chattanooga; Ted Bush, Miami; Max Lieberman, Minneapolis; Sam Taran, Miami: Sol Hoffman, Harrisburg, Pa.

Seen at the Exhibit Supply display: Frank Mencuri, Chicago Coin sales manager, having a rip-snorting time riding Trigger, while Art Weinand, Exhibit sales manager, straddled the legs of the bronco. . . I. Edelman, Edelco Manufacturing Company, Detroit, and Tony Papa Jr., going at it hammer-and-tongs about future coin machine conventions in Meteor Machine Corporation's exhibit.... C. A. Kulp, Oklahoma City, and Max and Harry Hurvich, Birmingham, all three distribs, visiting Charley Katz, Deco. Inc.'s exhibit.... Also Bill Rosenberg and Frank Page, Roanoke Vending.

Some trips-vacation and business-are in high gear.... Frank Mencuri now visiting distributors in Milwaukee, Minneapolis, Des in Texas and the Southwest in connection with showings of their new 2-player Basketball.... Paul Huebsch, general sales manager, J. H. Keeney & Company, in Florida for a week on combination business-vacation trip... Also in sunny Florida: Alvin Phonograph Company, again is Gottlieb, D. Gottlieb & Company, exhibiting the "new look" after to enjoy the arduous rigors of a siege of dieting. . . . X. Zeverly, stretching out on the deck of the Radio Center, is putting out ad-Gottlieb yacht to soak in the sun.

Miami

Dave Shedd, of Binkley Distributing Company, and his wife Donna are receiving congratulations on the birth of a daughter, Nancy Grace. The Shedds now have three daughters and one son. Dave is manager of Binkley's Miami office which distributes M-G-M and other record lines.

Hostle Goldberg, of Sterling Novelty Company, Lexington, on Florida's West Coast. The Kentuckian is an operator and jobber of vending machines.

A forthcoming marriage of interest to coinmen is that of Anne Seidenberg, secretary at Bush Distributing Company, and Irving Lemlich, a former coin machine operator now associated with E & L Construction Company. The couple announced their engagement this week.

NEW HOPE in the battle against CANCER

THE FIGHT against man's cruelest enemy is far from won. If present rates continue, 23 million living Americans will die of cancer-230,000 this year. And thousands of these will die needlessly-through cancer that could have been cured if treated

ALL THE SAME, there have been victories. Thousands who once would have died are being saved-thanks, in part, to your donations to the American Cancer Society.

AND, LAST YEAR, the Society was able to allocate \$5,000,000 of your donations to research aimed at finding the ultimate cure for all cancer. That's more money than ever before.

MUCH MORE, of course, remains to be done. So please make this year's gift a really generous one!

> Cancer MAN'S CRUELEST ENEMY Strike back-Give MERICAN CANCER SOCIETY

feld, Baltimore; G. B. & J. D. pliance Distributors, and Bob and shuffle boards on location in Lazar, Pittsburgh; Johnny Mi- Norman, manager of Southern Miami. Routeman and mechanic chaels, Seattle; Walter Walde- Music Company, are again collab- Legs Biggers will continue on the front of the theater and Brown, years ago. representing the RCA Victor distributors, stocked it with Hank Vaughn Monroe numbers during tomers to call him toll-free. the singer's personal appearance at the Olympia.

> ing hard to expand their route of the Keys. music, games and shuffle alleys, For diversion the boys go fishing.

Dave Friedman has merged his Miami American Shuffleboard Moines, Kansas City showing Chi Company with Buster Anchell's Coin's new Super Frame Bowler American Operating Company. Ralph Sheffield, Genco sales The pair will operate music, manager, will spend next week games and shuffleboards and shuffle alleys under the American Operating Company banner, Anchell formerly was in partnership with Gene Lane, but that association was dissolved months ago.

> George Caravasios, Southern ditional juke boxes on his route.

> Eddie Petrocine, North Dade Amusement Company, purchased a small game route from a nonmember of the AMOA who found the going too tough. ... Export manager Erasmos U. Ramos, Southern Music Company, traded in his old car for a 1954 Dodge.
> ... Irving Sandler, Wurlitzer dis-

tributor in Minneapolis, spent a vacation in Miami and then accompanied Ted Bush, Ozzie Truppman and Leon Schapochnik, Ky., is in town visiting his old of the Bush Distributing Com-friend, Harry Goldberg, H & G pany, to the Wurlitzer factory for Vending. They plan a fishing trip a preview showing of the new Wurlitzer Model 1700 phonograph.

> Bernardo Guzman, of Colombia, visited Miami on a business and vacation trip. While here he spent considerable time with Ken Willis, export manager of Bush Distributing Company. Willis has been a frequent visitor to Colom-

> Thieves broke into the offices of the J &M Vending Company, looted the safe of \$1,500 in coins and \$5,000 in Defense Bonds. They later thrw away the bonds which were recovered.

> Florida's sales tax collections continued to rise in February with an increase of 51/2 per cent over February, 1953. Comptroller C. M. Gay reported that February collection on January sales amounted to \$6,320,239.

> Bush Distributing Company is making deliveries of Exhibits' Shooting Gallery, according to owner Ted Bush. Bush adds that the firm is doing a big job with Chicago Coin's Criss Cross Bowler which has met with high praise from operators. . . . Mike Imig, wife, Irene, are vacationing here.

Imig is a past president of the South Dakota Music Operators' Association. The visitors plan to spend a few days in Havana before heading back to South Da-

Marvin Novak, of King Records, returned from a trip to Key West where he called on that area's two leading juke box operators, Oscar Garcia and Al's Music, as well as retail record stores. Novak re-ports that "Good Deal Lucille" and "Wanted" on the King label are proving popular in the juke boxes.

William Marmer, Marmer Distributing Company, Cincinnati, is spending some time here. Marmer is the Bally distributor in his ter-

Samuel Horowitz, A & T Vending Company, has sold his game route to Irving Pearlberg, a newcomer to this area from New Jersey. The approximately 100 pieces

Harold Brown, of Sea Coast Ap- | consist of pin games, shuffle alleys Music Company, are again collab- Legs Biggers will continue on the orating on a promotional stunt. job under the new owner. Pearl-When the "Grand Ole Opry" berg has been active in the coin troupe checked into the Olympia machine business for many years theater for a week's run, Norman in New Jersey. Horowitz purplaced an AMI Model E 80 in chased A & T Vending about two

Ed Mercer, Orange Blossom Snow recordings. Snow is the star | Music Company, services locaof the show which also features tions in a 40-mile area between Moon Mullican, King Records art- Miami and Florida City. He lives ist, and Marty Robbins, of Co- south of Miami in the town of lumbia Records. The previous Perrine, which is about midway week the AMI phonograph played on his route and enables his cus-

Harry Goldberg, H. & G Vending, is awaiting the release of the Jack Lipsiner, Coin-Operated new 11-column PX cigarette vend-Service, and his family are en- er. Goldberg says that most cigsconced in their new home at arette operators are now getting North Miami Beach. . . . The two a quarter in Miami, 25 and 28 Frenchy brothers, of the Frenchy cents in Miami Beach, 28 cents in Amusement Company, are work- South Miami and 30 cents along

Milwaukee

Beer City operators were well represented at the recent MOA convention in Chicago. A few who took time out from their route schedules to take in the sessions and look over displays were Les Reder, of L. & R. Distributors; Doug Opitz, Hilltop Coin Machine Company; Joe Beck, of Mitchell Novelty, and Richard Manhardt.

Bob Paape, of Madison's Paape Music, made the trip back home from the MOA show in the company of Coral distributor, Rolf Voegelin. Voegelin reports enthusiasm among operators in his territory for the new Teresa Brewer disking of "Jilted."

New salesman hired by the United, Inc., Wurlitzer distributors, is Sherwood Johnson, who formerly was a factory man for Wurlitzer. Johnson held down the fort several weeks while his boss, Harry Jacobs Jr., made the trip to Buffalo for the Wurlitzer sales confab. Following the sales meeting, Jacobs and his wife spent a week touring the East by auto. Harry Jacobs Sr. is expected back from his annual Florida vacation sometime this week.

Ken Wendel, disk distributor, reports a terrific response by dealers and operators over the just released Rusty Bryant number on Dot label, "All Night Long." This one has taken hold with operators at greater speed, says Wendel, than any other record in his experience in the in-

Cigarette vending machine operators are on the receiving end of a highly successful campaign by the sales staffers for Lucky Strike and Pall Mall brands. Pro-

Info in Other Departments

Among the stories of general interest to the coin machine industry to be found in the General, Music and other departments up front in this issue of The Billboard are:

WURLITZER PUSH USES DISK SPIEL. A promotional device designed to get juke box operators to attend National Wurlitzer Days has been mailed to 12,000 operators (Music

CAPITOL SETS RECORD. Sales of Capitol Records during 1953 reached a volume of \$16,941,230, racking up an alltime high for the plattery (Music department).

DECCA PUSHES STRING BANDS. Decca Records has launched a new drive plugging hot hillbilly string bands with a release this week of a disk featuring Grady Martin fronting a new combo, the Winging Strings (Music department).

And many other informative news stories as well as the Honor Roll of Hits and pop charts.

outside of vending machines bearing sales message and the emergency phone number of the operating firm. Decals have been winning lots of new friends, Lucarelli

Music and games receipts have been at a low ebb in recent weeks according to coinman Richard Manhardt. Lull is attributed to the Lenten season.

Vic Manhardt, Evans distributor, is expected back from his Florida vacation within the next the home territory in time to start pushing for sales of the new Evans music machine model.

Sam Cooper spent a few days in St. Paul this week visiting with his family. In charge of things at Paster Distributors in the premium department while Cooper was gone was Jerry Groll. Groll reports premium goods moving at a profitable pace. Plans call for changing the name of the premium department to The Holly Company, establishing it as a separate entity to facilitate bookkeeping headaches.

Meanwhile the machine department at Paster continues at a brisk pace, with no AMI's orgames on the floor for immediate delivery. New all around serviceman just hired by Paster firm is Paul Kucej.

Los Angeles

Lyn Brown, of Lyn Brown Company, anxiously awaiting the arrival of Exhibit's new gun. Lyn is working on a novel game conversion and should have it ready for operators within the next two weeks.... Bill Happel. president of Badger Sales Company disclosed the firm was appointed distributor for the new Activeaire Electric Towel machine, a non-coin operated product. Fred Gaunt, of the same firm, reports peak operator in-terest in Genco's new Two Player Basketball game.

Al Silberman, Badger Sales vending department chieftain, girding for a peak drink machine Strike and Pall Mall brands. Pro-gram, sparked by district sales of Automatic Products Company manager Albert Lucarelli, stresses machines on the showroom floor

placing of attractive decals on the | Charlie Robinson and Al Bettleman, C. A. Robinson Company, report a sizable volume of business via United's Team Shuffle Alley.... Hank Tronick and Ed Wisler, Minthorne Music Company, report the opening of the firm's new quarters to house their used games and music equipment department, has met with exceptional success. Jack Dolan is staffing the new Min-thorne addition... Phil Robinson, regional representative for Chicago Coin, excited about the firm's new Super Frame Bowler. . . A. P. Cane, getting set for few weeks. Vic is expected to hit his showing of the Rock-Ola phonograph.

Hartford, Conn.

Jim Tolisano, of Superior Music, is back from a brief Chicago business trip.... Abe Fish, of General Amusement Games and head of MOA (Music Operators of Connecticut), and Mrs. Fish have moved into a new home in West Hartford ... Paul Rechtshafer, Reliable Coin, back from Miami, looking well-rested and tanned. He showed up at General Amusement Games the other afternoon and greeted hints of romantic plans with a smile, reports Fish.

A number of coin operators in industrial towns downstate report trade has slowed down somewhat. with minor layoffs in the larger manufacturing plants. The situation is considered seasonal, however, and many operators are readying new equipment.

The secretary of State's office here reported the filing of (Continued on page 82)

LATE JUKE BOX RECORDS WANTED

78 and 45 RPM

SEE-MOR STORES Philadelphia, Pa. 936 Market St.



PAID CIRCULATION PROVES READER INTEREST

WHEN YOU SEE "ABC," IT'S PROOF OF WHO AND HOW MANY READERS BUY THIS BUSINESS PAPER.

How Was Your Timing on . . .

TONY MARTIN. RCA VICTOR 20-5665

Now on Billboard's "Best Selling Singles" Chart

Start today to time your record buying to cash in on the heaviest disk jeckey promotion and strongest dealer merchandising. Billboard's weekly BEST BUYS are the answer. Arrange now to have title Yankton, S. D., operator, and his strips of BEST BUYS supplied day and date with their publication in Billboard. You'll save time and money . . . you'll be riding only the winners for top play the year around!

Spotted as a Billboard BEST BUY

MARCH 9, 1954

Title Strips Ready for Top **Juke Profits**

MARCH 9, 1954

CONVENIENT ORDER FORM

There are 20 title strips on each card-10 on side A and 10 on side B. The minimum package includes 2 cards of each record selected (average 10 records -20 cards) delivered weekly for a period of 3 months.

Carus	(Cost	1Garus	(LOSE
per	for 3	per	for 3
Week)	months)	Week	months
	0 strips)\$ 9.00	70 (1400	strips)\$29.00
	0 strips) 13.00		strips) 33.00
	0 strips) 17.00 0 strips) 21.00	90 (1800	strips) 36.00
	THE PARTY OF THE P	100 (1200	strips) 39.00

Sterling Title Strip Co. 2 E. 45th St., New York 17 Date. Please start sending me ____ cards of Billboard's "Best Buys" to cost _ for 3 full months. Payment is enclosed. Address City Zone _State_ _

Vending Sessions, Exhibs To Highlight NATD Meeting

Seminar to Examine Cig, Candy **Operation, Probe Direct Sales**

CHICAGO, March 20.—When the National Association of Tobacco Distributors' convention Palmer House, vending will have opens here Sunday (28), automatic | become even more closely idenmerchandising will have one of its strongest representations in both dustry. Two days of discussion the business sessions and the exhibit ranks of any NATD meeting. and 55 exhibits keyed to auto-

Halifax Comm. **Votes to License** Vending Machs.

this week recommended that the city council amend the city char-ter to allow sale of soft drinks

thru vending machines.

Applying for the amendment was the Coca-Cola Company. Opposing the application was the Wholesale & Retail Tobacco Distributors' Association of Halifax. one of the organizations that had been originally responsible for the introduction of the legisla-tion banning the sale of soft drinks, candy, cigarettes by ven-

Coin machine distributors and manufacturers, and distributors of

within the city, no such restriction prevails in the county of Hal-

Andico-Cole **End Coffee** Mch. Agreement 6-Col. Shipman

LANSDALE, Pa., March 20.— American National Dispensing American National Dispensing Company, in a major change in distribution policy on its coffee yender, has ended its 19-month. vender, has ended its 19-monthold agreement with Cole Products Corporation under which latter handled all U. S. and Canadian sales of the machine. American had agreed to distribute its Andico

vender only outside these areas. Officials at American National would not comment on the move, other than to state that Andico was no longer connected with Cole Products. Cole officials, when contacted, said a statement "would be made next week."

Under the American-Cole agreement, latter marketed the Andico machine under its own trade name, Coffee-Spa. The machine, other than carrying identifying Cole colors and trim, was unchanged. American and side door, provides storage for columns, with each column hold-(Continued on page 84) 200 packs.

At the close of the six-day con- man of the afternoon cigarette vention, Friday (April 2), at the session. tified with the nation's tobacco inand 55 exhibits keyed to automatic merchandising will have done much to further the tie.

The third day of the meeting (Tuesday, 30), business sessions on candy, cigarettes and management planning will be discussion highlights. Frank E. Gilman, G. & H. Distributors, Seattle, will be chairman of a morning candy and con-

Vending Seminar

Wednesday (31) will see vending interest stepped up as conventioneers sit on a special vending machines seminar. Under the chairmanship of Charles J. Cooper, Cooper Tobacco Company, Lan-caster, Pa., it will deal with a

The session will also deal with fectionery seminar. Henry Gunst outright sale of venders to loca-Jr., chairman of the NATD Young Executives Division, will be chair-

vote of five to two, the city finance and executive committee Chi Transit Vender Volume Off in '53

CTA Commission \$74,683 From \$292,250 Gross; Test 1-Cent Machines in Busses, Els

in both the number of el and sub- 518 penny tab gum and chocolate way station venders and in its venders are currently under test vending commissions during 1953 operation in 28 el cars and 46 busses of the Chicago Transit Authority this week. Last thority here. A newly formed year, 920 venders earned \$74,683 firm, Howe Vending Corporation,

Halifax is the only city in the and in commissions reversed, for formation department head, is

1. Fewer riders (due to higher fares). General downward trend in transportation system earn-

While the dollar and total machine count is off, the variety of (Continued on page 86)

LOS ANGELES, March 20. -Shipman Manufacturing Company this week introduced a sixselection cigarette vender priced at \$99.50; with base, \$114.

