

The Billboard

MAY 30, 1953 THE AMUSEMENT INDUSTRY'S LEADING NEWSWEEKLY PRICE 25 CENTS

Signs Point to Clear Skies After NBC, Affiliate Squall

House Stands Pat on Excise Hearing Date

Committee to Start June 16, Tho Profit Tax Talks Go On

WASHINGTON, May 23.—The House Ways and Means Committee announced today that it will proceed with the June 16 start of hearings on excise taxes despite the launching of hearings June 1 on the administration's proposal to extend the excess profits tax (see separate story in Radio-Tele-

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Capitol Teams J. Lewis, Wife

NEW YORK, May 23.—Capitol Records has teamed comic Jerry Lewis and his wife for two sides on the label's current release. Mrs. Lewis was known as Patti Palmer in her days as a band vocalist. She worked with the Jimmy Dorsey orchestra prior to her retirement from the business.

Billed as Patti and Jerry Lewis, the husband-wife team waxed "If You Loved Me Truly" from "Can-Can," and the oldie, "Little Man You've Had a Busy Day."

CLUB BOOSTS CLUBS

Braves' Shift in Big League Zooms Milwaukee Niteries

MILWAUKEE, May 23.—Transference of Milwaukee into a big league baseball town is handing a definite boost to local showbiz activities. With the Braves luring big crowds from all over the Midwest to the \$5,000,000 County Stadium, tavern and niteries ops are preparing to book attractions which will lure the visitors to their premises.

The few spots near the stadium find themselves swamped following the Braves' games, and the overflow crowds migrate to other oases.

Benefiting most from the influx of visitors are the downtown spots. Normally at this time of

the year most of the rooms here are looking forward to a slow-down, and several of them in past summers have slashed budgets to the bone or even closed down for the season.

Tic-Toc

Al Tusa, operator of the Tic-Toc Club has lined up a series of dates that include disk artist Dolores Hawkins and comic Lenny Collier; Sophie Tucker, opening June 6 thru the 14th; new Decca artist Hamish Menzies, June 15 thru June 28, and the Four Lads, June 29 thru July 12. Biz at this spot has been noticeably hyped as a result of the keen interest in

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Web Sets Answer To Outlet Demands

Test of TV Meet's Success: Closer Ties, No More Station Defections

By SAM CHASE

NEW YORK, May 25.—One of the most serious crises in NBC's history will come to a head in the next three days. The network's TV affiliates move in today (Monday) for the start of sessions with the network, the outcome of which may well determine the pattern of the web's future. Indications as the sessions prepared to open were that there would be intermittent heavy squalls, but that clearing skies would prevail when the final gavel is rapped.

A number of key affiliates have

made no bones about the fact that they're loaded for bear. Several of these have major demands to make on the web, with the implicit threat that if these are not granted, they will move to the other side of the street—meaning CBS-TV.

To counter this, NBC's board of strategy has been in almost continuous session all last week. Virtually every point which balky affiliates are expected to raise has been gone over carefully and solutions developed. Brig. Gen. David Sarnoff, board chairman of NBC and the parent Radio Corpo-

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White House Enters TV Area, Adopts 'Sound Curtain' Use

By BEN ATLAS

WASHINGTON, May 23.—The White House this week quietly opened a historic new phase of the TV era in national affairs. The pattern was set unheraldedly during President Dwight D. Eisenhower's talk to the nation this week in the mansion's ground-floor broadcast room where for the first time twin "sound curtains" were put to successful use to en-

hance the White House's communication with the people.

The new sound curtains, put to use less than 24 hours after being installed, accomplished the minor miracle of screening out the whirl of movie cameras and other extraneous noises. It has now become possible at last for the President to address the nation simultaneously via TV, radio and movie newsreel batteries. President Eisenhower declared himself highly pleased with the results. With the President's ad-lib style particularly well suited to live TV, the White House is preparing to employ this medium more force-

fully and more dramatically than ever before.

The unfolding of this new era will become more apparent in President Eisenhower's upcoming June 3 talk in which a still newer format will be employed. It is learned that the President in this talk will resort to the use of charts and other visual aids in reporting on his administration's accomplishments. While movie newsreels and radio will be present along with television, the latter

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Coronation to Drub Clubs

LONDON, May 23.—Many cafe operators here are now of the opinion that all the Coronation festivities may be a bane, rather than a boon, to business. The display of outdoor festivities and decorations are attracting sightseers, and night club attendance is actually suffering.

What with fairly good summer weather expected and the upcoming lighting effects still to be erected, some believe that cafes won't grab off much business until after the Coronation.

DISTRIBUTION NEEDED

Without Ties, U.S. Disks Miss in Eng.

NEW YORK, May 23.—Under ordinary circumstances, a hit tune

in the United States usually becomes a big one in England, and the record that makes the tune here usually makes it in Britain as well. The latter condition, however, is only true when an American label has an arrangement with a diskery in England to release its master over there. If not, the tune may make it in big style, but the platter that grabs off the lot in the United Kingdom may not be the one that sold 1,000,000 in the U. S. This is something that Coral Records, and, to a lesser extent, Mercury Records, both "hot" labels, have sadly noted.

Coral Records, which does not have any distribution arrangement for England, has had two hot ones since the first of the year, "Till I Waltz Again With You," with Teresa Brewer, and

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POLICE RECORD DISTRIBUTION IS QUICK & HANDY

CHICAGO, May 23.—Warren (Mike) Coleman and Carl F. Burns, of Crystalette Records, found a new way to contact disk jockeys. When in trouble, call the police.

Recently as they were heading out of Kansas City about 1 a. m., they found it was too late to contact small town radio stations. They decided to stop at the local police station and ask the officers to deliver the disks early next morning. All in all, three local police departments gave them the desired co-operation. One policeman, they learned, had his own hillbilly band, and he promised he would also air the tune over his own show. This may open a whole new field of promotion.

Industry Heralds Juke Boxes' 65th Birthday

CHICAGO, May 23.—All next week the nation's juke box industry will mark the 65th Anniversary of the Music Machine Industry with special events scheduled in hundreds of cities and towns.

Coinciding with the beginning of the week-long celebration, United Press released a feature story on the growth of the industry to its 1,300 newspaper and 2,000 radio station subscribers. The feature, written by William McMackin, was for publication Sunday (24).

In Miami, Mayor Chelsie Senerchia recorded a congratulatory message commemorating the anniversary and praising local juke box operators for their civic work.

Detroit's Common Council issued an official proclamation declaring the week of May 24 Juke Box Week. Capital Airlines took off from

Chicago with two pioneer juke boxes. Destination: Washington, where the juke boxes were to form a background for a half-hour TV show Monday (25) night with Hirsh de la Viez, president of

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YOU CAN'T TAKE TOM JEFFERSON'S PLACE

on the U. S. 3-cent stamp. He's there for keeps. But you can now get personalized photo stamps for pasting on stationery, cards, luggage and other belongings for a real novelty effect, says an ad in The Billboard's classified section this week.

And that's just one of scores of new items, supplies, services and talents offered in the three weekly Billboard classified departments.