Vender holds 20 packs per column, accommodates either regular or king size. Straight quarter or 30-cent coin mechanism (quarter and nickel) is optional; both have National slug rejectors. The

columns tilt upward for loading. Finished in dark maroon enamel with gold and cream lettering, the cabinet has a plate-glass mirror, weighs 75 pounds. It is 28 inches high, 1714 inches wide and 11 inches deep. The base has a

Cig, Candy, Cup Machs. On NATD Exhibit Floor

rette, candy and cup drink venders new models by leaders in this will vie for attention on the ex-field. One firm will show its cup hibit floor at the 22d annual con- soft drink machine line. vention of the National Associa-tion of Tobacco Distributors here. Cole Products Corporation; Ar-Fifty-five exhibits (see complete thur H. DuGrenier, Inc.; Eastern list in this section) will include Electric, Inc.; Lehigh Foundries, product and component manufac- Inc., National Vendors, Rowe NEW YORK, March 20.—Ster-turers as well as a distributor of Manufacturing Company; Smoke- ling Sales and Service, Inc., Dalbulk vending equipment and sup- show Corporation (division of las has been named by Apco, Inc.,

be cigarette machines; eight firms turing Comp. ny and Tom King & will show their latest models, with Company. one taking the wraps off an 18column unit.

Candy venders, displayed by will exhibit their products.

CHICAGO, March 20. - Ciga- four manufacturers, will include

Pacing the vender displays will Corporation, Superior Manufac- ative.

rette and five sirup manufacturers plete inventories of spare parts

CHICAGO, March 20 .- A drop | CHICAGO, March 20 .- Some candy bars, popcorn, etc., have made proposals that the city charter be amended to allow sales of these products thru venders.

Total gross for 1953 was \$292,250.

The drop in number of venders cannot \$7,000 headed by a former business consultant, Jack Howe, secured the test placement agreement with CTA, to run for 120 days.

Howe stated that the venders, the metal panels which separate the windows. El car installations are made only in the new allmetal cars.

(Continued on page 84)

Navenco SuperVend Inventory, Patents To Dallas Group

Graff, Dobsons to Head New Firm; Rumor Spacarb May Distribute

DALLAS, March 20.—Follow- new firm, finished machines would ing rumors of the pending sale of go for a minimum of \$795. the Navenco inventory and manufacturing rights of the SuperVend cup vender (The Billboard, February 20), it was announced this week that both had been purchased by Al Graff local formerly. been purchased by Al Graff, local new car dealer, and associates including Joseph and James Dobson, of Dobson vending Service Dallas.

Rumors, unconfirmed at press time, also circulated that the 1,340 machine inventory would be handled thru Spacarb repre-sentatives, that Spacarb would waive patent rights on its Mis-A-Drink unit which would be used in the SuperVend models.

While the name of the new company was not set, it was indicated that it would retain the Navenco title. According to Joseph Dobson, executive vice-president and sales manager of the

\$\$ IN TRANSIT

Springfield **Bus Venders Gain Favor**

SPRINGFIELD, O., March 20.— Atlantic provinces that prohibits the first time since automatic purchased from Transportation Vender installations on public outbreak of hostilities in Korea the vending of these items. Altho the crame a factor in their sale by venders is forbidden the CTA system in 1949, the annual upward trend. Reason, ac- From six to eight units are in- favor. They have this in common: mately 50 per cent of the firm's cording to Robert Guy, CTA com- stalled along either side of the They consist of penny candy and facilities have been diverted to mercial engineer and public in- vehicle. They are mounted on gum machines, but not necessarily the same basic unit (see separate ducing 20-mm, 30-mm cartridge story on Chicago operation).
Springfield City Lines, Inc.,

after its first year of testing a six-Howe said that if the operation selection, 315-capacity Mills In-(Continued on page 86)

formerly.

Sale of Navenco Deluxe units will be made under a finance plan, if desired, it was stated.
A former lease arrangement
would be discontinued. Standard
parts warrantees will be made. Resume Mfr?

Dobson declared that there was a strong possibility that manufacture of the machine would be resumed. The current program is not one just "to move in-(Continued on page 84)

Stoner Skeds **Full Scale Output May 1**

AURORA, Ill., March 20. — Stoner Manufacturing Corpora-tion reported this week that due to government order cutbacks it plans full-scale resumption of vending machine production after May 1.

During World War II Stoner received Army-Navy "E" awards and was again called on at the government contract work, procases and 20-mm armor-piercing projectiles.

Officials stated that all special tooling and machinery used for the government contracts would be stored. This will make an additional 200,000 square feet of plant space available for pro-duction of the full Stoner vender

Showing at Waldorf NY Health Dept. Links Cigs

ALBANY, N. Y., March 20. — The New York State Department port which stated that "existing Lunch-O-Mat, and the Eastern C-10 cigarette vender (The Bill-board, March 20).

Anthony Caruso, Eastern presidence indicates that cigarette evidence indicates that cigarette smoking is one of the causes of purpose unit will not be made on lung cancer." The report claimed a mass production basis, but will that the risk is in direct proportion. be custom made for specific in- tion to the number of cigarettes smoked.

In the report, Dr. Morton L. designed primarily for chain or Levin, assistant commissioner for (Continued on page 84)

Unveil All-Purpose Vender to Be Custom Made; Firm to Make 1,000 Lunch-O-Mats NEW YORK, March 20.—Some is 5 feet 8 inches tall, 12 inches 50 leaders of the vending, financial deep and 30 inches wide. The and civic world gathered in the coin acceptance chute will take up Carpenter Suite of the Waldorf- to 50 cents in any combination of

stallations.

50 Attend Eastern

Astoria Hotel here Thursday (18) nickels, dimes or quarters and as guests of Eastern Electric, Inc., give change. Each column may to view the new Eastern all-pur- be set to vend at a different price. of Health this week issued a repose vender, the newly acquired

in Italy, will be produced soon in Eastern's New Bedford, Mass., plant. The unit displayed, electrically operated, has seven lateral ing 20 items for a total capacity of 140 items.

the item. A total of 35 items can be viewed by the purchaser, as each column has a row of five visable items, all behind glass. Service is from the front, with a door swinging open. The unit

Apco Names Texas Distrib

Apco, Inc.), Stoner Manufacturing here as Texas regional represent-

The firm will handle sales and service for Apco SodaShoppes in Twenty-three candy, nine ciga- Texas and will also carry comand supplies.

Each column has a glass door at the end, which lifts to remove NAMA Names P-R Film Producer; Ready Oct. 1

CHICAGO, March 20. — The \$26,000, the extra money would producer for the National Auto- be used to provide a sufficient public relations motion picture has been selected, William S. As it is planned to have the completed film "canned" by Octoscript committee, announced this ber 1, NAMA has announced (The week.

Custom Made

He explained that the unit is

(Continued on page 84)

The producer, Sarra, Inc., which has headquarters here, in New York and Hollywood, will Washington. produce the movie in 16-mm. sound and color, with a running time of at least 20 minutes.

Cost of the film, including a contributions now total over and O. G. Leach, secretary.

matic Merchandising Association number of prints to assure the

Billboard, March 20) that the movie would be premiered at the October 10-13 convention in

Work on the script will now get underway in co-operation with Sarra, it was announced.

In addition to Fishman, mem-"name" commentator and back- bers of the script committee are ground music, will be \$25,000. Tom Hungerford, Herb Geiger, Fishman stated that while total William McConnell, Alex Izzard





 NEW FINISHES send 35¢

Complete Sample Kit Powder Boxes — Play Lipstick—Super Market Charms — Military, Cameo and Jewel Rings. IMMEDIATE DELIVERY



COMPANY

2538 Mission Street Pittsburgh 3, Pa.

MANDELL GUARANTEED USED MACHINES

N.W. DeLuxe 14 & 5¢ Comb	113.05
N.W. #39 1¢ Porc	7.95
N.W. #33 1¢ Porc. B.G	7.95
Master 1¢ Bulk Porc	7.45
Master 5¢ Bulk Porc	7.45
Master 1¢ & 5¢ Bulk Porc	7.95
Columbus If Bulk	7.45
Silver King 1¢ B.G. or Mdse	7.45
Exhibit Post Card (Metal)	15.00
Advance = D 1¢ B.G	7.45
Advance #11 Mdre	5,95

MERCHANDISE & SUPPLIES	
Pistachio Nuts, Jumbo Queen . \$.8 Pistachio Nuts, Vendor's Mix . 7 Pistachio Nuts, Sheik . 5 Cashew Whole . 5 Cashew Butts . 5 Peanuts, Jumbo . 3 Spanish . 3 Spanish . 5 Almonds 480 ct. 5 lbs. vac. pk . 8 Baby Chicks . 3 Rainbow Peanuts . 3 Boston Baked Beans . 3 Jelly Beans . 2 Licorcie Lorenges . 2 M & M . 4 Assorted Fruit Charms, 100 ct 4	3550885520085
Rain Bio Ball Gum, all sizes, 200 lbs. minimum. Prepaid, per lb\$.2 Adams Gum, all flavors, 100 ct4	8 4

Wrigley's Gum, all flavors, 100 ct... .47 Hershey's Chocolate, 200 ct. 1.30 Minimum Order, 25 Boxes Assorted.

Complete line of Parts, Supplies, Stands, Globes, Brackets, Charms. Everything for the operator. 1/3 Deposit, Balance C.O.D.

SALES AND SERVICE CO. MOE MANDELL 446 W. 36th St., New York 18, N. Y.

LOngocre 4-6467



860 North Ave. N.E

Atlanta 6, Georgia

Pabst Readies Volume Output Of Canned Cola

CHICAGO, March 20. - Pabst Brewing Company this week moved into the canned soft drink market as a volume producer. It will start test marketing two cola drinks in 12-ounce flat-top cans in Syracuse and Rochester, N. Y., next week.

The cans, which will be retailed mainly thru food stores in the test at two for 25 cents, will be handled by Hoffman Beverage Company, a Pabst subsidiary.

One of the colas is a low caloric drink, the other labeled "extra dry." Both carry the trade name, Tap-a-Cola.

The decision to market canned soft drinks was the result of several months of research at the Hoffman laboratories in Newark, N. J., last fall. Shelf tests of the product and can were made, in addition to taste tests in a number of cities.

In line with the new program, facilities for full production of the canned colas are now being set up in a new Pabst-Hoffman soft drink plant in Long Island City.

New Winston Cig 2c Over Regulars

WINSTON-SALEM, N. C., March 20.—R. J. Reynolds To-bacco Company announced this week its new king-size, filter-tip Winston cigarette vill retail for 2 cents a pack more than its regular size Camels.

In the New York area, most of the standard brands sell for 24 cents a pack, while the kingsize goes for 25 cents. New filtertip brands, such as Kent, L & M. Parliament, retail for from 30 to 33 cents.

Price move means that Winston will compete directly with the king packs, as does Viceroy, a king-size filter-tip brand which also sells for 26 cents in the New York area.





2251 W. Pico Blyd., Los Angeles 5, Calif

More vending men in all phases of the industry are using the money-saving, money-making ideas in VEND every month—to insure profits—to be up to date on every important development in the field.

Less than a penny a day—brings ideas that could mean a fortune to wide-awake vending operators, manufacturers and distributors.

SIGN UP NOW — MAIL THIS COUPON TODAY

V	end Magazie	10	852
2160 Pat	terson St.,	Cincinnati	22, Ohio
□1 year	\$4 🗆 2 years	\$6 🗆 3 ye	ars \$7.50
☐ Paymer	nt enclosed	☐ Please	bill me
(F	oreign rate,	one year, \$	6)

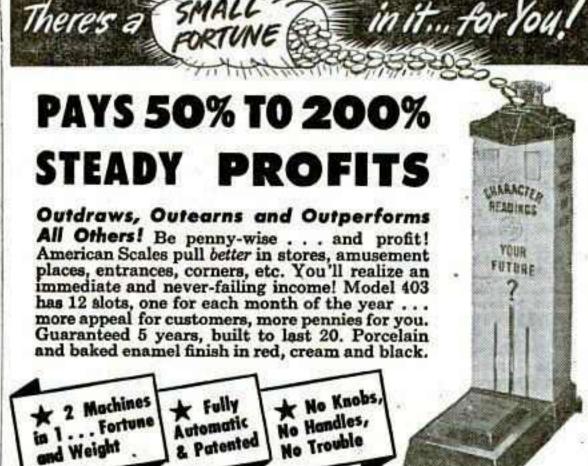
City..... Zone... State.... Occupation

Money-Making, Money-Saving IDEAS FOR OPERATORS!



Valuable Information Can Be Yours Every Month . . . Without Cost! This breezy little newspaper has made a big hit with oper-

ators the country over . . . not only for its up-to-the-minute news of bulk merchandising, but also because of many helpful operating hints and valuable information on equipment. To get yours FREE, just write The Northwestern Corporation, 2703 East Armstrong, Morris, Illinois.



Yours for Only

Mail coupon today for immediate delivery or further details, menthly terms as low as \$10.

AMERICAN SCALE MFG. CO. I

3206 Grace St., N. W., Washington 7, D. C. Check one of the following:

Attached find check for \$25 payment as one model 403 scale. Ship at once. Please send further details immediately. NAME

SPECIALI

Rowe Candy Machine, 120 Bar

Cap., 8 Cols.

CIGARETTE MACHINES



All machines vend King Size and Standard Brands in all columns-including matches. Can be set for either 25c or 30c operation. (\$5.00 additional for 30c vending.)

UNEEDA CIGARETTE VENDORS ROWE CIGARETTE VENDORS Imperial, 6 cols., 180 cap. \$85.00
Royal, 10 cols., 400 cap. 110.00
Royal, 8 cols., 320 cap. 100.00
President, 10 cols., 475 cap. 135.00
President, 8 cols., 380 cap. 130.00
Crusader, 10 cols., 475 cap. 155.00
PX CIGARETTE VENDOR, 10
COLS., 300 CAP. 140.00

SPECIAL CANDY MACHINES DUGRENIER DuGrenier Candyman, 72 Bar Cap. ..\$ 49.50 Uneeda Candy, Wall Model, 102 Cap. 65.00 9 Cols.—420 Cap. All King Size or Regular SODA and COFFEE MACHINES Coca-Cola Bottle Vendors—Cup Drink Vendors—Coffee Vendors— WRITE FOR INFORMATION.

Our Paints are VENDERIZED. Prevents Peeling, Flaking and Rusting. All Equipment Unconditionally Guaranteed. Trade Prices. 1/3 Deposit, Balance C.O.D.

UNEEDA VENDING SERVICE, INC.

"The Nation's Leading Distributor of Vending Machines" NEW ... RECONDITIONED LIKE NEW

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67,000 ACTIVE BUYERS read

The Billboard Classified columns each week

Here's the **Machine That** BEATS THE SLUMP!

- * TESTED AND PROVEN HIGHLY SUCCESSFUL ON ROUTES FOR 12 MONTHS!
- ★ BIG PROFITS FOR EVERYONE!
- * CAPTURING LOCATIONS EVERYWHERE!

Introducing the Machine That Fills a New Demand—

PARTY **NUT SHOP**

Bar and Tavern Hot Nut Cabinet



NOT COIN OPERATED

Three compartments for three kinds of

Lighted by two small Bulbs which also supply heat for nuts. It's small, only 10" high, 11" deep, 18"

Baked white enamel, trimmed in high finish stainless steel.

Sets on back bar, serviced by bartender at 10c or 15c per scoop depending on kind of nuts. Nuts supplied by us, or from your own source.

ONLY SAT \$10.00 DOWN, BAL. C.O.D.

15 DAY REFUND PRIVILEGE TRY IT ON LOCATION!

Operator Bartender Customer Redskins...34c Lb. Mixed Cashews . . . 55c Lb. 80c Nuts.....55c Lb. Nuts Can Be Obtained From Us 3 5# Packages as Above, \$7.20 Nut Cups, \$2.50 Per Thousand

PARTY NUT SALES CO. DEPT. B-3

WRITE FOR QUANTITY DISCOUNTS

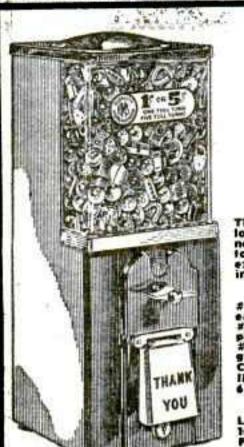
763 PORTAGE ST.

KALAMAZOO, MICH.

☐ Please send me one Party Nut Shop Jr. I am enclosing \$10.00, bal. C.O.D. Please send me one Party Nut Shop Ir. and 3 5# packages of nuts. I am enclosing \$10.00, bal. \$34.70 C.O.D.

Please send me one Party Nut Shop Ir., three 5# packages of nuts and one thousand Nut Cups, I am enclosing \$10.00, bal. \$37.20 C.O.D.

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VICTOR'S MODEL HMS PENNY-NICKEL

COMBINATION VENDOR The Most Flexible Bulk Vendor

Ever Constructed

MACHINES

The answer to "extra profits" from your present locations . . . and the perfect machine for opining new locations. You can change MODEL HMS over to ANY operation in a matter of seconds. Nothing extra to buy . . . no special tools needed . . . nothing to put on or take off.

VENDING WHEELS #104-For Chicle Treets or Chloro Treets-(2 pcs. each portion) #106—Ball Gum Wheel vends 140, 176 or 210 count gum with or without charms. CAPACITY: 7½ lbs. 216 count ball gum. IMPORTANT: Specify Which Wheel You Desire. 6 Decais furnished with each machine.

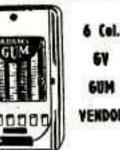
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VENDOR

With 600 pieces of assorted Adams Gum

ATLAS SE VENDOR Special Deal! 1 Mach. & 5 lbs. of Almonds (700 Count) \$10.95

NEW Porcelain finish, screw type lock top & bottom. SPECIAL \$6.95 EA.

Adams, 14, 14.50 Regal Vendors, 5¢ Bulk 7.50 Match Box Vender,

MASTER 10

NOVELTY

/ENDORS LIKE

Write for Catalog of New & Used Vendors, Accessories & Supplies Full Cash With Order Less Than \$20.00. All Others 1/2 Deposit, Balance C.O.D.

Bink's "Zipper," fast, high score Bingo Counter Game.

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KING Te or 5# Bulk completely reconditioned \$8.50 EA

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Precision-Built for PROTECTION & PROFITS!



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Candy Gum & Nuts Beverages

New Products

Industry News

U-Select-It

Market Place

Articles

VEND-PUBLISHED BY THE BILLBOARD MONTHLY

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Cost you a fraction of a cent a piece-when you subscribe to Vend-the magazine of automatic merchandising! Fill in—tear—out—mail today!

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(Foreign rate, one year, \$6) Name City..... State..... Zone... State.....

Occupation

THE "The Amusement Industry's BILLBOARD Leading Newsweekly"

... with Audited Paid Circulation to match!



THE BILLBOARD INDEX

ADVERTISED USED MACHINE PRICES

VENDING MACHINES

Equipment and prices listed below are taken from advertisements in The Billboard issues as Indicated below. All advertised used machines and prices are listed. Where more than one firm advertised the same equipment at the same price frequency with which the price occurred is indicated in parentheses. Where quantity discounts are advertised, as in the case of bulk venders, only the single machine price is listed. Any price obviously depends on condition of the equipment, age, fime on location, ferritory and other related factors.

	Acorn le	17.25 6.95	ne of r. 20 10.00 21.95 17.50 7.45 5.95 8.50 50.00 49.50	3	21.95 17.25 7.45 5.95 8.50 25.00 49.50		see of \$8.50 21.95 37.25 7.45 5.95 8.50 25.00 49.50	Fe 1	see of b. 27 \$8.50 21.95 17.25 7.45 5.95 8.50 25.00 49.50
	Atlas 5c	2	49.50 75.00 50.00 7.45 20.00	1	49.50 75.00 50.00 7.45 10.00	3	49.50 75.00 50.00 7.45 210.00	2 1 2	10.95 49.50 75.00 50.00 7.45 10.00
	DuGrenier Candyman DuGrenier Champion (9 col.). DuGrenier Model W (9 col.).	97.50 1 95.00 1		95.00		95.00		95.00 I	49.50 25.00 15.00 25.00
	Eastern Electric Cigarette Vendor, 25c		15.00 15.00		15.00	15.00	49.50 25.00		15.00
	Foot Ease	75.00 129.50 39.50	Offate)	75.00	55.00	129.50	75.00 0(late) 55.00	129.50	55.00
	Hershey 1c (2 col.) Hot Snack Bar (5 col.)		6.50 50.00 59.50	1	6.50 150.00	83	6.50 150.00	83	50.00
	Hupp Cold Drinks	3	20.00		10.00	200	10.00		10.00
	Keeney Electric (9 col.) Kleenix 5c or 10c		49.50		49.50		49.50	¥ 3.5	50.00 49.50
1	Kalva 3 Selective Bottle Vendor	ä	25.00	2	125.00	3	125.00	,	89.50
	Marion Scale		89.50 7.95 8.50 7.45 198.50		89.50 7.95 7.45 7.45 198.50	0000000	89.50 7.95 7.45 7.45 198.50	6.95	7.95 7.45 7.45 198.50
1	Mills Tab Gum	(10000000	27.50	17.00	27.50	17.00	27.50	51650	0.00(2)
	National 930		5.00(2) 5.00(2)		5.00(2)		75.00		75.00
	Machine Northwestern 33 Ball Gum Northwestern Deluxe	(20/20/20)	7.95		7.95		7.95		7.95
	lc and Sc	12.50 7.95	13.95 8.50	12.50	13.95 7.95 17.35	12.50	7.95 17.35	12.50	7.95 17.35
1	Northwestern 49, 1c Northwestern 49, 5c Northwestern Stamp Northwestern Tab Gum	12.50 12.50 18.95	17.35 17.35 69.00 25.95	12.50 18.95	17.35 69.00 29.95	12.50	17.35 69.00 25.95	12.50 18.95	17.35 69.00 25.95
	Phillies Cigar	49.50 140.00	65.00 145.00		65.00 65.00 145.00 145.00		65.00 65.00 245.00 145.00		65.00 65.00 145.00 145.00
	25c Razor Blade		19.50 150.00 82.50 155.00		19.50 150.00 85.00 155.00		19.95 150.00 85.00 155.00	F.	19.95 150.00 85.00 155.00
	(8 col.)	130.00			95.00 95.00 155.00		150.00 85.00 95.00 155.00		150.00 85.00 95.00 155.00 135.00
	Rowe President (10 col.) Rowe Royal (8 col.) Rowe Royal (10 col.)	15 110.00		15	135.00 5.00(2) 100.00 145.00		149.50 5.00(2) 100.00 145.00 100.00		5.00(2) 100.00 145.00 100.00
	Rowe Royal (9 col.)		13.95	8.50	13.95	8.50	13.95	8.50	
1	Silver King Ball Gum Vendor Silver King 1c Ball Gum Silver King 1c Bulk		7.45 8.50		7.45 8.50		7.45		19.50 7.45
THE REAL PROPERTY.	Silver King 5c Bulk Silver King 1c vidse Silver King, 5c	7.50	8.50 7.45 7.45	7.45	8.50 7.45	7.45 7.45		7.45	8.50 29.95
3	Silver King Hot Nut Siros Brush Up S. K. Hunter Ball Gum Gun.	24.50	29.95 50.00 29.50		50.00 24.50		50.00 239.50		50.00 239.50
1	Smoke Shop Lo-Boy Stoner Candy Machine (B col.)	li .	249.50		239.50 135.00		135.00		135.00
	Stoner Candy (9 col.) Super Vend Selective Drink Vendor, 3 Drinks		325.00		325.00		125.00		325.00
	Uneeda Candy Uneeda Challenger (8 col.) Uneeda Electric (9 col.)		65.00 110.00 125.00	11	65.00 110.00 125.00 65.00	(3)	65.00 110.00 125.00 65.00		65.00 110.00 125.00 65.00
	Uneeda Model E (5 col.) Uneeda Model A (6 col.) Uneeda Model E (6 col.)	50.00	87.50 75.00	75.00 50.00	87.50 75.00	50.00	87.50 75.00(2)	50.00	87.50 75.00 85.00
× 111	Uneeda Model E (8 col.) Uneeda Model 500 (9 col.).	95.00	110.00 135.00		85.00 110.00 135.00		85.00 110.00 135.00	95.00	135.00
	Uneedapak Model 500 (9 col.)	Q.	49.50		49.50		49.50		49.50

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ATTEMS MFG. & SALES CORP.

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PROFIT MAKER the modern Ball Gum and

> Be first with the best in you territory! Get the facts!

Charm Vendor for Biggest Profits more nickel sales — faster emptying! Also wends NUTS and CANDY

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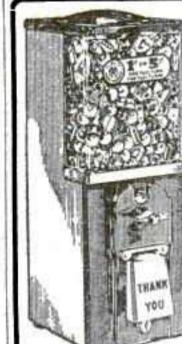
Advance Candy Bar Cracker Vendor

Typical Advance sturdy construction — all steel for indoor and outdoor use - with famous Ad-This machine has adjustable hopper handling many sixes of candy bar, cracker or cookie packages, or goods in cartons. flexible vendor that will give you steady repeat sales 52 weeks in the

Standard Machine, 5¢ or 10¢ Coin

Sample 2 to 11 ... 19.30 \$24.10 12 to 49 . . . 18.05 ORDER TODAY 1/3 dep., bal, C.O.D., F.O.B. N. Y.

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DELIVERY I HM5 Penny-Nickel Combination \$16.50 Ea. 100 or more

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\$16.95 Ea. ess than 100 Packed 4 to SPECIAL: ample \$17.75 Time payment plan available. Trade-ins ac-cepted. Prices subject to change without

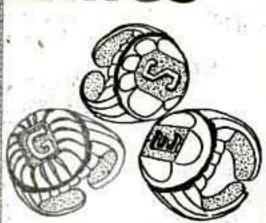
All Victor Models Available. Write for our complete charm and merchandise list. Pioneer Vending Service 570 Albany Ave. Brooklyn 3, N. Y. Phone: President 4-5358



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NoT only do we have all the IN-ITIALS, but we make them in three different styles of Initials. Raised-Embossed Initials, Intaglio Debossed Initials and a Combination of Em-bossing and Debossing Initials. That's so the customer would want his Initial Rings in all three styles available:

\$15.00 per 1,000 f.o.b. Jamaica, N. Y. Or: At Your Distributor

Of course, we VACUUM-PLATE the Rings, because Vacuum-Plating is brilliant and non-tarnishing. The INITIAL STONES are OXIDIZE-PLATED for beautiful contrast. If you want to PEP UP your ma-chines with a superior gimmick— feature EPPY INITIAL RINGS.

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& CO., INC. Jamaica 2, L. I., N. Y.

IT'S THE TOPS!



The myslifying Topsy Turvy!

Spin it-it flips over on its stem. A popular puzzler and a nickel rocket vend all by itself. Comes in a wide range of Flashy Two-Color Combinations.

Only \$12 per M-that's right!

Only \$12 per M for this LARGE SIZE convinced. Or \$1 brings you 50 samples, plus other samples of our fast moving FUNNY FACE RINGS. Order direct or from your distributor. All prices FOB Brooklyn.

Jack Zimmerman, c/o

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BALL & VENDING GUMS BUBBLE, CHICLE

New LOW factory prices

& CHLOROPHYLL

Bubble Ball Cum, 140-170
6 210 ct
Clor-o-Vend Ball Cum.
140 & 210 ct
Clor-a-Vend Chicks, 275 &
320 ct
Chicle Chicks, 320 & 520 ct 36¢ lb.
Bubble Chicks, 320 & 520 ct 30¢ lb.
These LOW prices F.O.B. factory
150 lb. lots.
AMERICAN CHEWING PRODUCTS CORP.
Mt. Pleasant & Fourth Aves.
Newark 4, N. J.

ABSOLUTELY SENSATIONAL! SQUARE CUT Available in two-types of plating that does not peell NICKEL PLATED at ..

24-K GOLD PLATED at

All prices F.O.B. N. Y. They're beautiful . . . breathtaking lewel square stone. Vend perfectly—I at a time—in Rockets as well as machines with ball gum wheels—also fits captules for merchandise vending. DEFINITELY THE FINEST VALUE ON THE MARKET!

We have a stupendous

assortment of "Initial" rings. Write for catalog sheet on all our new Rocket items.

PAUL A. PRICE CO. 55 Leonard St., New York 13

In Canada Dry **Promotion Plan**

NEW YORK, March 20.—Can-ada Dry's consumer promotion activity now encompasses cup vending patrons, with the assurance from Al Glazebrook, CD sales executive, that vending machines will be included in all future Canada Dry promotions, whenever feasible.

Glazebrook explained that the current February-March promotion, being run thru radio, television, newspapers and super-markets, is also a vending pro-motion. It works like this:

Vending machines carry stickers which tell patrons that by mailing in a Canada Dry cup (dispensed by the vender) and 50 cents, they will receive personalized Hammermill Bond stationery which retails for more than \$1. A stock of blanks is kept near the vender.

Same Promotion

Naturally, the promotion is not confined to venders. Glazebrook said that supermarkets and other retail outlets are running the same promotion with bottle caps instead of paper cups being sent

Glazebrook emphasized, tho, that the more places in which the that the more places in which the promotion is being carried on, the better chances it has in any individual place. He explained that if a worker sees the promotion in his supermarket, hears of it on the radio and views it on his video screen, he is more apt to participate in it in his shop.

He took issue with the concept

participate in it in his shop.

He took issue with the concept that the plant worker is part of a captive audience. Glazebrook pointed out that any individual may spend 40 hours a week at his place of employment, but that the rest of the time he is being conditioned by a great number of pressures and that buying habits acquired on the outside have their impact on the inside.

To Grow Bigger

CHICAGO, March 20.—Automatic merchandising has a big stake in candy. During 1953, Vend's (sister publication of The Billboard) annual Census of the lindustry showed that sales thru vending machines accounted for vending machi

That is why, he continued, soft drink brands and types, and even soft drinks themselves, must do their job on the outside-thru the media and promotions-before they can be sold on the inside.

It behooves the operator, he said, to be aware of outside sales patterns and promotions and extend these to his own operationto ride with the wave of consumer perference.

Glazebrook said that future premium operations will include vending whenever possible.

Can Experiment

Meanwhile, Canada Dry is experimenting with a cap-top carbonated beverage can in its Philadelphia plant. Glazebrook said that the firm is currently attempting to perfect a liner suitable for the carbondioxide and citric acid content of Canada Dry beverages.

While the firm is currently working on a 12-ounce cap-top can, Glazebrook said there is no reason why a flat-top can, as well, cannot be used.

The market for canned carbonated beverage venders has already been opened by Cantrell & Cochrane, with Spacarb-Juice Bar making the vender. There are reports that two other major vending manufacturers are experimenting with cap-top can

IN STOCK VICTOR'S



BABY GRAND CHICLE TREETS VENDOR

ORDER TODAY VEEDCO SALES CO. 2124 Market St. Philadelphia 3, Pa. Phone: LOcust 7-1448

GIVE TO DAMON RUNYON CANCER FUND

Venders Factor Ven Dime Makes First Major Expansion Move

erator, will make its first major able for employee dining. expansion move on or about April 1 when it takes over the feeding problem for 360 employees of the of operating without vehicles and American Lumberman's Mutual without route servicemen. A resi-Casualty Insurance Company at dent serviceman will be appointed 342 Madison Ave., here. The in-

Incorporated last fall by Gerald McClosky and Robert P. Loeffler, VenDime moved into its first location the Franklin Stores Build-ing, February 26 (The Billboard, March 6). About 250 persons are employed there.

The Madison Avenue location will have Stoner cigarette, pastry, candy and sandwich venders, a Hebel ice cream vender, a Spacarb cup drink vender, a Bert Mills Coffee yender and an Ideal milk vender.

Five Operators

McClosky said that the location had been serviced in the past by five operators. There had been no vending at Franklin Stores before VenDime moved in.

tion (he pays Franklin 10 per chines were affected. cent), but that a portion of the gross will be turned over to the

bar candy sold and for approximately 4 per cent of the candy industry's total dollar volume.

Preliminary estimates from the National Confectioners' Association show that candy's dollar volume hit an all time high in 1952 to 17.2 pounds in 1953.

Arresting the downward trend in the New York area. is a goal in which the vending industry as well as candy manufacturers are vitally interested.

CONFIDENCE' '54 NATO THEME: SEE RECORD INTEREST

CHICAGO, March 20 .- National Association of Tobacco Distributors' theme for the 1954 convention will be "A Time for Confidence."

Unsettled conditions in the tobacco industry, generally, call for teamwork and aggressive thinking on the part of its members. This year, NATD will highlight basic shifts in the nation's economy and in the tobacco trade in particular, and the funda-mental changes they in-volve in distribution methods touching the pocketbook of every American consumer, stated Joseph Kolodny, NATD managing director. Indications, based on ad-

vance reservations, are that the convention will host a larger attendance even than 1953's record-breaking 13,147, Kolodny said.

In all, 425 exhibitors will have displays, showing a total of 5,500 products, 10 per cent more than last year.

CHEWING GUM CHLOROPHYLL TABLETS 320 to Ib. 36c lb. BALL GUM (all sizes), 28c lb. Also Body Deodorizerswrite for information.

SEA BRIGHT LABORATORIES 1139 Ocean Ave., Sea Bright, N. Jer. Sea Bright 2-0224-J

NEW YORK, March 20.—Ven- throwing at least one party a Dime, pioneer in-office feeding op- month. Some 13 tables are avail-

No Servicemen VenDime will stick to its policy surance firm occupies the 17th and 18th floors of the building.

McClosky said he is currently in the process of nailing down two more large mid-Manhattan office locations.