What Do You Want To Buy or Sell?

See pages 50, 71, 93.

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BOX SCORE ON MEETING OF NBC-TV AFFILIATES

NEW YORK, May 25.—Following is a box score of the way the critical three-day NBC-TV affiliate meetings shape up, starting today (Monday), based on the items on the agenda of the stations at today's sessions and speeches to be made by web execs tomorrow:

Affiliate demand: more daytime programming. NBC reply: \$3,500,000 for new shows, the bulk for daytime (see separate story on Charles C. Barry speech).

Demand: Stability in the top level of the NBC executive organization. Reply: There will be stability (see story on speech by Brig. Gen. David Sarnoff).

Demand: Full report on the summer hiatus and sales situation. Reply: NBC-TV is in good shape (see story on speech by Jack Herbert).

Demand: Status of fall program plans. Reply: Unknown at press time.

Demand: NBC's position on development of additional participating programs, as indicated by President Frank White's recent speech at the Association of National Advertisers convention. Reply: NBC is selling programs hard, and has plans to make it more attractive to advertisers to buy on the web. (See story on speech by Hugh Beville.)

Demand: Plans for firming up a revised "must buy" NBC-TV network, in view of new affiliates being added regularly. Reply: Unknown at press time.

Demand: Status of NBC's thinking on color TV. Reply: NBC is far in the lead (see story on speech by Sylvester Weaver).

The sessions open today (Monday) with a report by NBC execs to the affiliates' daytime programming subcommittee. After lunch, the stations meet in closed session, at which time the above demands will be discussed among the outlets themselves, and the daytime subcommittee will report on NBC-TV daytime show plans.

Tomorrow (Tuesday), a color TV demonstration will be held at Princeton, N. J., where the addresses of the network representatives also will be delivered. Gen Sarnoff will chair the sessions, which will have Harry Bannister, NBC station relations chief, introduce Walter Damm, chairman of the affiliates' committee, who will voice the questions of the stations. NBC speaking order then will be: Barry, Beville, Herbert. The session will break for the color showing and lunch, to be followed by Weaver's talk, with Sarnoff winding up the day as anchor man and the answering questions from the affiliates.

Wednesday's schedule is unset and will depend largely on progress made on Tuesday.

Washington Once-Over

By BEN ATLAS

WASHINGTON, May 23. — Technicians watched goggle-eyed the other day as President Eisenhower ad libbed his entire closed-circuit TV talk from the White House's broadcast room to a Ford Motor Company group in Dearborn, Mich. . . . Murray Snyder, the President's assistant TV-radio press secretary, got an unscheduled tribute just before the President went on the air in his televised tax talk to the nation this week. The network boys here are grateful to Snyder for his efforts in getting the broadcast room in shape for regular usage. So CBS' Lou Shollenberger informed his audience that it was about to hear a message from the President of the United States speaking from "Murray Snyder's room in the White House." The President laughed approvingly.

HERE'S A SPY THRILLER YOU WON'T SEE ON TV . . .

In a hush-hush atmosphere suggestive of a Hollywood spy thriller, State Department has been mysteriously revoking the passports held by a growing number of TV, radio and film personalities. The department has the right to "lift" passports at any time and doesn't have to offer an elaborate explanation, but the "lifting" has been taking place on a scale that has sent a number of D. C. legalists into a dither. Several lawyers representing the passport holders have been forcing a behind-doors showdown with the striped-pants agency. Ostensibly the reason for revocation in most cases has been suspicion of subversiveness. However, several of the passport holders were celebrities whose names had never been associated publicly with Communism. In many instances the State Department has reversed itself after being challenged. The situation has been kept under thick wraps inasmuch as the passport holders don't relish getting into a public wrangle with the agency.

LATEST SENATE THEME IS "LOVE THAT TV" . . .

TV, glamour child of the electronics age, got its heartiest Capitol Hill send-off in a long time this week during Senate debate on Federal Communications Commission's increased outlay to handle TV applications. A dozen senators rose to pay tribute to TV. Sen. Edwin C. Johnson (D., Colo.) had the chamber agog when he envisioned a rosy economic future for the nation via television. The

senator told his colleagues that hiking FCC's outlay could "set in motion a chain reaction which in two years' time will create billions of dollars in business." The number of TV sets in use, currently figured at 23,000,000, can be doubled "in a relatively short time," said Johnson, "and the investment in these sets will amount to \$8,000,000,000 of new business." Picturing vast new employment for manufacturing, jobbing and selling the sets, the Coloradan said the TV advertising campaigns "will stimulate the sale daily of train loads of manufactured products of every description." TV-less cities are needling Congress more than ever, he said. "We are asked, 'Senator, why do we not have television service in our town? Is it not just as good as any other town?'"

'TODAY' BOOMS AT NBC-TV; BB FACES ARE RED

NEW YORK, May 25.—The collective faces of Radio-TV staffers at The Billboard are somewhat on the crimson this week. Along about the beginning of the year, we published a story concerning reports that "Today" was regarded as cancellation bait at NBC-TV. A report to be made to the NBC-TV affiliates session tomorrow (Tuesday) by Jack Herbert, veepee in charge of the networks, will point up increased business enjoyed by the show in the first five months of this year as compared with 1952, which seems effectively to negate our original yarn. Herbert will note that gross billings in this period last year were \$400,000 and this year they are \$1,400,000. Sold segments have jumped from 211 to 465. Affiliate compensation in this period last year totaled \$150,000, while this year it is \$500,000 — exclusive of revenue from local segments sold. Projected gross sales for 1953 are \$3,750,000, Herbert will say. Pardon our blush, and forgive our story!

Signs Point to Clear Skies After NBC, TV Affil Squall

Web Sets Replies to Demands; No More Losses Is Test of Success

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ration of America, personally has supervised the development of the key formulae. These, the top web brass confidently anticipate, not only will bring the affiliates back into the fold, but will make them more staunch supporters of their NBC affiliation than ever.

Trade observers who have discussed affiliate problems with leading station executives and have heard the NBC answers believe that the web finally will prevail—albeit not without numerous trials. The key points in the affiliate demands — hypoed daytime programming, stabilization

of the top NBC exec echelon, sales results, action on the color front—all will find web toppers ready with replies, and, from General Sarnoff down, they are convinced these replies will carry the day.

Other stories in this issue detail the affiliate demands and the network's projected solutions.

How serious the situation actually is can be seen from the admission today by a top rank NBC exec, who said that at least 15 key TV affiliates had been considering switching affiliation. As the sessions got under way, only one had made the move—WTAR-TV, Nor-

folk, which defected to CBS-TV last week. Impartial belief is that NBC-TV still stands to lose at least one or two more outlets unless the sessions fulfill every hope of the NBC toppers. Closest to leaving the fold as the meetings opened, it is believed, is Bill Fay's WHAM-TV, Rochester, N. Y.

Fay will be used by outsiders as a barometer. Should his outlet remain with NBC, the affiliate meetings may be considered an unqualified success. If WHAM-TV alone moves to CBS-TV, the sessions still will be regarded as an NBC victory. However, if that station is joined by others in a switch, then NBC truly may be placed in a most difficult plight in its battle for the No. 1 network laurels.