Denmark Eases Vending Rules

COPENHAGEN, Denmark, March 20. — Restrictions placed on the sale of bakery goods and sandwhiches thru vending ma-chines on sidewalk locations have eased up slightly as a result of recent huddles between city McClosky said that no commis-sion will be paid to the new loca-tives of store owners whose ma-

The regulation requiring that the base of the vending machine organization's men's and women's culbs.

He added that VenDime will also act as caterer for all functions of the firm's employee organization's must be 75 centimeters—instead of the former 50 centimeters—above the sidewalk level, has been altered so that machines need not be rebuilt, but lower cubicles must be used only for bicles must be used only for canned items.

Sandwich selling stores, which are closed Saturday afternoons

In High Gear

JAMAICA, N. Y., March 20 .-Samuel Eppy & Company, Inc., reported this week that 800 of its new conversion wheels, which enwhile the per-capita consumption able Victor Standard or DeLuxe slipped slightly from 17.3 pounds bulk venders to vend charms in capsule form, are now operating

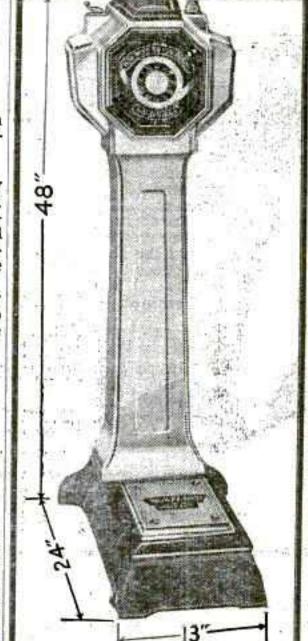
The unit has been on the market one month (The Billboard, February 27). George Eppy, sales executive, said that the early wheels were found to skip on occasion and that these are being replaced at no charge. He added that the original wheel has been modified so that the incidence of skipping has been reduced.

Eppy pointed out that the initial sales were limited to the New York area in anticipation of any bugs that might crop up on location.

Since the conversion wheel was placed on the market, Eppy said, the number of employees at the plant had been increased from 61 to 125, with a 24-hour day, six-day week in effect.

The conversion unit, a polished Styrene wheel with a spring assembly and three screws, sells for \$1 and is said to take about three minutes to install.

The capsule which it is capable of vending is 1.5 inch long, fiveeighths inches in diameter. The charms are inserted in the capsules, with the manufacturer controlling the quality and quantity of the charms and the vender dispensing one capsule at a time.

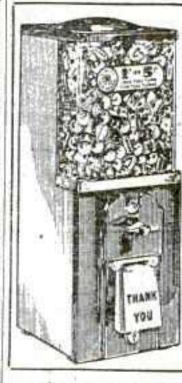


DOWN **Balance \$10 Monthly**

ALL WEATHER SCALE COMPLETE CABINET AND BASE, CAST IRON POR-CELAIN ENAMELED, FOR OUTSIDE LOCATIONS. WRITE FOR PRICES.

Invented and Made Only by

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Brand New! Victor MODEL

\$16.95 each Less than 100

\$16.50 each 100 or more Write for free 32 page

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The Marble Season is Here!

Now Is The Time To Put Marbles In Your Machines

ACATE-CLASS-ASSORTED COLORS Barrel of 50,000, ... size 9/16 \$49.00 Barrel of 40,000 ...size 5/8 \$39.00 Keg of 21,000size 9/16 \$21.00 Keg of 17,000 size 5/8 \$19.00 Shipments made at once, F.O.B. factory. Freight or truck. FULL CASH WITH ORDER.

ROY TORR Lansdowne, Pa.



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For the biggest vending opportunity—for the latest prices on new and used vending equipment—for every bit of significant news in your industry.

Enter a Money-Saving Subscription Now!

Fill out this coupon and mail today.

Saves you more than 20% on newsstand price.

The Billboard, 2160 Patterson St., Cincinnati 22, Ohio Yes - Please send me The Billboard for one year at \$10. (Foreign rate, one year, \$20)

City..... State..... Zone.... State.....

Occupation

..........

STATE OF BUILDING

NATO Head Says Tob. Dists. Own 50% of Cig Venders

COIN MACHINES

NEW YORK, March 20.—Joseph "NATD members," Kolodny said, Kolodny, managing director of the "provide the major artery for the National Association of Tobacco availability to the American con-Distributors, Thursday (18) de-suming public of \$4,343,000,000 in clared that about half of the 430,- cigarettes, \$1,624,000,000 in candy 000 cigarette venders now on lo- and confectionery products, and cation are operated by wholesale more than \$1,400,000,000 in other tobacco distributors, with the dis- smokers' supplies and sundries." tributors rapidly adding soft drinks and candy to their vending lines.

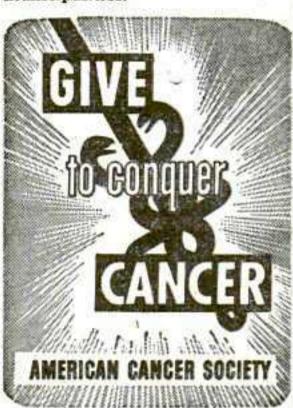
vention, which opens in Chicago March 28, the largest convention To Promote Candy run by a single business organiza-

He said that 1954 will highlight basic shifts in the economy in general and the tobacco industry in particular, and the fundamental changes they involve will touch the pocketbook of every American

Florida Cig Receipts

TALLAHASSEE, Fla., March 20.—A. E. McKinney Jr., director of the State Beverage Department, announced incorporated municipalities will receive \$1,285-916.01 as their share of the State cigarette taxes collected in Jan-

uary. He said \$297,690.07 of the total \$1,583,606.08 would go into the general revenue fund with the remainder distributed to eligible municipalities.



Kolodny termed the NATD con- 20 Mfrs. Combine Carnival Week

CHICAGO, March 20.—Twenty major candy companies have combined their efforts to help promote Candy Carnival Week, March 29-April 5, to stimulate the consumption of candy.

Timed to coincide with the National Association of Tobacco Distributors convention here, the promotion is under the sponsorship of Candy Industry Magazine.

Full-page advertisements in the Chicago Sun Times and the Tribune will be run during the promotion. Copy will feature an all expense paid tour to Biloxi-New Orleans for the best answer to "I Like Candy Because Happiness Tours, local travel consultants, are tying in with the pro-

motion by offering the trip.

Candy manufacturers participating are: Fred M. Amend Co., Chicago; Bunte Brothers Chase Candy Co., Chicago; D. L. Clark Co., Pittsburgh; Curtiss Candy Co., Chicago; Gold Medal Candy Co., Brooklyn; Henry Heide Inc., New York; Mars, Inc., Chicago; Hershey Chocolate Corp., Hershey, Pa.; Walter H. Johnson Candy Co., Chicago; Kraft Foods Co., Chicago; Mason, Au & Magenheimer Confectionery Manufacturing Co., Mineola, L. I.; Nestle Company, Inc., White Plains, N. Y.

Peter Paul, Inc., Naugatuck, Conn.; H. B. Reese Candy Co., Hershey, Pa.; Howard B. Stark Chunky Chocolate Corp., New is red, yellow and brown.

VENDERS ON GERMAN ROADS

HAMBURG, Germany, March 20.-Large venders are being set up along the express highways in this area. Each vender has 20 cubicles and dispenses 20 different articles, such as spark plugs, light bulbs, small tools and other items of interest to automobilists and motorcyclists.

New Clark Pack Simulates Penny Tab Gum Vender

PITTSBURGH, March 20.-A new cellophane wrapped pack of tab gum introduced by Clark Brothers Chewing Gum is de-signed to look like a vending machine. Containing 50 tabs in three flavors (tabs are stacked in one column so there is no "Selectivity") an opening at the bottom of the pack "Vends" one tab each time a penny is inserted in another opening at the top. As pennies are added to the top of the pack, tabs are pushed into access position below.

Called the Budget Pac, Clark hails the idea as the "newest chewing gum industry in years."

Mass. Cig Op Becomes Cadbury-Fry Distrib

SOMERVILLE, Mass., March 20.-Electro Vendors has discontinued its cigarette vender operation and is distributing candy and other lines on a brokerage basis.

Firm was recently appointed New England distributor for Cadbury-Fry.

Williamson Introduces New 5c Coconut Roll

CHICAGO, March 20. Williamson Candy Company is Candy Co., Milwaukee: Sweets Company of America, Inc., Hoboken, N. J.; New England Con-Coconut Roll. Wrapper features fectionery Co., Cambridge, Mass.; the Oh Henry! trademark, and

York, and Paul F. Beich Co., The nickel bar comes 100 count Bloomington, Ill.

COINMEN YOU KNOW

Continued from page 77

incorporation papers for a with his wife for a month's vaca-new Connecticut corporation, the tion in Florida. Vend-o-Mat Corporation, 42 Chat-field Avenue, Waterbury. Sub-scribed capital was listed as \$20,000; president and treasurer, Anthony J. Masone; vice-president, Lillian J. Nastri, and vicepresident, Mary J. Masone. The officers are also directors.

Detroit

Joseph Brilliant, of Brilliant Music, was host this week to Bruce Cane Rock-Ola distributor New York from California. Cane was in town to study sales techniques of the Brilliant Music firm for future application to his Los Angeles routes. . . . Harold Page, of Capitol Music Company, is now expanding his route.

Seen at the MOA show in Chicago by Joe Brilliant were quite a few other Michigan music box operators, including Ed Grodzicki, of E and A Music, Dearborn; Bill Patterson, of Patterson Music, and Paul Andre, of Andre Distributing Company, Lansing, Mich. On Harold Chasen, representing the his Florida trip; Joe also had the Music Guild of New Jersey, apmerchandising method to hit the opportunity of meeting the bride peared on the Barry Gray radio chewing gum industry in years." of Phil Ciamintari, of Sem's show over WMCA Sunday (14) to

Tony Vance, juke box operator and artist and repertory man, for Great Lakes Records, was in New Orleans this past week on the final stretch of a six-week tour of the South and Southwest. Ray Gahan, of the Great Lakes pro-motion staff, just back from a visit with Cleveland disk jockeys, is leaving shortly for an extended Eastern tour.

Al Denver, head of the New York Automatic Music Operators' Association, is back from a brief Florida vacation after having attended the Music Operators of America convention in Chicago.

Frank Broccoli, Braddock Music, is home ill. . . . The wife of Bill Suesens, Broadway Music Service, has recovered from her illness. . . . Boris Celford has sold his juke box route and is now operating a taxi fleet. . . . Mainstem Music is now Raleigh Music.

discuss performance fees and Fred W. Chlopan, executive director of the Detroit Shuffleboard Association, left Thursday (18) royalties. . . . The Lester Music Company, Wallington, N. J., has applied for membership in the MGNJ.

HEADQUARTERS FOR GUARANTEED RECONDITIONED PANORAMS . . . WRITE RECONDITIONED SHUFFLE GAMES WANT TO BUY BINGOS FOR CASH

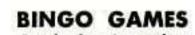
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Monarch Coin Machine, Inc.

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United

ALLIED Coin Machine Co. Milwaukee Ave., Chicago 22, III. CAnal 6-0293

BINGO SPECIAL! BEAUTIES Cleaned and Checked PURVEYOR

DISTRIBUTING COMPANY 4322-24 N. WESTERN AVE. CHICAGO 18, ILLINOIS PHONE: JUNIPER 8-1814



be avoided by knowing what's ahead in advance?

In the coin machine business, it doesn't take a crystal ball to see advance tips on profit opportunities. It takes Billboard—and the best way not to miss a single money-making opportunity is to have Billboard delivered to you every week!

As an up-to-date source of valuable profit tips, you'll find the \$10 you invest for your 52 weekly issues of Billboard the best buy in the coin machine business at any price!

SUBSCRIBE TODAY AND SAVE \$3.00



The Billboard, 2160 Patterson St., Cincinnati 22, Ohio Yes, start sending me The Billboard right away! \$10 payment enclosed (a saving of \$3 over single copy rates.)

Address State.



Rudolph Starts New Distrib. Co.

ST. LOUIS, March 20.-William (Ed) Rudolph, formerly with the J. Rosenfeld Company, has set up Rite - Way Distributors at 3206 Olive Street.

Rudolph has extensive experience in the coin machine field, having served with the Ideal Novelty Company for six years and the Rosenfeld Company five years.

Rite-Way will handle a full line of coin-operated amusement games, juke boxes and vending machines.

Genco Unveils

Continued from page 70

baskets and two scoreboards—one for "Visitors," one for "Home."

A single automatic ball lift alternately delivers 12 balls to each player for a dime.

The lifelike basketball players shoot the balls into the baskets to score. A button is pressed to start the balls and a squeeze handle for each player is used to shoot the balls.

There are four lower baskets, two green, two red; two upper baskets, one red, one green. Each player has two lower baskets, one upper designated by his "team's"

Point Values

Point values of each lower basket varies from 2 to 8 with each ball. Point values in back of each basket light up to indicate points that basket is worth on each shot. If a ball goes in the opponent's basket, the shot scores for the opponent. Numbers from 1 to 12 light up on a separate scoreboard to indicate shots taken.

A shot into either upper basket Any government official who scores a 10-point Lonus when lit, doubted this felt differently after in addition to the lighted point a talk with him. value of the lower basket. A simulated basketball court showing players in action is painted in the background of the playing field.

measuring 41 by 27 by 71 inches. field. The glass-enclosed playing court is illuminated from the top of the cabinet by two fluorescent lights. Crated weight of the complete on behalf of the bell trade.

In large part to the straight- and TV. Write or wire for prices and particulars. Coradio, Inc., 196 Albion Ave., Paterson, N. Jer. unit is 300 pounds.

Pin Game

· Continued from page 70

council is drafting a new ordinance that would regulate game operation and establish a schedule of license fees.

Arguments before the Supreme Court centered on the issue of home rule. The State law prohibits games that pay off, but the Portland ordinance goes beyond this by banning games used for amusement.

David Fain, attorney for Terry, argued: "There is no home-rule issue in this case. A city cannot pass an ordinance that conflicts with the State law. There is no kind of pinball game that is not covered by State law. The State order." deprives the cities of the power to legislate on the subject in any manner that is not in accord with State law. It is the Legislature's policy that games for amusement are lawful."

Portland was represented by City Attorney Alexander Brown who argued that the city, under its policy power, could ban pinball games for amusement and that if the city were denied this power it Beattie Music Changes would be a violation of home rule.

"A tax statute of the Legislature cannot repeal the charter rights of a city," he said.

Top Location

· Continued from page 70

with the light underneath reveal-

ing if there is anything inside. Despite the vigilance and skill with which the mail-room staff opens the spring income tax returns, about \$15,000 was discovered in dis earded envelopes by the converted pinball machine last year. This year the pinball machine has been turning up checks at the rate of 10 a day.

"If we found only one overlooked check, we would consider the candling operation worthwhile," said Joseph F. Boyle, acting chief of the collections division of the Custom House.

Jennings Company Sold Operation to One Name Continued from page 70

Continued from page 70

operators converted and equipped with a newly developed O. D coin chute. He kept making im-provements in the old Liberty Bell until he finally had his own machine.

Becomes Manufacturer

He manufactured his first expanded into scale and merchandise vending equipment. Finally in 1924, Jennings moved his firm to the building at 4309-4339 West Lake Street-where the firm is still located.

O. D. Jennings & Company gained a notable reputation thru the tireless efforts of O. D. During the war, the firm turned out radar equipment and airplane parts for the Armed Forces. For this the firm was awarded the coveted Army-Navy "E" Award. A letter addressed "To The Men and Women of O. D. Jennings & Company," from the then Under Secretary of War Robert P. Patterson, read in part:

"This is to inform you that the Army and Navy are conferring upon you the Army-Navy Production Award for great achievement in the production of war equipment.

"You men and women of the O. D. Jennings Company have made an outstanding contribu-tion to victory. You have every reason to be proud of the record you have set, and your practical patriotism stands as an example to all Americans."

While the O. D. Jennings Company turned out bell machines of every known type, soft drink venders, golf ball machines, scales, music recorders and other vending equipment, the firm never got around to turning out a milk vending machine: O. D.'s

big ambition.

O. D. campaigned vigorously for legalizing bells in all States.

Early last year, a bill to lated basketball court showing layers in action is painted in the ackground of the playing field.

The game is housed in a cabinet neasuring 41 by 27 by 71 inches.

Early last year, a bill to prohibit the manufacture of bells in Illinois came before the State Legislature. O. D. promptly spoke against the bill before legislative committees in Spring-field.

Early last year, a bill to modern design, coin rejector; write for prices and full story. Coin Radio & Television Corp., 190A Duane St., New York City.

Excellent money-making opportunities for distributors and operators with 6-tube coin radios and 20" screen coin television in metal cabinets. Buy the best for less from

Its eventual defeat is credited

"Secrets of Success" O. D. had two "secrets of success: Hard work and salesmanship.