\$3.5 Mil Program Budget for NBC-TV

Barry Tells Affils Daytime Segs Will Get Lion's Share of Cash to Be Spent

NEW YORK, May 25. — The NBC-TV reply to the key demand to be voiced by its affiliates in their three-day meeting—for major web emphasis on daytime programming is scheduled to be delivered tomorrow (Tuesday) by Charles C. Barry, NBC program veepee, and that answer can be summed up in one succinct figure—\$3,500,000. That is the amount of hard cash NBC is going to toss onto the barrelhead for programming in the 1953-54 season, with the majority of it to be poured into new daytime programming.

Barry will outline NBC's daytime video program plans, starting in July, which call for solid scheduling of web shows (except for one hour) from 7 a.m. to noon, with a big new one-hour show on the drawing board to be slotted in the noon-1 p.m. time a little

later. The actual shows selected were picked mainly on the basis of Barry's and NBC's conviction that programs which will have the greatest success in this period will be soaps or strips. The result is that the 90 minutes of new programming already ticketed for airing fit into this bracket.

The shows already on the morning line-up will remain as is. These are "Today" (7-9 a.m.) and "Ding Dong School" (10-10:30 a.m.). The new shows to follow will be led off, from 10:30 to 11 a.m., by a strip titled "Glamor Girl," starting July 6. This calls for four women to face the cameras each day, tell of their backgrounds, and relate why they wish to become glamorous. They will then be put thru the beauty mill, and will appear in their new

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Sarnoff to Analyze NBC-TV Position

NEW YORK, May 25.—Execs of stations affiliated with NBC-TV who have come here expecting to hear impassioned oratory during their sessions with the web's execs will have a surprise coming when they listen to Brig. Gen. David Sarnoff, web board chairman, tomorrow (Tuesday). Altho the General has kept the content of his talk strictly to himself, and will deliver it on an off-the-cuff basis, it is known that it will be a cards-on-the-table business talk from one coldly analytical executive to others.

There'll be no "for the good of the team" pep talk, but rather a plain analysis of the NBC position in the scramble for network domination, and how this affects the affiliates.

General Sarnoff is expected to pull no punches, and it is understood he will follow the pattern of other NBC speakers by frankly stating his opinion of the competition, CBS-TV. Thus, it is believed that the General is likely to remind the affiliates that it was NBC which advised its radio stations, over five years ago, to apply for video permits, and that NBC similarly advised its stations to hold fast for compatible color rather than mechanical, while CBS advice to the contrary proved deleterious to its stations.

Ready to Answer

Sarnoff is understood to be ready to answer affiliate questions concerning top executive shuffles and the rumors of new shuffles which have troubled the stations. He is believed to be stating that the current line-up will remain intact, and will assure the stations to that effect.

When Sarnoff concludes his address, he will answer questions

from the assembled affiliates. This is likely to be one of the key portions of the three-day meet. The success Sarnoff has in countering station demands, following the roster of network speakers, will determine the nature and tone of the final day's web-affil sessions on Wednesday. If the stations are placated tomorrow (Tuesday), the next day's meet will merely mop up any remaining puddles of disagreement; however, if there are still many stations which feel they have not been satisfied, the fur may fly on Wednesday, with the ultimate outcome of the meet up in the air.

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Herbert to Tell NBC-TV Affils Of Sales Jump

To Cite Widening Of P.M. Margin Over CBS-TV

NEW YORK, May 25. — Jack Herbert, NBC-TV veepee for the networks, will tell the web's video affiliates tomorrow (Tuesday) a highly optimistic sales and rating story. Herbert will say that NBC-TV in May alone has racked up gross time sales totaling \$9,000,000 in new business and \$11,000,000 in renewals, exclusive of packages peddled by the web.

On the rating side, Herbert will disclose that NBC-TV's rating margin over CBS-TV in the evening hours has jumped from 7 per cent in 1952 to 12 per cent this year. Of the summer business picture, Herbert will report that

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NBC-TV BRASS PLOT STRATEGY

NEW YORK, May 25.—The top NBC-TV brass was closeted behind closely-guarded doors all Friday afternoon, emphasizing the importance with which they hold the web-affiliate meetings in Princeton, N. J., tomorrow (Tuesday). The web's toppers met from 3 to 6:30 p.m. in Studio 3-G. Stationed in front of the studio door to bar intruders was a burly NBC guide. Behind the doors the execs rehearsed the remarks they are to make to the affiliates tomorrow and plotted basic strategy.

NBC Discount Plan Is Aimed at Day Line-Up

NEW YORK, May 25.—A basic move to make NBC-TV's new daytime line-up more attractive, economically, to sponsors will be outlined tomorrow (Tuesday) to the web's video affiliates by Hugh M. Beville, web director of research and planning. Beville will announce adoption of a cumulative time discount structure which will enable sponsors to combine their total sponsored hours on the web, whether day or evening, to get their discounts. This plan, NBC-TV hopes, will effectively combat the competitive advantage which CBS-TV has enjoyed via its contiguous rate discount.

Under the new NBC plan, the sponsor of a 30-minute evening show who adds two daytime quar-

ter hours, would increase his discount from 6 per cent to 12 per cent. As another example, the cost of a 30-minute evening slot is 60 per cent of the hourly rate, while the cost of a daytime quarter-hour is 40 per cent of the hourly rate. A sponsor will be able to combine such contracts and get both for 100 per cent, or the exact cost of one hour of time.

Beville will estimate that this move will cost NBC almost \$1,000,000 in additional discounts. The new schedule will become effective July 1. Beville's talk is aimed at soothing dissident affiliates who have felt that the web was playing too cautious a game, and was avoiding risks in the race for business.

Don't Cut Rates, NARTB Execs Tell Radio Orgs

WASHINGTON, May 23.—Two top National Association of Radio and Television Broadcasters officials told all-radio audiences this week that television can't put radio out of business if radio broadcasters practice good management and refrain from rate cutting. NARTB President Harold E. Fellows told the Pennsylvania Association of Broadcasters at Bedford, Pa., that TV would "catch up and pass radio on a dollars and cents basis within the next two years," but predicted continuing progress in radio as well. He pointed out that since the alleged "death sentence" for radio in 1948—when TV became available to the station—there are "half again as many radio stations in operation"—and "at least 65 per cent more radio receiving sets, while the annual advertising investment in radio has gone up 35 per cent."

He warned against rate-cutting, describing the practice as "down-right stupid," and held that "any radio man who has properly evaluated the various segments of time and the many different services he offers to an advertiser" will not be forced to cut rates.

AM, TV Trade Watches Fate Of E. P. Levy

WASHINGTON, May 23.—Fate of the excess profits tax will be watched with interest by the TV-Radio broadcast industry. With the House Ways and Means Committee launching a hearing June 1 on the administration's proposal for a half-year's extension of the tax which otherwise would expire June 30, the measure is now seen as having at least an even chance to get an additional lease of life. The excess profits levy, which taxed 82 per cent of every excess profits dollar of corporations, inspired considerable spending on TV-Radio advertising as a deductible expenditure. Altho Chairman Daniel A. Reed (R., N. Y.) of the House Ways and Means Committee is opposed to extension of the tax, a majority of his committee at least want to give a "fair hearing" to the proposed half-year's extension, which was strongly urged by President Dwight D. Eisenhower in a nationwide TV-radio talk this week.

Until the president went on the air this week, it appeared that the excess profits tax would definitely be allowed to expire. The President's stress on the need for revenue to balance the budget has restored the tax as a live issue, inasmuch as the levy has yielded an estimated \$2,500,000,000 a year to the treasury. The Reed committee hearings are expected to last at least 10 days. Deliberations on the tax have been given top priority by the committee in view of the short time left before the tax otherwise would mandatorily lapse. According to the committee, the excess profits tax hearing will not forestall the scheduled June 16 start of hearings on the excise taxes (see separate story).

'GAME-OF-WEEK'

Falstaff to Sponsor Seg Over ABC-TV

NEW YORK, May 23.—Falstaff Beer this week reportedly had completed negotiations with major league ball clubs enabling it to sponsor its baseball game of the week telecasts over ABC-TV on Saturday afternoons. Reports were that Falstaff already had closed with one team and was on the verge of signing with two others.

If the deal jells, Falstaff will launch its game coverage shortly over 30 or 35 ABC-TV stations. The web will also offer the show on a co-operative sponsorship basis to affiliates not covered by the brewery.

This opinion was shared by NARTB Vice-President Robert K. Richards, who asserted in an address before the Kansas Association of Radio Broadcasters in Topeka, "The successful (radio) station operator isn't looking for a new job—he's looking for new business." Most profitable stations, he said, "have increased their rates at least once in the past five years." Successful radio stations are developing local programs to replace network sustaining features and are attempting to "soften the selling approach on the air thru persuasion rather than pressure," he reported.

Trammell Key Meet Figure, With Weaver

NEW YORK, May 25.—Observers and station execs who gathered here for the NBC-TV affiliate sessions were taking careful notice of one development which has not had too much attention recently. This is the reactivation of Niles Trammell, former web chief, and Sylvester (Pat) Weaver, vice-chairman of the board.

Trammell officially is serving as consultant to the web, but in the past three months became increasingly active in program negotiations and in the past two or three weeks has been devoting the major portion of his time to dealing with the affiliate problem, with which he is well acquainted. He is a close personal friend of many station operators, with whom the web hopes his influence remains undiminished.

Little had been heard from Weaver in recent weeks. However, the speech he is slated to make tomorrow (see separate story this issue) indicates he has been working on a top level basis on NBC-TV's color video plans.

Prep Bob-Ray For Color TV

NEW YORK, May 23.—Barry Wood this week was assigned to begin development of a new color TV show featuring Bob and Ray. The show would air locally only, with the starting date still indefinite but in the near future. The show will air via NBC's experimental color TV station using Channel 4.

The new show is being planned on the basis of an order which

PALEY LETTER IS SIGNIFICANT

NEW YORK, May 25.—Word spread quickly among the NBC-TV affiliates who gathered here today of a letter which had been sent to the Radio Corporation of America by William S. Paley, board chairman of the rival CBS-TV. The report was that Paley's letter had asked RCA to co-operate in the sale of its compatible color TV transmitting system to CBS. Attempts to reach Paley for confirmation were unsuccessful. However, the effect of the report upon affiliates was deemed of importance mainly because of the timing, since it signified a final NBC-RCA victory in the long color fight.

NOT ALL EASY

Some NBC-TV Affils Have to Be Convinced

NEW YORK, May 25.—All will not be sweetness and light by any means at the NBC-TV affiliate sessions starting today (Monday). Top execs of two highly important affiliates made that a certainty by their comments to The Billboard in advance of the sessions. The execs asked that their names not be used.

One stated: "NBC's weaknesses are public information. CBS has an admirable record of accomplishment, and has jumped into the lead both program-wise and sales-wise. What's to be said by NBC-TV at the meetings as promises is one thing; what impresses me, however, is accomplishment. However, I will make no decision about change in affiliation until after the sessions. In any event, I feel morally bound to retain my NBC affiliation for the duration of my contract."

Another top affiliate exec said: "If these sessions don't work out right, I'll be glad to have lunch with representatives of the other networks and listen to what they have to say. In any case, there could be plenty of hell poppin' on Wednesday."

had been issued by the Federal Communications Commission, authorizing compatible color transmissions on a sustaining basis.

GEN. FOODS VS. NBC

Berle Insists on Own TV Schedule for Fall

NEW YORK, May 23.—General Foods and its agency, Young and Rubicam, on one side, and NBC-TV and Milton Berle on the other, this week were engaged in a spirited battle over making the comedian's fall plans more definite. Berle goes in the Tuesday, 8-9 p.m. time period for Buick, and Bob Hope will spell him

every third week 10 times during the season for General Foods.

Berle, however, does not wish to select his final schedule yet, or which weeks of the month he wishes to use. General Foods, which has \$1,000,000 riding on Hope, is insisting that Berle finalize his schedule so that Hope's plans, too, can become more firm so that pre-production important planning can be done.

General Foods has insisted that NBC-TV force Berle into line, but there are suspicions that the network's contract with the comedian allows Berle the privilege of making his own schedule. The sponsor is bringing his biggest artillery into play, but so far Berle has remained adamant while the GF and Y.&R. brass reach for the nearest aspirins.

NBC-TV Sets Color Plans, Weaver Says

NEW YORK, May 25.—As soon as compatible color is approved commercially by the Federal Communications Commission, NBC-TV will commence programming in multichrome at least twice weekly. This will be told to the web's affiliates tomorrow (Tuesday) by Sylvester (Pat) Weaver, NBC board vice-chairman. Weaver will outline plans for one year of color experimentation by the network, and will tell stations that they can equip themselves to transmit compatible color for only \$10,000.

Weaver will point out that altho the web knows the technology of color, more experience is needed in production work. As NBC itself gains that knowledge, a special school to train affiliates in the art of colorcasting will be set up in New York.

Weaver will state that the Colonial Theater here already is set for use as a color studio, and that two regular transmissions weekly will be made from that studio as soon as FCC approval is forthcoming. Studio 3-H also can be used for color, and will be utilized on an as-needed basis. There also is available a color mobile unit which will be used to feed inserts into such shows as the Kate Smith and "Today" stanzas.

Weaver will stress that NBC-TV has in readiness 20 color cameras and 20 color chains, equipment which no other network can muster. He has been known to be working on the color TV problem for some weeks now, as first revealed in The Billboard several weeks ago, which pointed out that NBC also has set up a "color guard" of top execs to get the web set for multichrome's advent.

TV GRANTS

FCC TV Okays Drop to Low Of 1 in Texas

WASHINGTON, May 23.—TV grants by Federal Communications Commission slowed to a snail's pace this week, which produced only a single new license, but activity continued to build up around educational TV channels.