Mrs. O. D. Jennings, in an article she wrote about the young days of the company, when the staff consisted of herself and her husband recalled:

"We worked-we worked hard. We put in long hours at the office each day and almost every night. We took work home with us. I didn't have a vacation for ten years and Mr. Jennings didn't get one for about six years later." In the same article, she recollected a remark he would make to her before leaving the office which illustrates his attitude toward salesmanship:

"If any one in the market for machines comes in the office while I'm away, don't let him

Employee-Employer Relations The nature of employeremployee relations at the firm that some of the employees have prices. Brown Manufacturing Co., 171 E. been with the company since its founding, many have been there Stamp Folders direct from manufacturer: over 25 years.

Under O. D., the company had a special group insurance plan

Name to Russell-Hall

HOLYOKE, Mass., March 20. -Beattie Music, Inc., distributors of juke boxes and cigarette machines, has changed its name to Russell-Hall, Inc. Owners of the newly former company are Russell Mawdsley, treasurer, and Leslie Hall, secretary. Both have been connected with the Beattie organization since 1946.

The Beattie operation was one of the biggest in the city prior to the banning of the pinball machines in January of this year. James Beattie operated his own vending business under the name of Beattie Novelty Company and in 1946 bought out Jimmy Downing, juke box distributors, which he merged with his own and re-

named Beattie Music, Inc. About two years ago Beattie suffered a heart attack and sold the business to Mawdeley and Hall.

They would be returned to the with one of the largest insurance organizations in the country, with the company paying the largest part of the premium. The policy provided the workers with life, sickness and accident insurance. In addition, the company provided paid vacations, had an incentive bonus plan whereby it was

CLEVELAND, March 20 .-Advance Music Company and Kleinman Cigarette Service Company, headed by Allen D. Kleinman, this week changed the name of its vending operation to Advance Cigarette Service Company.

The reason, Kleinman said, was that use of the same name for both operations would better suit the firm's over-all purposes. No or staff responsibility was made, were started February 23.

cisco; Dan Stewart Company, Salt Lake City; Culp Distributing Company, Oklahoma City; Williams Distributing Company, Memphis; Commercial Music Company, Dallas; Empire Coin Machine Exchange, Chicago, and Frank Swartz Sales, Nashville.

Zipper is a five-ball game with Operator's Bells at 411-17 South possible for employees to increase change in personnel, ownership First operator showings of Zipper

> THE MARKET PLACE COIN MACHINE INDUSTRY

The Kalional Exchange for Coin Machine Personnel, Products. Services and Opportunities

(Minimum \$6)

CLASSIFIED ADVERTISING

ADVERTISING RATES

● REGULAR CLASSIFIED Minimum sa

Usual want-ad style, one paragraph, no display. First line set in 6 pt. bold, balance 6 pt. light.

Per word 20 2 or more CONSECUTIVE or 26 insertions, per word

52 CONSECUTIVE Insertions,

Any advertisement using display make-up or white space. Figure space between cut-off rules, 1 pt. rule borders permitted only on ads of 28 lines or more. Per agate line\$1.00 3 or more CONSECUTIVE or 26 Insertions, per agate line 52 CONSECUTIVE Insertions, per agate line 1 inch equals 14 agate lines.

ALL ORDERS AND INQUIRIES MUST BE ADDRESSED TO: BILLBOARD PUBLISHING COMPANY,

DISPLAY CLASSIFIED

188 W. RANDOLPH STREET, CHICAGO 1, ILLINOIS

Agents, Distributors

Now available-Protected territories on the lowest priced fully automatic ice cuber offered nationally, no experience needed; our package sales plan eliminates all resistance to sales or rentals on our product. Terrific market! Terrific Profits! \$3,000 for merchandise only will secure your financial future; write for details or personal appointment. Your time will not be wasted. The "Rentit Stores," 1432 W. Atkinson Avenue, Milwaukee, Wis.

Business Opportunities

Coin Radios and Television - Buy direct

metal cabinets. Buy the best for less from America's premier producer of coin radios *****************

Help Wanted

Operators, location men and salesmen to handle postage stamp machines; all territories available; good opportunity for pro-ducers. Box 708, The Billboard, Chicago 1,

Servicemen for all makes juke boxes. Experienced in servicing, overhauling, re-conditioning, installing remote controls, speakers, hidden units, wall boxes, etc. Permanent with Northern California old established firm. Write giving full detail of experience, personal history, references and expected salary. Box M-50, c/o Billboard, Cincinnati 22, Ohio.

******** Parts, Supplies & Services

REMOTE CONTROL SWITCHES for your coin machines. Turn the current on

get away without securing his or off from any convenient place. Just plug into outlet, 15-ft. cord furnished. Only \$2.50 each, \$27 per doz. Send deposit on C.O.D.'s.

VARIETY SALES Box 115338, Briggs St., Los Angeles 48, Cal. under O. D. is shown on the fact Stamp Folders direct from factory at lowest

unlimited quantities, immediate delivery. Write for prices. Veedo Sales Co., 2124 Market St., Philadelphia 3, Pa. LOcust

92 St., New York, N. Y.

Routes for Sale

Established Arcade, 28 pieces, and Bingo

Established Route of 50 Juke Boxes, 65 assorted games, 10 cigarette machines and '52 half-ton truck; other interest, bargain. Box 707, The Billboard, Chicago 1, Ill.

Popcorn Wholesale Manufacturing and Rerail Route; Chevrolet truck, Cretors wet poppers, hand and coin operated dispensers, operating inventory; gross \$25,000 annually, best offer. Popcorn Specialties Company, 2013 Montrose, Chicago 18.

Well established western route-Late model phonographs, bingos, bowlers, etc., \$70,000. Priced at Billboard prices; will pay out in 10 to 12 months; will finance 1/2. Box 706,

Used Coin-Operated Equipment

Ave., Chicago 18, III.

Cigarette Machines-Bargains just off location. Let us know what make and model you need. Central Vending Machine Service Co., 3967 Parrish St., Phila. 4, Pa. EV 6-4244.

\$27.50; 74-Bar, \$37.50; National 6-column Candy Bar Machine, \$45; Statler 9-column Cookie Machine, \$22.50; DuGrenier S, \$40. Harris Vending, 2717 N. Park Ave., Philadelphia, Pa.

Closeout-1¢ Masters, Ball Gum Wheel, \$5

Cash must accompany all orders for less than 3 insertions. Count your name and address when computing ad cost.

. IMPORTANT INFORMATION

If a box number is wanted, please figure 6 extra words. In addition there is a 25¢ service fee whenever a box number is used. This slight charge helps to cover cost of handling and forwarding your

Route, 7 pieces, for sale; military town; \$12,500. Amusement Arcade, Biloxi, Miss.

Routes Wanted

**************** Cup Drink route or route with drink potential in Illinois, Indiana or Michigan, Send details, your confidence respected. Box 712, The Billboard, Chicago 1, III,

************** A-1 Cigarette and Candy Machines, \$25 up; other vending machines, \$5 up; what have you to sell? Mack Postel, 2952 Milwaukee

Bulk Venders and Stewart McGuire Tab Gum Venders; complete stock of parts and supplies; 5¢ rocket charms, 1¢ charms, ball gum. Get on our mailing list. Devices Novelty, 213 W. Chicago Ave., Chicago, Whitehall

Cigarette Machine, quarter operation Uneeda, latest model, \$45; Counter Model, \$22.50; U-Select-It 72-Bar Candy Vender,

each in lots of 25; 5¢ Atlas Tray Vendors, \$3 each. Young, 2401 Fairway Drive, Roanoke, Va.

You may think you are buying your bulk vending supplies at the lowest prices, find out for sure; write Aaron Mfg. Co., 4802 E. 14th, Oakland 1, Calif.

Dale Guns, \$35; Harvard Typer, \$150; Scale, \$25; Football "Pollard," \$100; Spear Dragon, \$65; Grand Father Clock, \$60; Exhibit Love Meters, \$20; Kicker Catcher, \$20. Joe Frederick, 2263 Newton St., Detroit 11, Mich. Falcon and Imperial Shoe Shiners, in good

condition; priced right; make offer. Box M-49, c/o The Billboard, Cincinnati 22, O. Photo Machines, Recorders, all types Arcade

Equipment at operators' prices. Wanted— Chicoin Trainers, Sky Gunners, Photo Vend Co., 5400 Cullom, Chicago 41, Telephone: Mulberry 5-5788. Sacrifice 10 each U-Pop-It Automatic Pop-

corn Machines. Amco Services, 8041 Snow Ave., Albuquerque, N. Mex. Twelve perfect Hollycranes, only \$150 each; ship anywhere with closed chute. Write Del Barkhuff Co., 1805 E. Charleston, Las Vegas, Nev. Phone 6747.

1 47 Rock-Ola Hideaway, \$79.50; 1 Packard Manhattan, \$50; 20 Packard Boxes, \$3 each: I Williams Quarter Back Football, \$45: 1 46 Seeburg Hideaway, \$70: 1 46 Seeburg floor model, \$75. Parker Music Co., 2508 Edsall Ave., Ft. Wayne, Ind.

17 Five Balls and Bowlers and one Skeeball Machine, \$250 uncrated; might trade. ABC Coin Machine Company, 2509 S. Presa St., San Antonio, Tex.

25 Ball Gum, Nut Machines, \$3 each; Exhibit Card Machines, Bingo Counter Cames, \$15 each. Al Hoff, 1920 Rose, Baltimore 13, Md.

98 Victor V Ball Cum and Charm with round hole ball gum wheels, or with adjustable mose wheels for vending bulk nuts or candy. \$7.50 each. R. J. Raleigh, 3322 Nicholas Street, Indianapolis 18, Ind.

******** Wanted to Buy

***************** "Clarke" "A" Rolls that fit coin operated pianos or Tangley calliope. Any amount. R. C. Lambert, Monticello, Iowa.

Cigarette, Candy and other Vending Machines; any make, size, model or condition; give full description and lowest prices. Box 573, The Billboard, Chicago 1, Ill.

United Six Player Star Regulation Shuffle Alleys with authentic scoring: please quote lowest price, condition and number you have. King-Pin Amusements, 213 So. Foster Street, Lansing 12, Mich.

Victor Toppers Wanted—Any quantity; give full details. Box 713, The Billboard, Chicago 1, III,

Wanted-American and Watling If Scales, any quantity, must be in good condition; state model, length of time in use, your lowest prices and pictures if possible. Piedmont Distributing Service, 105 Cherokee St., Blacksburg, S. C.

Wanted-Mills Constellation juke boxes, metal cabinet. State color, condition, quantity and best cash price to: Mills Sales Co., Ltd., 1640-18th St., Oakland, Calif.

3/27/54

Forms Close Wednesday for the Following Week's Issue

1. Clip your ad to this form. 2. Check classification you want your

- ad to appear under. ☐ Agents & Distributors Wanted
- Parts, Supplie: & Services Positions Wanted

☐ Help Wanted

- Routes For Sale ☐ Used Coin-Operated Equipment ☐ Wanted To Buy
- 3. Check whether you want Regular or Display Classified. If Display is wanted, indicate on your ad the words you want emphasized. Rates above.
 - Regular Display

4. Count all words, then enclose check or money order. Insufficient remittance will delay your ad. Prompt refunds made in event of overpayment. To figure charges when box number is used, read "Important Information" above.

The Billboard		Q .
Coin Market Place	(4 (24))	
188 W. Randolph St.		
Chicago 1, III.		a.

Plea	ise	insert	my	ad in	"Market	Place'	' and	run	as it	ndica	led b	elow:	
Next	6	issues		Next	4 issues		Next	3 iss	ues		Next	issue	only
		\$_		_	Payment	enclos	ed		Bill	me	ton	3 or	more nly)

Name		
5565	(4)	1
Address		

THE BILLBOARD INDEX

ADVERTISED USED MACHINE PRICES

AMUSEMENT GAMES

Equipment and prices listed below are taken from advertisements in The Billhoard issues as Indicated below. All advertised used machines and prices are listed. Where more than one firm advertised the same equipment at the same price frequency with which the price occurred is Indicated in parentheses. Where quantity discounts are advertised, as in the case of bulk venders. only the single machine price is listed. Any price obviously depends on condition of the equipment, age, time on location, territory and other related factors.

ABC (United)	Issue of Mar. 20 \$50.00 115.00	Jasoe of Mar. 13 \$50.00 115.00	Issue of Mar. 6 \$50.00 115.00	Issue of Feb. 27 \$50.00 115 00
All Star Basketball (Gottlieb) Aguacade (United)	115.00 39.00 59.50	39.00 59.50	115.00 39.00 59.50	115.00 39.00 59.50
Arizona (United) Army-Nany (Williams)	79.50	79.50 225.00	79.50 200.00	79.50
Atlantic City (Bally)	150.00 179.00 179.50	145.00 150.00 175.00(2)	145.00 150.00 175.00(2)	150.00 159.50 175.00 179.50
5-61	195.00(2) 225.00	179.50 195.00(2) 225.00	179.50(2) 185.00	185.00 195.00(3) 225.00
Baby Face (United)	39.00 49.50	39.00 49.50	39.00 49.50	39.00 49.50
Basketball Champ (Chicago Coin)	175.00(2) 225.00 275.00	175.00(2) 275.00	175.00 275.00	175.00 275.00
Batting Practice	89.50 95.00 375.00 385.00	89.50 95.00 375.00(2)	89.50 95.00 350.00(2)	35.00 89.50 350.00 369.50
A THE PARTY OF THE	395.00	385.00 395.00	365.00 375.00 385.00 395.00	375.00 385.00 395.00(2)
lear Gum (Seeburg)	149.50 185.00			149.50 150.00 185.00
Beauty (Bally)	295.00 315.00(2)	275.00 285.00 295.00 315.00(2)	285.00 295.00 300.00	295.00 299.50 300.00 315.00(3)
Be Bop (Exhibit)	65.00 84.50	65.00 84.50	915.00(2) 65.00 84.50	55.00 84.50
Bermuda (Chicago Coln) Big Top (Genco)	49.50 54.50	49.50 54.50	49.50 54.50	49.50 54.50
Boston (Williams)	79.50 39.50 69.50	79.50 69.50	79.50 69.50	79.50
Bright Lights (Bally)	75.00 89.50	95.00 125.00	89.50 95.00	. 85.00 95.00(3)
Iright Spot (Bally)	95.00 125.00 125.00 145.00	95.00 110.00	95.00 110.00	125.00 115.00 130.00
Materia del Control de	150.00 175.00	145.00 150.00 175.00	125.00 145.00 175.00	145.00(2) 150.00 175.00
Buffalo Bill (Gottlieb)	69.50	69.50	69.50	69.50
Sabana (United)	375.00	275.00 295.00 375.00	275.00 295.00 375.00	275.00 295.00 375.00
Carmel Caravan (Genco)	69.00 84.50	69.00 84.50	69.00 84.50	69.00 84.50
anasta (Genco)	59.50 39.00	59.50 39.00	59.50 39.00	59.5C
Catalina (Chicago Coin)	35.00	35.00	95.00	39.00 35.00
Champion (Bally) Chinatown (Gottlieb)	89.50 159.50 160.00	159.50 160.00	89.50 150.00 159.50	159.50 160.00
Trees (United)	200.00 225.00 245.00	200.00 225.00 245.00	160.00 225.00	225.00 245.00
itation (Bally)	79.50	79.50	79:50	79.50
	119.00 119.50 129.50 130.00	125.00 129.50	95.00 119.50(2) 125.00(2)	119.50 129.50 145.00(2)
Control Tower (Williams)	145:00 150.00 109.50	145.00 150.00 109.50		150.00 109.50
Coronation (Gottlieb) County Fair Cyclone (Gottlieb)	165.00 95.00 139.50	165.00 139.50	265.00 139.50	165.00 139.50
Dallas (Williams)		69.50		69.50
De-Icer (Williams) Deluxe World Series	69.50 89.50	89.50	69.50 89.50	89.50
(Williams)	49.50	49.50	49.50	145.00 49.50
Double Feature (Gottlieb) Double Shuffle (Gottlieb)	89.00 89.50 65.00	89.00 89.50 65.00	89.00 89.50 65.00	89.00 89.50 65.00
Dreamy (Williams) Disk Jockey (Williams)	59.50 89.50	89.50 125.00	89.50	89.50
Oude Ranch (Bally)	425.00(3)	425.00(4)	994.00 415.00 419.50	369.50 425.00(3)
Eight Ball (Williams)	119.50	119.50	425.00(2)	435.00 119.50
alrway :	Personan	150.00	145.00	CIPARA
Fighting Irish (Chicago Coin).	75.00 75.00	75.00 75.00	75.00 85.00	75.00 85.00
Floating Power (Genco) Football (Chicago Coin)	49.50 65.00	49.50 65.00	49.50 65.00	49.5t 65.0¢
00 (Genco)	75.00	69.50 75.00	69.50	Name of the last o
our Corners (Williams)	109.50	125.00 109.50		95.00 109.50
Frolic (Bally)	165.00 185.00 225.00 235.00	165.00 185.00 210.00 225.00	175.00 185.00(2)	169.50 185.00(2)
0 1	245.00	235.00 245.00	209.50 210.00 25.00 235.00	235.00(2)
8	9	32		245.00
Georgia (Williams)	89.50 35.00 49.50	89.50 35.00 49.50	89.50 35.00 49.50	89.50 35.00 49.50
Glamor (Gottlieb)	149.50	149.50 135.00	149.50	149.50
old Cup (Bally)	135.00 59.50	* 59.50	135.00 89.50	135.00
iolden Nugget (Genco)	100.00 125.00 269.50	100.00(2) 125.00 269.50		100.0012. 265.50
rand Award (Chicago Coin). ion Club (Williams) uys-Dolls (Gottlieb)	35.00 175.00	35.00 245.00 175.00	35.00 210.00 175.00(2)	35.00 175.00
lappy-Go-Lucky (Gottlieb)	149.50	129.50 149.50	129.50 149.50	129.50 149.50
larvest Time (Genco)	65.00 75.00 89.50	65.00 75.00	65.00 75.00	65.00 75.00
layburner lit & Run (Gottlieb)	140.00	140.00	140.00	140.00
fong Kong		125.00 125.00	ti.	125.00
lorseshoes (Chicago Coin) lorseshoes (Williams)	1888255	75.00 85.00	75.00	95.00
lumpty-Dumpty (Gottlieb)	49.50	49.50	49.50	49.50
lalopy (Williams)	120.00	120.00	120.00	120.00
lockey Special (Bally)	95.00 99.50	95.00 99.50	95.00 99.50	95.00 99.50
ludy (Exhibit)	94.50	94.50 95.00 100.00	94.50 95.00	94.50 100.00
hest 21 (Sottlieb)	59.50	59.50	59.50	59.50
(ing Arthur (Gottlieb)	65.00	65.00	65.00	65.00
Cing Pie (Chicago Coin)	115.00 124.50 125.00	115.00 124.50 125.00	135.00 124.50 125.00	115.00 124.50 125.00
(nock Out (Gottlieb)	69.00 89.50	69.00 89.50	69.00 89.50	69.00 89.50
eader (United)	90.00	90.00	90.00	90.00 100.00 135.00
He Dolly	50.00 75.00 125.00	89.50 50.00(2) 75.00 125.00	89.50 50.00(2) 125.00	50.00 75.00 95.00 125.00
neles lenine (Williams)	84.50	84.50	84.50	84.50

Lucky Inning (Williams).....

Navenco Assets to Texans

Continued from page 78

ventory," but rather one with a During the patent action, it was long range potential, he said.

Under the present arrangement, Dobson pointed out, it will be the first time the SuperVend machines would be owned by the people selling them. All in-ventory will be modernized, rebuilt prior to their sale, he said.

The Navenco sale this week climaxed several changes in the firm's ownership, distribution and production policies over a seven year period. Mention of the present 1,300 machine inventory indicates that approximately between 400 and 500 machines had been sold by Navenco Manufac- looking for a buyer in May, 1952, turing Company (which purchased a 1,796 vender inventory chines to Navenco Manufacturing from SuperVend in May, 1951).

ing Company, Dallas, for the asking about \$800,000 for the not heavy. He explains this as SuperVend Corporation. In Jan-entire inventory. uary, 1950, national sales and manufacturing rights were turned concentrated on building up a over to a new firm, SuperVend supply of parts. The initial "sale" Sales Corporation, Chicago, head- rumor last month had it that ed by Mike Hammergren, ex- Dean Porter, president of Navice-president of the Rudolph venco, wanted to retire from the Wurlitzer Company.

Patent Suit

Following the new arrangement. TEMCO announced it would continue to build the SuperVend machine on contract. In June, 1950, Hammergren's Continued from page 78 company began deliveries of the new production run of Super-Vends. This followed settlement agreement in August, 1952. of a patent infringement action bought by Frosti-Drink, patent-holding company from Spacarb. both direct factory representa-Frosti-Drink charged SuperVend tives and distributors. No indica-

Texas SuperVend agreed to to sign up area distributors. pay Frosti-Drink \$48,000 and to tomers mixing drinks.

revealed that the two SuperVend companies and TEMCO had agreed to a contract whereby TEMCO would build 3,000 of the venders during a 12-month period. On this production, Super-Vend was to pay a \$75 per machine royalty to SuperVend of Texas.

Coan Enters Pic

In December, 1951 TEMCO announced it had acquired the entire SuperVend inventory for \$510,000. TEMCO indicated that it was announced it had sold the magroup of Texas cattle and oilmen.

Since that time, Navenco has vending machine business and devote his time to other interests.

Andico-Cole

Cole entered into the marketing

In its new distribution program. violated its patented Mix-A- tion was given when complete Drink feature, used exclusively details would be released, altho on Spacarb equipment. the first moves have been made

The Andico coffee vender. install a locking device on all under the firm's own name and future models to prevent cus- under the Cole banner, was offered in 600 and 300-cup models.

	Issue of	Issue of	Issue of	Issue o
	Mar. 20	Mar. 13	Mar b	Feb 2
dajorettes	(V) 3349-00-00 (V)	75.00	C. C	100000000
Majors of '49 (Chicago Coin).	45.00	45.00	45.00	45.0
Maryland (Williams)	49.00	49.00	49.00	49.0
Mermaid	125.00	125.00	125.00	125.0
Minstrel Man (Gottlieb)	129.50	129.50	129.50	
	49.50	49.50	4 4 1 2 7 7 7 7 7 7	129.5
Wonterrey (United)			49.50	49.5
Woon Glow (United)	49.50	49.50	49.50	49.5
Vlagara (Gottlieb)	145.00	145.00	145.00	145.0
Oktahoma (United) One, Two, Three (Genco)	45.00 49.50	45.00 49.50	45.00 49.50	45.00 49.5
Palm Beach (Bally)	235.00(3)	195.00(2)	175.00	179.50 195.0
		235.00(3)	195.00(2) 235.00(2)	235.00(3
Palm Springs (Bally)	195.00	195.00	195.00 515.00	N. Della School School
Paratrooper		85.00	21,1021.45	95.0
Photo Finish		35.00	35.00	35.0
in Bowler (Chicago Coin)	99.50	99.50	99.50	99.5
	59.50	22	77.50	
Playland	45.00	45.00	45.00	45.00
Playtime (Exhibit)	39.00 54.50	39.00 54.50		
Puddin' Head (Genco)	65.00		39.00 54.50	39.00 54.50
Quarterback (Williams)	65.00	65.00	50.00 65.00	50.00 65.0
Queen of Hearts	300.05		150.00	(2)
wintette	. 190.00	190.00	160.00 190.00	190.0
Rag Mop (Williams)	99.50	99.50	99.50	99.5
Ramona (United)	39 00	39.00	39.00	39.5
Red Shoes (United)	89.50	89.50	89.50	89.5
Rockette (Gottlieb)	85.00 94.50	85.00 94.50	85.00 94.50	85 00 94.5
Rodeo	225.00	225.00	STATE OF THE PARTY	2000
tose Bowl (Gottlieb)	135.00	135.00	135.00	135.0
THE RESERVE TO THE PROPERTY OF	49.50-	49.50	49.50	49.5
aratoga	35.00 49.50	35.00 49.50	35.00 49.50	35.00 49.5
crewball (Genco)	85.00	85.00	85.00	85.0
hantytown (Exhibit)	120.00	120.00		
hoot the Moon (Williams)	95.00 119.50		120.00	120.0
shoo Shoo (Williams)	AUG. 886 (CDV)	95.00 119.50	95.00 119.50	95.00 119.5
skill Pool (Gottlieb)	150.00	150.00	150.00(2)	150.0
Slugfest	119.50	119.50	119.50	95.00 119.5
South Pacific (Genco)	69.00	69.00	69.00	69.0
Special Entry (Bally)	49 50	49.50	49.50	49.5
Spot Bowler (Gattlieb)	219.50	119.50	119.50	119.50
Spot-Lite (Bally)	75.00 89 00	75.00 85.00(2)	85.00(2)	80.00 85.00
	89.50 90.00	89.50 90.00	89.50(2)	89.50(2) 90.00
	109.50 115.00	109.50	90.00 109.50	109.50
		115.00(2)	115.00(2)	115.00(3
		125.00(2)		125.0
pringtime (Gence)	89.00	89.00	89.00	89.0
tardust (United)	39.00	39.00	39.00	39.0
starfite (Williams)		HINDACIA SA DESCRIPCIÓN	125.00	
stars (United)	125.00 145.00	115.00 125.00	115.00 150.00	145.00 150.00
Super World Series	150.00	145.00 150.00		
(Williams)	145.00 150.00	145.00 150.00	145.00 150.00	145.00 150.00
weepstakes (Williams)	195.00	195.00	195.00	195.00
ampico (United)	79.50	79.50	79.50	79.5
ahiti (United)	390.00 425.00	425.00	425.00	425.00
ennessee (Williams)	49.50	49.50	49.50	49.50
ele-Card (Gottlieb)	1000			59.54
exas Leaguer (Keeney)	50.00 69.50	50.00 69.50	50.00(3) 69.50	50.00(2) 69.5
	350.00	45.00	45.00	45.0
hing (Chicago Coin)	45.00	45.00		45.0
hree-of-a-Kind	16 50	18.50	18.50	18.5
hree Musketeers (Gottlieb).	79.50	79.50	79.50	79.5
4-5 (United)	85.00	85.00	85.00	85.0
Thrill (Chicago Coin)	35.00	35.00 125.00	35.00	35.0
ine Square,	35.00	35.00	35.00	35.0
rinidad (Chicago Coin)		80.00	80.00	80.0
riplets (Gottlieb)	80.00		69.00 B9.50	
ri-Score (Genco)	69.00 89.50	69.00 89.50		69.00 89.50
ropics (United)	345.00 375.00	575.00	349.50 375.00	375 0
umbleweed (Exhibit)	74.50	74.50	74.50	74
furf King (Bally) wenty Grand (Williams)	39.00 109.50	39.00 109.50 125.00	39.00 109.50 95.00	39.00 109.5
	EQ 00 04 50	50000000000	5530501	
Itah (United)	59.00 84.50	59.00 84.50	59.00 84.50	59.00 84.5
/irginia (Williams)	49.50	49.50	49.50	49.5
Wild West (Gottlieb)	145.00	145.00	145.00	145.0
Vinners (Universal Industries)	99.50	39.00 99.50	39.00 99.50	39.00 99.5
anks (Williams)	49.50	49.50	49.50	49.5
racht Club (Bally)	250.00 295.00	250.00(2)	250.00(2)	239.5
	225 00	205 00 225 00	260 60	275 00/2

Howe Vending

· Continued from page 78

is judged a success by CTA and his firm at the termination of the test period (in late May), approximately 2,500 venders may be installed thru the CTA system.

Editor's Note: Transportation Vendors, headed by Ben Golob, began initial test operations of its own on Eastern lines last year. It estimates that about 10,000 of the units are now in use in private and municipal transportation systems. Golob ended his own test operations January 1, channeled production for outside sale. The vender is non-selective, has a 50-piece capacity.

To date, Howe observed, the biggest volume of sales have been during periods when students ride to and from school and also Designed by J. J. Booth, the SuperVend three-flavor cup vender was originally built by Texas Engineering & Manufactur- nounced, but TEMCO had been ing and evening rush hours are the cars and busses at these times, which prevents many riders from using the venders.

Note Slugging "There has not been a single instance of vandalism to date during the test period," Howe observed. He said. however, that slugging was somewhat of a problem. While slugs do not vend merchandise, they do block the coin chute and inactivate the vender.

Busses, it was also pointed out, have been consistently better volume producers in the test than have el cars. A couple of reasons cited:

More frequent turnover of passengers who take shorter trips.

Slightly narrower seats (by 3 inches) than in el cars, which mean passengers in the aisle can. more readily reach the wall mounted venders.

Decision as whether the operation is a success, and its ultimate okay as a permanent fixture in the CTA system, depends. mainly on these three factors: 1. Sales volume.

2. Amount of interference with normal bus and el operation.

3. Complaints, or praise, of the riding public. Robert Guy, public information

department head for CTA, told. The Billboard that CTA looked forward to the successful conclusion of the test, hoped to beable to make the installation part of its regular service.

50 Attend

Continued from page 78

department store operation, althoit could be utilized by operators. Venders to be built, he went on, will vary in capacity, column size and over-all dimension, based on the need of the particular installation.

After acquiring the manufacturing and distribution rights for Lunch-O-Mat from Larry Reiss, Caruso said that a pilot run of 50 multi-purpose food venders will be pushed thru in late fall, with an initial production run of 1,000 to follow. He said the unit will be exhibited at the National Automatic Merchandising Association's convention in Washington in Oc-

Persons attending the showing and dinner which followed included Caruso. Lou Jaffa and J. T. Teahan, all of Eastern; Mayor Arthur N. Harriman of New Bedford; Bob Segal and Murray Oglan, Vendall; Fred Brook, Raytheon; Reiss, and representatives of Indevco and Walter Heller, finance firm.

Gov. Christian Herter, Massachusetts, was expected to attend, but he wired his regrets.

NY Health Dept.

Continued from page 78

medical services, reviewed all the medical studies of the relationship between cigarette smoking and lung cancer and compared these with new studies now inprogress at Roswell Park Memorial Institute, the State's cancer hospital in Buffalo.

The study emphasized that the evidence did not show smoking "is the sole causative factor, or even that it is operative in the absence of other factors" such assusceptibility to atmospheric pollution by industrial wastes, engine exhaust fumes, dust from tarred roads or radiation.

Admen of every kind Endorse The Billboard as a TOP SELLING FORCE

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295.00(2)

345.00

269.50 .00 295.00

THE BILLBOARD INDEX

ADVERTISED USED MACHINE PRICES

ARCADE EQUIPMENT

Equipment and prices listed below are taken from advertisements in The Billboard issues as Indicated below. All advertised used machines and prices are listed. Where more than one firm advertised the same equipment at the same price frequency with which the price occurred is Indicated in parentheses. Where quantity discounts are advertised, as in the case of bulk venders, only the single machine price is listed. Any price obviously depends on condition of the equipment, age, time on location, territory and other related factors.