The week's only TV grant went to the Magic Triangle Televisors, Inc., Harlingen, Tex., to operate on VHF Channel 4. Meanwhile, a squabble over Channel 10 in Milwaukee gathered intensity this week as William F. Rasche, director of the Milwaukee Vocational and Adult Schools, which has applied for the channel, urged Wisconsin Governor Walter J. Koehler Jr., to support the group's bid, and to reverse his stand of last week asking the commission to hold up on any action involving Wisconsin educational channels (The Billboard, May 23). Koehler's message to the FCC last week is openly regarded as supporting a bid by Hearst Corporation, which has asked the commission to remove the channel from the educational reserved list and make it a commercial channel instead.

There is a strong chance that Sen. Charles Tobey (R., N. H.), chairman of the Senate Interstate and Foreign Commerce Committee, may resume a hearing on educational channels to air the controversy over Channel 10, which has already drawn Senators Joseph R. McCarthy (R., Wis.) and Alexander Wiley (R., Wis.) into the fray. McCarthy and Wiley several months ago jointly wrote to the FCC urging that Channel 10 be withdrawn from the reservation as an educational TV outlet and be assigned to commercial use. The Milwaukee vocational group regards the Wisconsin Legislature's action last week in adopting a resolution authorizing the State to apply for all TV frequencies assigned to education in Wisconsin as a threat to remove the channel completely from educators and make it available for commercial interests, inasmuch as the reigning political regime in the State is viewed as sympathetic to the Hearst bid. The vocational group has raised the question as to whether funds would be available under a State bid for a Statewide network. Commissioner John Doerfer whose community is West Allis, Wis., has indicated that he would support a Statewide educational network in preference to a local group.

Meanwhile, Hearst this week protested a request by the joint committee on educational television that the commission deny Hearst's latest petition asking for a rehearing on the Channel 10 matter.

Meanwhile, the FCC announced an order making immediately effective an initial decision granting a bid by Northeastern Indiana Broadcasting Company, Inc., for a TV construction permit in Fort Wayne, Ind., on Channel 33, and denying the mutually exclusive bid of News Sentinel Broadcasting, Inc., for same channel.

TV ERA AT WHITE HOUSE

Twin 'Sound Curtains' Pave Way for More Telecasting

Continued from page 1

will get the fullest benefits of the new approach. The visual aids will be lost to radio, while movie newsreels will have to take a back seat to live TV in terms of reaching the public and in picture clarity.

Bringing the White House closer to the people is avowedly a key objective of President Eisenhower's remarkably smooth and competent press-TV-radio secretarial team, comprised of James C. Hagerty and his assistants, Murray and Snyder. "There is no doubt but that we are in a new era," said Hagerty, "and television's role is a key one."

The new twin sound curtains have overcome technical handicaps which up to this time had limited TV's use in the White House. Up to this week it had been necessary for the President to make separate talks for newsreels and for TV and radio. This had frequently been a serious deterrent in arranging talks to fit into the President's busy schedule.

The curtains are strung across two opposite walls of the broadcast room which was installed but little used in the final year of President Truman's administration. The broadcast room, 35 by 45 feet, in the early days of the White House had been used as a

kitchen. A story is told at the White House that the two fireplaces in the room had been employed to cook Abe Lincoln's favorite recipe of beans. The room is soundproofed and well equipped for lighting. The sound curtains, dark gray in color, are heavily padded with cotton batting. One of the curtains, facing a large picturesque desk made of timber from a once famous ship, can be unbuttoned for 10-foot long apertures. TV and newsreel cameras are operated from behind the curtain. There is an aesthetic and psychological advantage to this. The President is spared the sight of the cameras lined up like one-eyed monsters on their tripods. Also he is spared the distractions of the grinding film cameras and the sight of maneuvering technicians.

The broadcast room has been used a few times prior to this week in the present administration for filmed TV appearances of the President, but without marked success. Assistant Press-TV-Radio Secretary Snyder saw the need to get rival TV-radio and movie camera crews working on a compatible basis so that live telecasts could be made without the necessity for duplications in

reels. At Snyder's prodding, the idea for the sound curtains was devised. Some weeks ago a newsreel cameraman improvised a curtain which, when tested, proved the scheme's feasibility. A committee of the various media representatives agreed to financing the innovation on a pro-rated basis. The cost was relatively slight.

This week's use of the curtained broadcast room provided an acid test in three separate talks by the President. The President delivered his tax talk for live TV and radio and later gave a summary for TV and newsreels. On the following day he established the precedent of delivering a closed-circuit talk to Dearborn, Mich., for a Ford Motor Company group. Reception there was on a theater TV screen. The closed-circuit talk, delivered in a free and easy style without use of notes, set a pattern likely to be followed frequently, particularly where the President wants to reach such audiences as GOP fund-raising groups, campaigners and the like. The President gratefully acknowledged in his Ford message that he could never have accepted the invitation to address the Dearborn group if it had not been for closed-circuit TV.

NET FACTS

Rivals Quote PIB to Prove Superiority

NEW YORK, May 23. — The rival TV networks are both citing Publishers Information Bureau figures in attempt to prove their superiority. At CBS-TV, execs claim that from January thru April 1953 the web's billings were up 36 per cent over the same period in 1952. According to these execs, the PIB figures show that the second network, which is understood to mean NBC-TV, experienced only a 5.9 per cent increase in that period. April alone meant a PIB of \$7,770,181 for CBS-TV, a 37 per cent increase over April 1952. In contrast, that second network had an April boost of only 10.9 per cent.

Meanwhile, it was learned that Jack Herbert, NBC veepee in charge of networks, will tell NBC-TV affiliates on Tuesday (26) that PIB figures reveal that during the first quarter of 1953 NBC led CBS in TV billings by 20 per cent.

Craig Resigns As B&B Veepee For Radio-TV

NEW YORK, May 23.—After 10 years with Benton & Bowles, Walter Craig this week resigned as veepee in charge of radio and TV for the agency. Craig's resignation is attributed by observers to disagreements between him and Procter & Gamble, one of the agency's most important accounts. B. & B. handles its Tide division. P. & G. has been dissatisfied with two of the Tide shows, Red Skelton and "Those Two," both of which were serviced by the agency and which were recently cancelled. When the client replaced Skelton with Paul Winchell, it gave the program to Young & Rubicam to handle, and B. & B. found itself frozen out. The latter agency was originally supposed to split the billings with its rival.

Craig consequently found his recommendations discarded and also, indications are, found lack of support from top brass at his own agency. His resignation followed. The present director of TV, Tom McDermott, will continue to head up B. & B.'s video operations. Paul Roberts, his opposite number in radio, will remain as head of AM activities. Craig, who owns a piece of Teleprompter, has made no future plans as yet.

Howard, CBS, Part Company

NEW YORK, May 23. — Cy Howard, who first started CBS on the trail of the loot and ratings available in situation-comedies, is no longer on the network's payroll. Tho his contract with CBS runs until June 1954, he gained the right to script a film for Paramount Pictures, thereby relieving the web of the obligation to pay his stipend.

In addition, for the first time in years, Howard will not have a sponsored show on either CBS Radio or TV. His "Life With Luigi" is currently being sustained on CBS video, and "My Friend Irma" has reached the end of the trail in both mediums, where its R. J. Reynolds's sponsorship had ended.

'Goldbergs' Back on TV

NEW YORK, May 23.—RCA this week signed to sponsor "The Goldbergs" as a summer sub for "The Dennis Day Show," marking the first TV appearance of Gertrude Berg's brood in two years.

FCC PRIORITY IN MERGE BIDS

WASHINGTON, May 23.—In an action encouraging mergers of applications in channel contests, the Federal Communications Commission today announced a rule which will give priority to disposing of bids where competition for channels has been removed. Under the new rule, cases will be removed immediately from hearings or from scheduled hearings whenever the rival applicants agree to consolidate on a single bid.

The FCC has virtually disposed of all uncontested applications, and faces a long tie-up in cases involving contested applications. Even if the FCC gets additional examiners (see separate story), a lengthy freeze is in prospect for some 550 contested TV applications. The commission's new rule which becomes effective as soon as it is published in the Federal Register is aimed to provide some relief. Commissioner Frieda S. Hennock dissented from the commission.

IN THE ACT

Zenith Wins Injunction In FCC Tiff

CHICAGO, May 23.—Zenith Radio Corporation, which two years ago vowed it was not interested in being in the entertainment business, now wants to run a commercial station in Chicago on Channel 2. This was made clear this week after a U. S. Appellate Court in Washington issued an injunction restraining the FCC from putting into effect its grant of Channel 2 in Chicago to CBS.

Zenith has been on Channel 2, experimentally, since 1939, and claims it wasn't given a fair hearing when CBS was granted the channel.

Zenith strategy has been centered on how to get the station, rather than on what it will do with it when and if it gets it. However, Zenith would be certain to go all-out with phonevision operations on the channel if it received FCC approval.

CBS Eager to Re-Sign Como

NEW YORK, May 23.—CBS-TV this week was trying to sign Perry Como to a contract. The singer already has been approached by Colgate to appear on its "Comedy Hour" next season on NBC-TV, an offer which he is considering. But CBS-TV has a satisfied client in Chesterfield which sponsors Como three weeks in the 7:45-8 p.m. time period, and it must retain his services if it is to retain Chesterfield's business.

The sponsor at one time had the singer under contract, but did not wish to continue the arrangement. Hence the network took over until this June. Now CBS-TV would like to sign Como to a long-term contract and will probably meet his terms.

CBS-Radio Billings for First Six Months Well Above 1952

NEW YORK, May 23.—CBS-Radio network billings for the first six months of 1953 are soaring considerably ahead of the same months of last year, according to the latest figures from the Publishers Information Bureau. While January and February were a shade behind last year, gains from March thru June are increasingly greater, with June running 16 per cent ahead of 1952. These figures reflect the strong summer situation at CBS-Radio this year. Among the factors contributing to this are Willys-Overland's Sunday afternoon music show, replacing the New York Philharmonic; Lux's taking only a four-week recess on "Radio Thea-

CBS-TV, in Best Shape Ever, Will Step Up Creative Drive

NEW YORK, May 23.—In the best sales shape for the coming fall since it began functioning as a video network, CBS-TV will continue to accent creative programming ideas because of its vital contribution to the web's current success, according to Hubbell Robinson Jr., veepee in charge of network shows. "We can't live on our fat," Robinson said. "If we rest on our laurels and stop developing ideas, it won't be long before our competition begins narrowing the gap."

CBS-TV has at least a dozen programs in various stages of preparation which will star such names as David Niven, Vera Vague, Jimmy Boyd, Jo Stafford, Virginia Field, Jerry Lester, Ernie

Kovacs, Willard Waterman (Gildersleeve) and Dean Miller. Among the nighttime possibilities are: "Professional Father," for Niven; "That's My Boy," the Waterman vehicle; "Vanity and Mrs. Fair," for Miss Field; "Anything for Baby" for Miller; "The Shrimp," and "Third Girl From the Right" to be directed by Eddie Buzzell.

Daytime contenders are "Follow the Leader," for Miss Vague; "Your Lucky Stars," film clips in a quiz format; "I'll Buy That," another quizzer; "Make a Million," for Lester; two quarter-hour musical strips for Miss Stafford and Jimmy Boyd, and a revamped version of "Songs for Sale." The network is working on

a new format for Ernie (Madman) Kovacs.

Robinson has also given instructions to find more dramatic vehicles for comedy performers and network personalities. He points to Jackie Gleason's great success in "The Laughmaker" on "Studio One" as proof of the worth of the idea. Robinson says that "The program benefits because of the star's ready-made following and the star increases his potential viewing public by exposing himself to a new viewing audience." He has suggested to the web's script department to see what they can find for Arthur Godfrey for next season.

"Even if we get one excellent idea, the network will be well repaid for its investment." Already signed are movie and mystery writer Harry Kurnitz; Sally Benson, creator of "Junior Miss," and Ronald Alexander, who wrote Broadway's "Time Out for Ginger."

CBS-TV Creeps Up on SRO Stage for Fall

NEW YORK, May 23. — With three new sales this week and two pending, CBS-TV moved closer to the SRO stage for fall. If the two pending deals go thru, the network will have only an hour and 15 minutes of evening time left to sell—the Jane Froman show from 7:45 to 8 p.m. and an open spot from 8 to 9 p.m. opposite Berle.

New CBS-TV sales include a Red Barber sports show from 6:15 to 6:30 p.m. on Saturdays to Commercial Solvent, Inc., an anti-freeze, and Ed Murrow's "Person to Person" airer for sponsorship by American Oil on Fridays, 10:30-11 p.m., beginning October 2. The third new sale was made to General Mills, which will move its "Lone Ranger" series over from ABC-TV to CBS-TV this fall. The show will be slotted in the web's 12:30-1 p.m. Saturday morning time period, thus giving CBS-TV a solid block of kid shows that day from 11:30 to 2 p.m.

Other Deals

In addition to the above, CBS-TV is claimed to have sold the 10:30-11 p.m. time period on Saturdays to an undisclosed client, with probabilities being that he will sponsor one of two shows—"Wanted in Washington," or "Corridor D Pentagon." Also pending is an alternate sponsorship deal

for "This Is Show Business." The program, currently aired from 9 to 9:30 p.m. on Saturday, will move ahead this fall to the 7 to 7:30 p.m. time slot the same evening if the sponsors sign.

Skelton Plans Variety Format

NEW YORK, May 23.—If Red Skelton works for CBS-TV next season, he will do a variety show, with Ralph Levy, producer of the Jack Benny show, acting as producer-director. Negotiations between CBS and Skelton were understood to be in a state of flux this week.

Meanwhile, Levy has been relieved of his chores as producer-director of the Burns and Allen show on CBS-TV. George Burns wants a full-time producer-director. Levy, besides his job on the Benny show, has several other packages of his own. The separation has been amicable. Since shifting to its present Monday night slot, the Burns and Allen show has enjoyed an appreciable boost in ratings.