Ace Bomber (Mutoscope) Atomic Jet Space Ship	1ssue of Mar. 20 \$195.00	Issue of Mar. 13 \$195.00 195.00	Mar. 6 195.00 \$195.00	Essue of Feb. 27 \$195.00 195.00
Barrel Rolls (Jennings)	125.00	125:00		# 10 to
Bartender Baseball (Bally) Baseball (Scientific) Bat-a-Score (Evans)	79.50 160.00 165.00 275.00	50.00 79.50 160.00 165.00 275.00	50.00 79.50 160.00 165.00 275.00	79.50 160.00 165.00 275.00
Beauty Horse (Lee)	475.00 500.00	395.00 475.00 500.00	395.00 475.00 500.00	225.00 395.00 475.00 500.00
Blow Ball (Kirk)	140.00(2) 125.00	140.00(2) 125.00	140.00 125.00 95.00	140.00 125.00 95.00
Bowl-a-Ball (Chicago Coin).	200.00	200.00	200.00	195.00 200.00
Challenger (ABT)	25.00 65.00(2) 75.00	25.00 65.00	25.00 65.00	25.00, 65.00
Champion Horse (Bally) Chicken Sam (Seeburg)	395.00 500.00 525.00 75.00	395.00 485.00 500.00 525.00 75.00	395.00 485.00 500.00 525.00 75.00	395.00 485.00 500.00 525.00 75.00
Choo Choo Train	495.00	495.00	495.00	495.00
Dale Gun (Exhibit)	65.00 69.50 94.50	65.00 69.50 94.50	49.50 65.00 69.50 94.50	45.00 65.00 69.50 99.50
Defender (Bally) Derby, 4 player	125.00	125.00	111	
(Chicago Coin)	150.00 195.00	150.00 195.00(2)	150.00	150.00
Flash Hockey (Coinex)	75.00	75.00 175.00	195.00(2) 75.00 175.00	195.00(2) 75.00 175.00
Flip Skill Flying Saucer (Genco)	95 00 159.00	25.00 95.00	25.00	25.00
Goalee (Chicago Coin)	75.00 95.00 119.50	75.00 95.00(2) 119.50	75.00 95.00 119.50	75.00 95.00 119.50
Gripper (Mercury) Gun Patrol (Exhibit)	18.50 24.50 165.00 195.00	18.50 165.00 175.00 195.00	18.50 165.00 195.00	18.50 185.00 195.00
Heavy Hitter (Bally)	51	45.00	45.00	9.6
Hit-a-Homer Hockey (Chicago Coin) Hot Rod Racer	45.00 20.00 55.00	20.00 55.00	20.00 55.00	20.00 45.00 55.00 185.00
Jack Rabbit	99.50	99.50	99.50	99.50
Jet Gun (Exhibit)	175.00(2) 195.00 225.00	145.00 175.00(2) 195.00 225.00	145.00 175.00(2) 195.00(2) 225.00	175.00(2) 195.00 225.00
Lite League	99.50 100.00 20.00	99.50 100.00 20.00 45.00	99.50 100.00 20.00	99.50 100.00 20.00
Merry-Go-Round	625.00 375.00 175.00 185.00	375.00 175.00 185.00	185.00 295.00	185.00 295.00
Midget Skee Ball (Chicago Coin)	295.00 165.00 175.00	295.00 165.00	165.00	165.00
Miss America Boat (Lane) Mystic Pen	375.00	375.00	375.00 125.00	375.00
Night Fighter (Genco)	325.00	325.00	325.00	325.00
Ocean Liner (Scientific)	475.00	475.00	475.00	475.0C
Panoram (Mills)	250.00 18.00	250.00 18.00	250.00 18.00	250.0C
Photomatic (Mutoscope)	195.00(early) 250.00 525.00(late) 650.00(late)	195.00(early) 250.00 525.00(late) 650.00(late)	195.00(early) 250.00 525.00(late) 650.00(late)	195.00(early) 250.00(early) 525.00(late) 650.00(late)
Pistol Pete (Chicago Coin)	99.50	99.50	99.50	99.50
Pitch 'Em & Bat 'Em Pokerino (Scientific)	165.00 185.00(2) 85.00	165.00 185.00 85.00	175.00 185.00 85.00	185.00 85.00
Pokerino Jr. (Scientific) Pool Table (Edelco)	75.00	75.00	75.00 75.00	75.00 75.00
Pop Up	18.00 24.50 95.00	18.00 95.00	18.00	18.00
Rapid Fire (Bally) Rifle Range Ray Gun	75.00	125.00 75.00	125.00 75.00	125.00 75.00
Rocket Ship (Meteor) Rudolph the Red Nose	250.00	250.00	250.00	250.00
Reindeer (Exhibit)	395.00	395.00	395.00	395.00
Sea Jockey	115.00 24.50	115.00		
Shipman Art Show Shoot the Bear (Seeburg)	45.00 49.50(2) 155.00 179.50 195.00(2)	45.00 49.50 149.50 165.00 179.50 185.00	45.00 49.50 149.50 165.00 185.00 189.50	45.00 49.50 139.50 179.50 195.00 199.00
	199.00	195.00(2) 199.00	195.00(2)	229.50
Silver Bullets (Echibit)	125.00 129.50	125.00 129.50	125.00 129.50	125.00 129.50
Silver Gloves (Mutoscope) Silver Skates	175.00 195.00	175.00 195.00 125.00	149.50 195.00	149.50 195.00
Six Shooter (Exhibit) Skee Ball (Evans)	145.00 95.00	145.00(2) 95.00	145.00 195.00 95.00	145.00 95.00
Skee Ball (Wurlitzer) Skill Gun (ABT)	150.00 25.00	150.00 25.00	150.00 25.00	150.00 25.00
Sky Fighter (Mutoscope)	125.00(2)	125.00 195.00	125.00 195.00	125.00 195.00
Space Gun (Exhibit)	195.00 185.00 225.00	185.00 225.00	159.50 185.00 225.00	185.00 225.00
Space Ranger (Deco)		385.00 465.00	385.00 350.00 465.00	385.00 350.00 465.00
Spark Plug Star Series (Williams)	115.00 139.50	115.00 139.50	50.00 139.50	50.00 139.50
Submarine Sun (Keeney) iuper Bomber (Evans) iuper Jet (Chicago Coin)	95.00 110.00 165.00 175.00 475.00 495.00	110.00 155.00 175.00 475.00 495.00	110.00 120.00 - 175.00 475.00 495.00	110.00 120.00 175.00 475.00 495.00
earn Hockey (United)	85.00 100.00 115.00 169.00	P5.00 110.00 115.00 169.00	85.00 110.00 115.00 169.00	. 65.00 115.00 169.00
3-Way Athletic Scale (Mercury)	79.50	79.50	169.00	79.50
hunderbolt Horse		150.00	NOVE SHAPE	195.00
nderses Raider	125.00			
oice-o-Graph (Mutoscope)	525.00 595.00(late)		525.00 595.00	525.00 595.00(late
loice Recorder (Wilcox-Gay).		195.00	195.00	
		100		



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SHUFFLE GAMES

Issue of Feb. 27	Mar. 6	Issue of Mar. 13	Issue of Mar. 20	Big League Bowler, 4 player
\$85.00 345.00	125.00 195.00 345.00	345.00	125.00(2) 345.00	(Keeney) Bowl-a-Ball (Chicago Coin) Bowl-a-Matic (Universal)
59.50	59.50	59.50	59.50	Bowling Alley (Chicago Coin) Bowling Alley, 6 player (Chicago Coin) Broadway Shuffle Alley (United)
350.00	350.00	350.00	350.00	Carnival Bowler(Keeney)
315.00 325.00(2)	315.00 325.00(3)	315.00(2) 325.00(3)	315.00(2) 325.00(2)	Cascade Shuffle Alley, 6 player (United)
365.00 375.00(2)	335.00 340.00 349.50	325.00 335.00 340.00 375.00(3)	340.00 345.00 365.00 375.00(2)	Classic Shuffle Alley, 6 player (United)
335.00 350.00	375.00(2) 285.00 315.00 324.50 350.00	U-process-com	320.00 335.00 350.00	lover Shuffle Alley, 6 player ('inited)
295.00	285.00 295.00	195.00 285.00	295.00	Club Bowler, 10 player (Keeney)
-4 500	295.00 324.50	295.00 295.00	0.00	Crown Bowler (Chicago Coin).
13		SER	250 P	De Luxe League Bowler
350.00 40.00	150.00 350.00 40.00	150.00 350.00 40.00	350.00 40.00	(Keeney) Domino Bowler (Keeney) Double Header (Williams)
		295.00 365.00	295.00	Oouble Score Bowler 10th Frame (Chicago Coin) Orum Scoring, 6 player
185.00	22		185.00	(Chicago Coin)
90.00 115.00 119.50 125.00 135.00	69.00w/p 85.00 90.00 99.50w/p 115.00 119.50 135.00	85.00 90.00 115.00 119.50 135.00	90.00 109.50w/p 119.50 115.00(2)	(United)
85.00	85.00	85.00		Four Player (Keeney)
75.00 95.00 109.50 110.00 115.00	75.00(2) 89,50w/p 95.00 109.50 115.00	109.50 115.00		(United)
* TOOK (\$1)	169.00		M. H	fi Score Bowler (Universal).
105.00w/p	105.00w/p	105.00w/p	105.00w/p	(Chicago Coin)
135.00 159.50	120.00 135.00w/p 159.50	120.00 135.00w/p 159.50	135.00w/p	ligh Score League Bowler
125.00(2)	125.00(2) 50.00	125.00(2) 50.00	125.00(2)	(Keeney)
425.00	395.00 425.00	395.00 415.00 425.00(2)	425.00(2)	(United)
99.50	50.00 99.50 120.00	99.50 120.00		eague Bowler, 4 player (Keeney) .eague Bowler, 6 player
ner see	120.00	77.30 120.00		(Keeney)
185.00 275.00	185.00 275.00	185,00 200.00 275.00 269.50	10.10	(Chicago Coin)
185.00 215.00	185.00 215.00	185.00 215.00	215,00	Official Shuffle Alley, 4 player (United)
335.00 350.00(3)	325.00 350.00(3)	325.00 350.00(3) 375.00	335.00	(United)
Su cu v		95.00	95.00	Original Shuffle Alley, 6 player (United)
399.50 425.00	399.50 425.00	395.00 399.50	4 04	Royal Shuffle Alley (United). Shuffle Alley Deluxe, 6 player
149.50 155.00	89.00 115.00(2) 145.00 149.50	110.00 115.00 145.00 149.50 175.00	110.00 115.00 140.00 149.50	(United)
	175.00	. 4	8 13	Chaffin Allen & alama
95.00	95.00 185.00	95.00 185.00	95.00 159.50	Shuffle Alley, 6 player (Chicago Coin)
99.50 100.00 115.00 125.00	99.50 100.00 115.00 125.00	95.00 99.50 115.00 125.00	95.00 99.50 115.00 125.00	(Keeney)
100.00 129.50 145.00	100.00(2) 129.50	100.00(2) 129.50	100,00 129.50 135.00	Shuffle Alley, 6 player (United)
69.50 49.50		69.50 49.50		Shuffle Cades (United) Shuffle Line (Bally) Shuffle Target (Genco)
220 00 225 00 295.00		200.00 220.00 295.00	220.00	Six Player 10th Frame (United) Star Bowler, 2 player
235.00 245.00	7	175.00 195.00 200,00 225.00	175.00 235.00(2)	Star 6 Player (United)
275.00 279.50 295.00	225.00 249.50 279.50 295.00		265:00 275.00	Star 10 Frame, 6 player (United)
~	145.00	279.50 295.00 165.00	279.50 295.00	Super Deluxe League Bowler (Keeney)
165.00	TO THE PARTY OF TH	175.00 190.00	190.00 209.50	Super Six Shuffle Alley (United)
215.00		:04.50 512.00	215.00	Team double 10 player
265.00		265.00	268.00	(Keeney) Tenth Frame Special Bowler
15. No. of Co. of Co.		250.00 285.00	285.00	(Chicago Coin)
	159.00 250.00 259.50	259.50	\$ North	Alley (United)
10.14	****	175.00	175.00	(Chicago Coin) Tenth Frame, Double Bowler (Chicago Coin)
365.00	365.00 385.00	310.00 375.00 385.00	345.00 375.00 385.00	Triple Score Bowler Chicago Coin)
40	55.00 50.00	50.00 55.00 50.00	50.00	Twin Shiuffle Alley Rebound (United) Two Player (United)

ELECTRIC SCOREBOARDS Overhead, 15-21 pts.

Horsecollar \$125 ea.
15-21-50 pts. \$125 ea.
Wall Model 15-21 pts.
and 15-21- \$95.00 ea.
2 Chicago Coin Overhead Scoreboards, 15-21 pts. \$75.00 ea. Recond ... \$75.00 ea.

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20 M. and 22 M. SHIFFLEBOARDS Recond. Cabinet, New Maple Tops Actess. ea. crated \$169.50

New Maple Tops for 22' Shuffleboards,

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crated, Each ... \$90.00 Shufflebd, Adi., set 12.00 Pucks (set of 6) 12.00 VERSION. For United 2-Faced Pucks. Ea. 1.50 Wax, dozen 3.00 6-Player, Installed, \$89.50 Terms: 1/3 dep., bal. C.O.D. or S.D., F.O.B. Chicago.

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EX. REINDEER\$395 | CHI COIN 4 FIGHTER ... 325
EX. SPACE GUN ... 225
SEEBURG SHOOT
THE BEAR ... 145
EX. JET GUN ... 175
CHI COIN BASKETBALL CHAMP ... 175
EX. GUN PATROL ... 165
TELEQUIZ, W/film ... 115

PLAYER DERBY ... \$150
EX. SIX SHOOTER ... 145
CHICKEN SAM ... 75
RIFLE RANGE
RAY GUN ... 75
UN. TEAM HOCKEY ... 85
EXHIBIT DALE GUN ... 65
CHI COIN HOCKEY ... 55

BINGO 5 BALLS

NEW: BALLY ICE FROLICS—UNITED HAVANA

"First-Conditioned" BALLY DUDE RANCH \$425 ATLANTIC CITY \$195
YACHT CLUB 295 CONEY ISLAND 145
BEACH CLUB 375 SPOTLIGHT 115
BEAUTY 315 BRIGHT SPOT 145
PALM BEACH 235 BRIGHT LIGHTS 95

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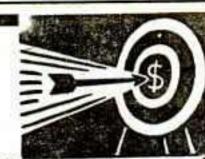
GOTTLIEB

CIGARETTE VENDERS FACTORY REBUILT -LIKE NEW-25c Operation-King Size Cols.

DuGren. W's, 9 Col. \$115 DuGren. Champions,

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Greatest play stimulator. Quality merchandise expertly selected and beautifully mounted. From \$25 and up. Satisfaction absolutely guaranteed.



SHUFFLE GAMES

NEW Chicago Coin SUPER FRAME BOWLER CRISS CROSS BOWLER

Keeney BONUS BOWLER DIAMOND BOWLER MAINLINER

"First-Conditioned"

KEENEY 10 Player 275
10 PLAYER TEAM
BOWLER 255
SUPER DELUXE 165

CHICAGO COIN 10TH FRAME PLAYER HI SCORE, flyaway pins,

w/stationary pins, form. top 105

5 BALLS

All Str. Bsktbl. 115
Joker ... 95
Dble. Feature 89
Rockettes ... 85
Triplets ... 80
Knockeut ... 69
King Arthur 65
Dble. Shuffle 65
UNITED
Utah ... 5 59 New-Myst Marvel Guys-Dolls ... \$175 Guys-Dolls 5175
Quintette 190
Coronation 165
Chinatown 160
Skill Poel 150
Wild West 145
Niagara 145
Hit 'n' Run 146
Globe Trotter 135
Rose Bowl 135
Mermald 125 Utah \$ 59 Aquacade 39 Carolina 39 Stardust 39

WILLIAMS Sweepstakes 5195 Shoot Moon 120 Jalepy 120 Shoo-Shoo 93 Maryland 49 Gizmo 35
CHICAGO COIN
King Pin \$115
Fighting Irish 75
Football 65

...\$ 39 Thing\$ 45 e ... 39 Majors of '49. 45 IAMS Grand Award. 35 Kes \$195 Trinidad ... 35 on ... 120 Catalina 35 Thrill ... 35
GENCO
Springtime ... \$ 29
South Pacific. 69
Tri-Score ... 69
Camel Caravan 69
Harvest Time 65 1-2-3 Puddinhead ... Screwball 35 EXHIBIT Shantytown .. \$ 85

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1400 Wurlitzers, Exhibit Gun Patrols, Exhibit Six Shooters, Watling Penny Weighing Scales, Late Model Gottlieb 5 Balls Games.

FRANK KIRKE NOVELTY 225 King St., East Toronto, Ont., Can. EMpire 8-4077 NEW LAWYER

Former Op Tries for School Post

year ago, the 31-year-old Engel cago. had some nine years of coin machine experience as assistant to his father, Dave Engel, who op-erates the Dade Vending Company.

Young Engel has filed as a can-didate for the Dade County (Miami) Board of Public Instruction, which is the formal name of the school board. The primary election is set for May 4. Needless to say, his dad, who operates juke boxes and games, is beating the drums for Max among his many business acquaintances in and out of the coin machine game.

Max holds a bachelor of business administration degree from the University of Miami, along with his law degree. He is married and the father of one child. His background includes four years in the Army. He is vicepresident of the Grapeland Heights Civic Association and a member of the Miami Junior Chamber of Commerce and the Knights of Pythias.

June NCA Exhibit Nearing Sell-Out

CHICAGO, March 20 .- National Confectioners' Association announced that the major portion of total exhibit space in the two Conrad Hilton Hotel exhibition halls has been sold for its June 7-10 convention here.

David P. O'Connor, of Penick & Ford, Ltd., chairman of the exposition, stated pre-meet interest appears to guarantee the 1954 display will be the "biggest and best" has widered In addition to the NCA has held.

This year's exhibit will cover 37,000 square feet in the two halls. on station platforms, there is now It is held, as in previous years, in a greater proportion of cup maconjunction with the NCA con- chines included in the over-all June 6.

The convention program is under the chairmanship of Theodore Stempfel, vice-president of E. J. Brach & Sons.

Exhibit hours have been scheduled as follows: June 7, 2 p.m. to 8 p.m.; June 8, 1 p.m. to 6 p.m.; June 9, noon to 8 p.m., and June 10, 11 a.m. to 5 p.m.

NATD Exhibitors

The following is a partial list of exhibiting firms at the National Association of Tobacco Distributors' convention. The companies listed are only those directly associated with the vending industry, either as machine manufacturers, component and product suppliers, etc.

City, N. Y.; American Tobacco Pa.; R. J. Reynolds Tobacco Co., Co., New York; Benson & Hedges, Winston-Salem, N. C.; Thos. D. New York; Blumenthal Bros.' MIAMI, March 20.—It's a long Chocolate Co., Philadelphia; jump from the coin machine busi- Boyer Bros., Inc., Altoona, Pa.; E. ness to the practice of law, and then to a political office, but Max Engel has completed half of the leap and hopes to achieve the rest in the next few months.

Before he became an attorney a N. J.; Cole Products Corp., Chi-

Harold E. Cummings Corp., New York; Curtiss Candy Co., Chicago; Dad's Root Beer Co., Chicago: Deran Confectionery Co., Cambridge, Mass.; the Diamond Match Co., New York; Arthur H. DuGrenier, Inc., Haverhill, Mass.; Eastern Electric, Inc., New Bed-ford, Mass.; Green River Corp., Chicago; Henry Heide, Inc., New York; Hershey Chocolate Corp., Hershey, Pa.; the Charles E. Hires

Co., Philadelphia.