2 TV Shows In Trouble

NEW YORK, May 23. — The Joan Davis TV film series and "The Original Amateur Hour" have sponsor trouble in common, and rumor is that neither program will survive the season. "I Married Joan" is sponsored by General Electric on NBC-TV 8-8:30 on Wednesdays. "Amateur" is slotted in NBC-TV's 8:30-9 p.m. time period on Saturday nights under Pet Milk sponsorship. Both bankrollers are looking at possible replacements for their time slots.

No Ruling Yet By U. S. Steel On 5-6 Sun. Seg

NEW YORK, May 23.—United States Steel this week deferred decision on its purchase of alternate weeks 5-6 Sunday afternoons on NBC-TV. The advertiser is considering three dramatic programs: "Critic's Choice," or a Leland Hayward produced stanza, or one which the Theater Guild would supervise. The first, owned by Richard Sanders, and the second, which is owned by NBC-TV, are getting the most consideration.

Should U. S. Steel buy the alternate hour, NBC-TV would sustain another alternate hour drama to be produced by Tony Minor. Its obvious sales pitch would be to Hallmark, which is currently sponsoring a half-hour drama show every week on NBC-TV. Benton & Bowles is the agency.

OK's Storer WBRC Buy if WSAI Sold

WASHINGTON, May 23.—Transfer of control of WBRC and WBRC-TV, Birmingham Broadcasting Company, Inc., Birmingham, Ala., from Eloise H. Hanna to Storer Broadcasting Company for \$2,400,000 was approved this week by the Federal Communications Commission. Sale was conditional upon Storer diverting itself of all interest in WSAI AM and FM, Cincinnati.

Storer is licensee or 100 per cent voting stockholder of seven AM, six FM and four TV stations, in addition to the new purchase.

viewers mean sales
WGAL-TV

NBC • CBS • ABC • DuMont • Lancaster, Pa. delivers an ever-growing audience. Proof is tremendous write-in response from this rich Pennsylvania market area. Write —

Channel 8

WGAL AM TV FM
Steinman Station • Clair McCollough, President

Sales Representative
MEEKER New York • Chicago • Los Angeles • San Francisco

THE BILLBOARD Radio-TV Show Charts

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

Top 10 TV Shows Each Day of the Week in BOSTON

(1,029,000 TV Sets; Panel Size 300)

... According to Videodex Reports

WBZ-TV... Westinghouse Radio Stations, Inc. NBC
WNAC-TV... Yankee Network ABC, CBS, Du M

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

APRIL, 1953

SUNDAY, SIGN-ON TO SIGN-OFF

Table with 5 columns: Rank, Show Name, Station, Time, and Avg. Rtg. Lists top 10 TV shows for Sunday.

MONDAY, SIGN-ON TO SIGN-OFF

Table with 5 columns: Rank, Show Name, Station, Time, and Avg. Rtg. Lists top 10 TV shows for Monday.

TUESDAY, SIGN-ON TO SIGN-OFF

Table with 5 columns: Rank, Show Name, Station, Time, and Avg. Rtg. Lists top 10 TV shows for Tuesday.

WEDNESDAY, SIGN-ON TO SIGN-OFF

Table with 5 columns: Rank, Show Name, Station, Time, and Avg. Rtg. Lists top 10 TV shows for Wednesday.

THURSDAY, SIGN-ON TO SIGN-OFF

Table with 5 columns: Rank, Show Name, Station, Time, and Avg. Rtg. Lists top 10 TV shows for Thursday.

FRIDAY, SIGN-ON TO SIGN-OFF

Table with 5 columns: Rank, Show Name, Station, Time, and Avg. Rtg. Lists top 10 TV shows for Friday.

SATURDAY, SIGN-ON TO SIGN-OFF

Table with 5 columns: Rank, Show Name, Station, Time, and Avg. Rtg. Lists top 10 TV shows for Saturday.

*NBC estimate for March, 1953.

NEXT WEEK

Videodex and Pulse Studies of CHICAGO

Top 10 TV Shows Each Day

... According to Videodex

Top 5 Radio Shows Each Day

... According to Pulse

FOR FULL INFORMATION

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

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

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

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

Sarnoff Speech

Continued from page 3

One question certain to be raised is that of a reduction in free network time which stations must carry, and its corollary is an increase in station take from the current 35 per cent up to 40 or even 45 per cent.

It's expected that to any such demand, Sarnoff will cite the record of NBC successes in its relationship with clients and agencies as well as stations.

He will flatly tell the outlets that the price asked by NBC for affiliation with the network is not too high, and urge them to continue to walk a two-way street with the network.

Herbert to Tell

Continued from page 3

NBC is in excellent condition in holding its bankrollers. Sundays, sponsors taking a hiatus include Procter & Gamble (7 p.m.), Reynolds Metals (7:30 p.m.) and P&G (10 p.m.).

All sponsors remain for the summer on Wednesdays, Thursdays and Fridays. On Saturdays, Sunbeam takes off for eight weeks on "Ethel and Albert" (7:30-8 p.m.).

Herbert is to announce a co-op newspaper advertising campaign for TV affiliates similar to the AM plan now in effect, making NBC the first to make such a move.

Top 5 Radio Shows Each Day of the Week in BOSTON

(871,670 Radio Families*)

... According to Pulse Reports

WBMS... 1,000 watts days... Ind.
WBZ... 50,000 watts... NBC
WCOP... 5,000 watts... Ind.
WEEI... 5,000 watts... CBS
WHDH... 50,000 watts... Ind.
WLBW... 50,000 watts... ABC
WMEX... 5,000 watts... Ind.
WNAC... 5,000 watts... MBS
WORL... 5,000 watts days... Ind.

Pulse radio surveys are conducted in 19 markets, and reports are issued bi-monthly except in New York, which is monthly.

MARCH-APRIL, 1953

SUNDAY, 7 P.M. TO 12 P.M.

Table with 5 columns: Rank, Show Name, Station, Time, and Highest Qr. Hr. Rtg. Lists top 5 radio shows for Sunday.

MONDAY, 7 P.M. TO 12 P.M.

Table with 5 columns: Rank, Show Name, Station, Time, and Highest Qr. Hr. Rtg. Lists top 5 radio shows for Monday.

TUESDAY, 7 P.M. TO 12 P.M.

Table with 5 columns: Rank, Show Name, Station, Time, and Highest Qr. Hr. Rtg. Lists top 5 radio shows for Tuesday.

WEDNESDAY, 7 P.M. TO 12 P.M.

Table with 5 columns: Rank, Show Name, Station, Time, and Highest Qr. Hr. Rtg. Lists top 5 radio shows for Wednesday.

THURSDAY, 7 P.M. TO 12 P.M.

Table with 5 columns: Rank, Show Name, Station, Time, and Highest Qr. Hr. Rtg. Lists top 5 radio shows for Thursday.

FRIDAY, 7 P.M. TO 12 P.M.

Table with 5 columns: Rank, Show Name, Station, Time, and Highest Qr. Hr. Rtg. Lists top 5 radio shows for Friday.

SATURDAY, 7 P.M. TO 12 P.M.

Table with 5 columns: Rank, Show Name, Station, Time, and Highest Qr. Hr. Rtg. Lists top 5 radio shows for Saturday.