Hollywood Brands, Inc., Cen-tralia, Ill.; Walter Johnson Candy Co., Chicago; Robert A. Johnston Co., Milwaukee; Kiddie Mfg. Co., Bloomfield, N. J.; Tom King & Co., Chicago; Larus & Brother Co., Inc., Richmond, Va.; Lehigh Foundries, Inc., Easton, Pa.; Liggett & Myers Tobacco Co., New York; Lion Match Co., Inc., New York; P. Lorillard Co., New York; Mars, Inc., Chicago; Mason Au & Magenheimer Confectionery Mfg. Co., Mineola, L. I., N. Y.; Philip Morris & Co., Ltd., Inc., New York; National Vendors, Inc., St. Louis.

The Nestle Co., Inc., White Plains, N. Y.; New England Confectionery, Cambridge, Mass.; Orange Crush Co., Chicago; Pitney-Bowes, Inc., Stanford, Conn.; H. B. Reese Candy Co., Hershey,

Chi Transit

Continued from page 78

play will be the "biggest and best" has widened. In addition to the initial candy, gum, nut and relatively few cup drink venders vention which opens a day earlier, operation, along with new ice cream and juice units.

Break-Down

The actual machine breakdown, by type and earnings, follows:

Penny venders, including 184 chocolate, 250 gum, 166 nut (and 184 scales) grossed \$133,524, with CTA's commission \$35,414.

Forty-four nickel gum and 21 dime candy venders grossed \$43,-074; CTA commission, \$8,615. (Transit Sales, Inc., operates penny candy, gum and scale equipment, which in combination grossed \$176,598.)

ing operator.

Speakers will include Robert Z.

Greene, president of Rowe Manufacturing Corporation, who will

Fifty-one cup beverage venders grossed \$93,176 of which CTA received \$25,718. Eighteen ice cream machines grossed \$17,988; CTA commission, \$2,697. Two photo machines grossed \$4,488, returned CTA \$1,239.

(Beverage, ice cream and photo equipment, operated by Mechanical Merchants, Inc., grossed \$115,652.)

In comparison with its vender commission of \$73,683 in 1953, CTA earned \$84,539 in 1951; \$84,-155 in 1950, and \$55,196 in 1949.

\$\$ in Transit

Continued from page 78

dustries' gum vender on its busses, reported thru its president, C. E. Baker: "Penny gum vending machines installed on all our busses have been amazingly successful in producing additional revenue." He added that use of the venders by riders is increasing steadily.

The operating firm, Automatic Mobile Vendors of Springfield, concurs with the transit official's enthusiasm. In addition to operating equipment itself, it distributes the unit for transit industry use. According to Automatic Mobile officials, the firm will appoint franchised operators to handle such routes.

Gum units on the Springfield line are said to be doing best volume on busses used on factory and school runs. Said Baker: "We have received reports that children urge their parents to take them for a special ride (on busses) so they can buy gum."

The machines are mounted on metal support posts near entrance or exit doors with special grommets, which absorb vibration and noise.

Richardson Co., Philadelphia; Rockwood & Co., Brooklyn; Rowe Mfg. Co., New York; Smokeshop Corp., New York; Stephano Bros., Philadelphia; Stoner Mfg. Corp., Aurora, Ill.; Superior Mfg. Co., Evanston, Ill.; the Sweets Co. of America, Inc., Hoboken, N. J.; Switzer's Licorice Co., St. Louis; United States Tobacco Co. New United States Tobacco Co., New York; Universal Match Corp., St. Louis; C. J. Van Houten & Zoon, Inc., New York.

Calif. Candy Meet Hits State Sales Tax on Confections

SAN FRANCISCO, March 20 .-California's retail sales tax on confectionery goods came in for sharp criticism at the Western Candy Conference here. In addition to reducing profit of local farmers, who supply large quantities of agricultural products used in candy, it also adversely affects consumption of confections thru the State, it was stated.

A featured speaker at the twoday meeting, Philip P. Gott, president of the National Confectioners' Association, declared that "California's ability to satisfy America's taste for candy has made it the fifth largest candy-producing center in the United States.'

Kenneth L. White, MacFarlane's Candies, stated that "californians should not have to pay a retail sales tax on candy and chocolate when no sales tax is charged on other foods containing the same agricultural products.

J. Mahoney Head

CHICAGO, March 20 .- John J. Mahoney III, Carolina Vending, Inc., Charleston, S. C., was elected chairman of National Automatic Merchandising Association's Region 4 at the recent sectional meeting at St. Simons Island, Ga.

Region 4 is one of the largest of NAMA's 12 regions. It comprises South and North Carolina, Georgia, Florida, Tennessee, Alabama and Mississippi.

Vending Sessions

Continued from page 78

sale tobacco distributor as a vend-

facturing Corporation, who will talk on "The Adaptability of the Tobacco Distributor to Commercial Vending"; J. T. Teahan, Eastern Electric, Inc., "The Whole-sale Tobacco Distributor as a Vending Competitor"; John C. Closterman, John C. Closterman Company, Kalamazoo, Mich., "The Wholesale Tobacco Distributor as a Cigarette Vender."

Burnhart Glassfold, sales manager of Stoner Manufacturing Corporation, will speak on "The Wholesale Tobacco Distributor as a Candy Vender"; Dan Canalos, George Canalos Company, Lo-rain, O., "Vending Machines in the Young Man's Future," and Ar-thur F. Schultz, Arthur F. Schultz Company, Erie, Pa., "Coping With Direct Machine Sales."

Also scheduled for discussion, time permitting, will be "Indus-trial Vending"; "Coping With Brand Diversification"; "The Wholesale Tobacco Distributor as a Location Seeker"; "Reducing Paper Work," and "At What Cost Location?"

The schedule for the final day of the meeting, announced this week, will include a round-table conference and a sales management conference.

A. V. Castrow, P. H. S. Tobacco Company, Houston, will be in charge of the round-table discussion, devoted to warehouse operations. Harden Golstein, NATD associate director, will chairman the sales meeting.

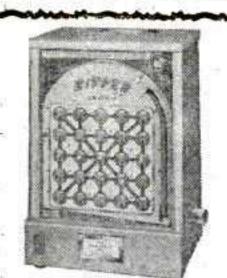
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Exhibit Ships New Electronic Target Game

CHICAGO, March 20.-Exhibit Supply Company here is shipping a new target gun, which uses an electronic rifle, but details of the game could not be obtained.

Art Weinand, sales manager of Exhibit, confirmed the fact that the company is making a new gun but declined to comment on its details.

Reliable reports have it the game offers 20 shots for 10 cents, uses an electronic rifle closely patterned after a standard 22 caliber. The game carries a list price of \$595 according to trade

BANK V.-P.

Joins Coin Fight on Fee Boost

PHILADELPHIA, March 20 .-In supporting the coin machine industry before a city license committee, a bank official disclosed that his bank has loaned members of a coin machine asso-ciation up to \$15,000,000 in the last 10 years and that every loan

had been repaid. Raymond J. Erfle, vice-president of the Northwestern National Bank, backed up Joseph E. Gold, representing the Amusement Machine Association of Philadelphia, in disputing statements of Michael J. Bradley, deputy managing di-rector, before the City Council's committee on licenses and inspections on a proposal to increase the the annual license fee on every 4 Horsemen 109.50 coin machine to \$50.

"This is not a fast dollar and oulder-holster business." Erfle shoulder-holster business," Erfle told the committee in disclosing the large : um loaned members of the coin machine association and repaid by them. Bradley retorted that Erfle's statement indicated the industry was "a flourishing business," capable of paying the additional license fees.

City Reverses Coin Ban Lift

WORCESTER, Mass., March 20.

—City Manager McGrath revoked licenses of six coin-operated shuffle games which he had issued two weeks ago to three private clubs and three veterans' posts. Mounting protests of other clubs and business places was given as the reason.

McGrath explained he wished to put the machines on a trial basis and had not realized that his move would create so much pub-

No sooner had McGrath granted the six licenses when he was flooded with requests from other private clubs and business places for licenses. The city manager was accused of being "discrimina-

tory-picking out a certain few." Worcester banned all pinball machines and other coin-operated games back in 1950. The ban was lifted recently when McGrath was asked by the Homer J. Wheaton VFW post to grant the post a li-cense for a coin-operated shuffle game to increase its revenue.

Texas Kiddie Rides Name Universal

FORT WORTH, March 20.— Texas Kiddie Rides Company, thru President Carl Vandervoort Jr., announced this week the appointment of the Universal Distributing Company, St. Louis, headed by Barney Frericks, as distributor to cover the St. Louis area.

Cig Mach. Tax \$\$ Off

BOISE, Idaho, March 20.—State Tax Collector P. G. Neill reported that for the first seven months of the current fiscal year cigarette taxes dropped \$97,580 to \$983,397. Coin machine sales tax receipts dropped \$53,545 to \$142,678.

Dixie Promotes Moore: Reports Record Sales

Cup Company announced the appointment of Craig Moore as sales director of the commercial prod-ucts division this week. Moore joined Dixie in 1939 as a salesman in the Boston area. He left a post as assistant to the vicepresident in charge of sales to fill his new office.

Cecil F. Dawson, president, stated that "for seven consecutive years volume has gone up . . . it it has more than trebled since

Dixie Cup also reported a 23 per cent increase in both gross billings and net sales in 1953. Gross billings climbed to \$47,082,-654 and net sales to \$43,375,372 to set new all-time records. Net income increased to \$2,751,752 from 1952's \$2,302,789.

Reports Record Sales EASTON, Pa., March 20.—Dixie Cup Company announced the appointment of Craig Moore as sales Sointment of Craig Moore as sales AT PRICES YOU'LL LIKE

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Dude Ranch	6425	
Yacht Club	325	
Beach Club	395	
Beauty		
Palm Beach	235	
Frolics	225	
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Bright Spot	175	
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Bright Lights .. 125 Tropics 375 Cabana 375 Circus 225 Stars 150 ABC 115

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Glamor\$149.50 Cyclone 139.50 Minstrel Man 129.50 Spot Bowler, 119.50 Joker 99.50 Double Feat. 89.50 3 Musketeers 79.50

Aquacade 59.50 Monterrey ... 49.50 Moon Glow .. 49.50 Baby Face ... 49.50 EXHIBIT Tumbleweed . 74.50 Bowling Ch. . 69.50 CHICAGO COIN Buffalo Bill . 69.50 Just 21 59.50 King Pin\$124.50 Humpty D. .. 49.50 Bermuda ... 49.50

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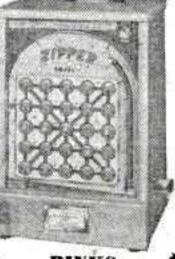
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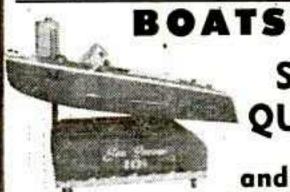


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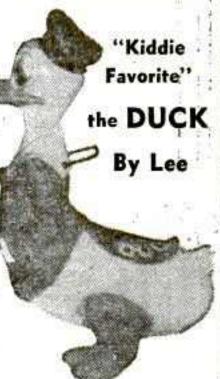


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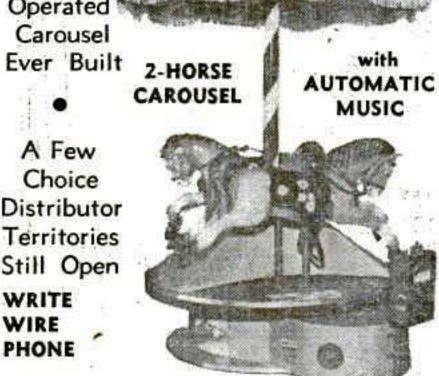
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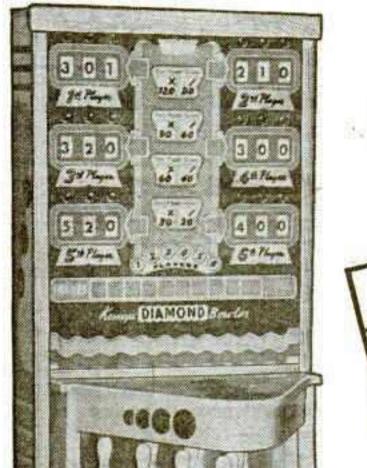
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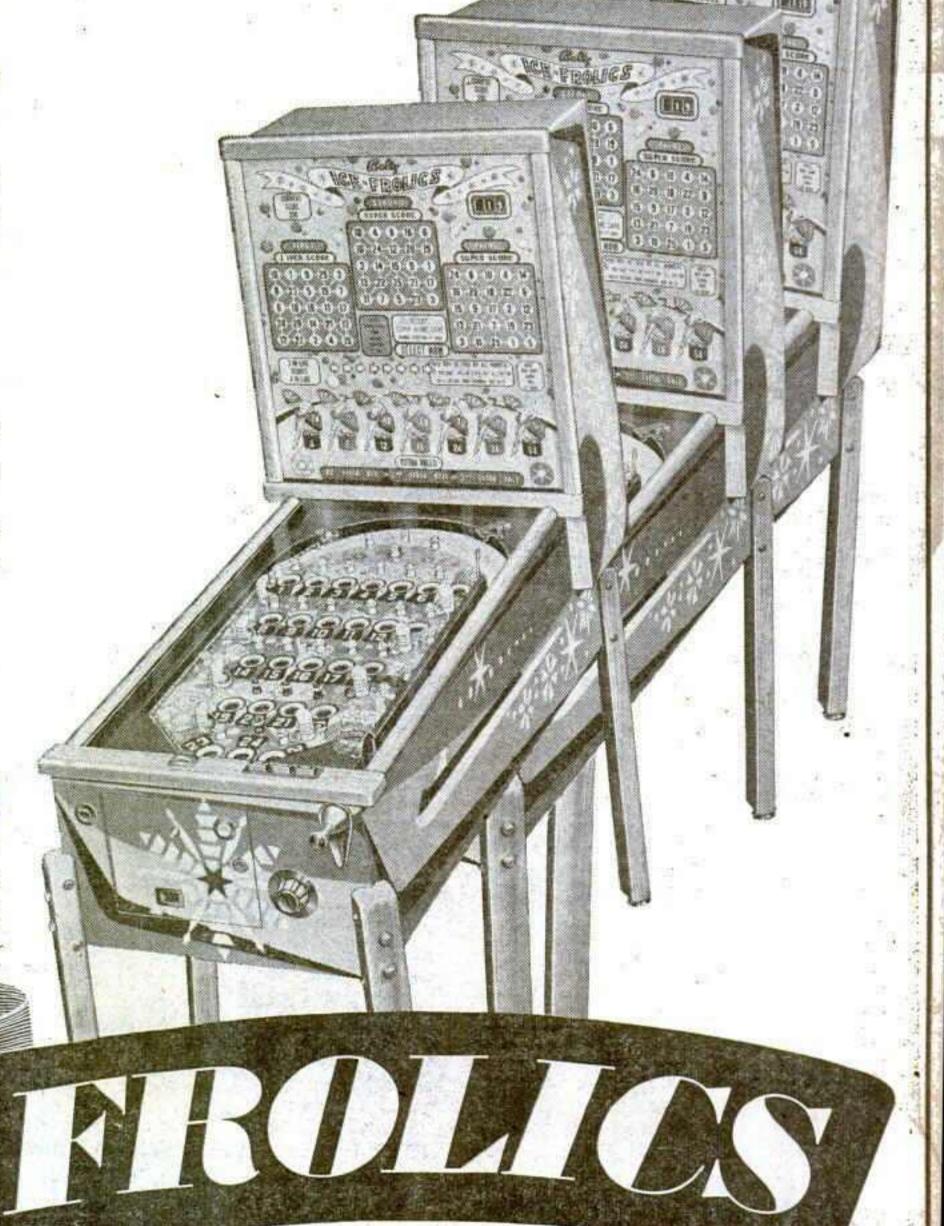
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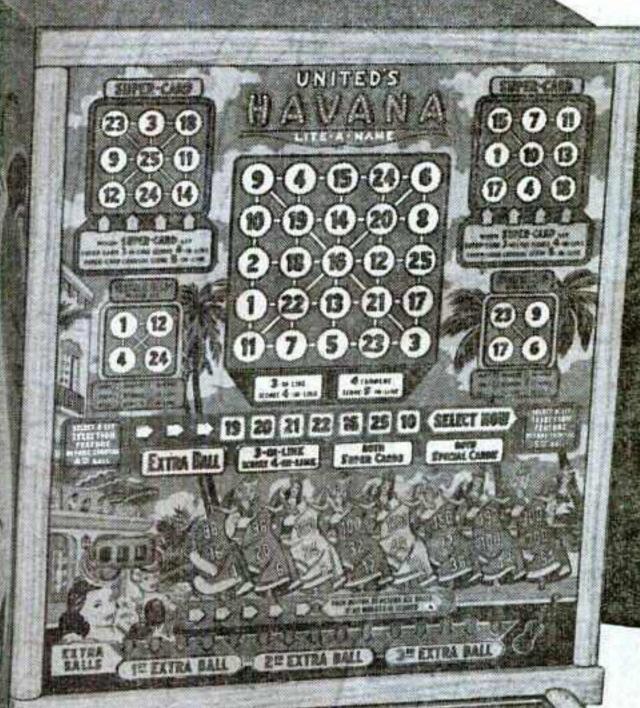
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