MONDAY-FRIDAY, 6 A.M. TO 7 P.M.

Table with 5 columns: Rank, Show Name, Station, Time, and Highest Qr. Hr. Rtg. Lists top 5 radio shows for Monday-Friday.

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

Table with 5 columns: Rank, Show Name, Station, Time, and Highest Qr. Hr. Rtg. Lists top 5 radio shows for Saturday.

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

Table with 5 columns: Rank, Show Name, Station, Time, and Highest Qr. Hr. Rtg. Lists top 5 radio shows for Sunday.

*Based on U. S. Census Radio Ownership of 1950 and Sales Management 1952 estimates of families in Suffolk, Essex, Middlesex, Norfolk and Plymouth counties.

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The Billboard

THE TV FILM INDUSTRY'S LEADING WEEKLY TRADE NEWSPAPER

PRESENTS ITS

Monthly TV FILM PROGRAM GUIDE and MARKET REPORT



SECTION TWO

SPONSORS BACK FILM COSTS

Nat'l Advertisers Can't Duck TV Film Production Business

By LEE ZHITO

Whether they like it or not, the big national advertisers will directly have to go into the TV film business to protect themselves as well as the producer. This is the opinion of Jack Chertok, head of the TV film production firm bearing his name. The national sponsor will have to participate in the initial cost of a TV film series and in return enjoy a share of that show's residual revenue, Chertok said. Heretofore, the sponsor has been traditionally opposed to such thinking, arguing that he wants to stay in the soap or cigarette business and not go into TV film production.

Chertok maintains that the important sponsors are slowly changing their attitude on that score and that the future will see more and more bankrollers indirectly "going into the television film business" as they see that it's to their advantage to do so. The day will soon disappear, if it isn't already in the past, when a producer will agree to film a series for national airing at a calculated loss with the hope that the residual returns will bring the producer the remainder of his investment, plus profits, Chertok said.

Deficit System

According to Chertok's thinking, both sponsor and producer lose under the deficit system. If a series is sold at a loss, Chertok feels the producer can never get his head above water on his investment. If the series is a hit—something which both producer and sponsor strive for at the outset—the advertiser will naturally continue to renew the show. This, of course, adds to the producer's margin of loss. If the contract, as some of them do, includes an escalator clause providing for increases in per-show payments the rate of increase will seldom if ever make up for the margin of loss incurred in earlier cycles. The producer of a hit show is eager to retain the blessings of high ratings and most likely will add to the production budget to keep his series high on the rating ladder, further decreasing his chances of making up his losses.

On the other hand, if the show, despite all efforts, falls short of producer and sponsor expectations, the advertiser will naturally drop the series. The producer who sold that series for its

first run at a calculated loss will then have even less chance to make up his loss in residual runs, since a show that couldn't cut the rating mustard in its initial run will naturally be less valuable on the rerun market. Hence, according to Chertok, the producer working on the deficit plan loses out either way, whether the show is a hit or a miss in its initial showing.

Red Operation

Here's how the sponsor loses, according to Chertok's figures. The sponsor who buys a show knowing that the producer is operating in the red is working with a dissatisfied producer from the outset. If the show is a hit, some producers will continue to go deeper in the red to keep the show in the high rating bracket. Soon, the producer will realize that cash on hand commands more bank respect than high ratings, and the production quality pendulum will start swinging back in the opposite direction. The producer in the red with no chance of getting back into the black will turn a blind to ratings and start cutting corners. He will try to start bringing the show in for less than the sponsor is paying, so that he can get himself back on a money making basis. The show will naturally suffer, and the sponsor in the long run will suffer by getting inferior production, according to Chertok.

The only answer to this problem, Chertok insists, is for the sponsor to participate in the cost of a series' production from the outset, and in return, retain a continuing interest in the series, sharing in its residual value. The advertiser feels he's going into the TV film business under such a system, but Chertok insists, the other way means the film producer is forced to go into the cigarette business.

Only Road

Production of a filmed series is a gamble that sponsor and producer must jointly take, Chertok feels, if both parties are to come out ahead. By underwriting the cost of a filmed series from the start and permitting the producer to operate at a profit, the advertiser guarantees himself a top quality production which will continue to have the producer's interest in

keeping high in ratings and foremost in production values. The producer realizes that the show is building future resale value by grabbing good ratings during its initial showing and he can afford not to cut corners because he is operating at a profit. The sponsor is getting his bankroll's worth in good film product and still holds a percentage of the film's value when it goes into the resale market. Furthermore, he has more voice in the show's production and future if he has invested in it.

According to Chertok, this is the basis which his firm is following the sale of its future shows. Chertok admits that his company has lost business as a result of adhering to this plan, but he feels that he will remain in business longer and on a firmer footing than some of his competitors, and that eventual sponsors will be happier in the long run with the shows they do buy.

Chertok Move

Chertok moved toward this direction in his sale of the Ann Sothern "Secretary" series to American Tobacco Company. The original agreement called for producer and sponsor to share equally in the production cost of the show's pilot reel. In the event the advertiser turned down the series after seeing the film, Chertok would repay the sponsor his share in the pilot's production once the series was sold to another sponsor. If American Tobacco bought the series—which it did—Chertok would produce the series at a margin of profit from the outset, with the sponsor retaining a percentage of interest in the series' future returns.

Chertok's determination to come out in the black from the start is understandable in light of his introduction to the TV film industry's financial pitfalls. He agreed to produce 52 "Lone Ranger" half-hour filmed shows for General Mills on a cost-plus basis with George Trendel, owner of the "Ranger" property retaining future rights to the series. Chertok figured costs wrong—first because production costs increased after the series got underway, and, secondly, by his own admission, he misjudged production time needs—and went into the red by 15 per cent on the series' first 26 episodes. Fortunately for Chertok, General Mills heard of his problem and came to Chertok on its own, offering to readjust the firm contract for the remaining 26 episodes so as to allow the producer to come out on the deal.

New Agreement Would Mean Eliminating Deficit Financing

By LEON MORSE

A new contract to give TV film producers a better shake on their sponsored network film properties and to eliminate deficit financing within the industry has been originated by Ben Frye, veepee in charge of national sales for United Television Programs. Frye is currently dickering with a network client who has accepted the contract, but is waiting to see whether he can get network time for the show.

The agreement provides that advertisers pay the full production costs of each film. Many film makers agree to pay about one-quarter of the program's cost in the belief that they will be able to recoup their investment on residuals since they own the property.

In reality, many of these producers have learned, according to Frye, that considerable time must elapse before they can retain their investment; enough time, in some cases, to almost bankrupt them unless they have unusual financial resources.

The agreement also provides that the sponsor is to have first run rights in all markets for 90 days after the date of the first telecast. In the event, however, that the client wishes to rerun the property, he must give Frye 60 days notice of his decision. This provision is intended to give the producer 60 days to find another sponsor in that market should the network sponsor decide against a second run.

Since the projected series is for 26 films, Frye inserted a provision for a \$200,000 penalty fund should the sponsor decide against bankrolling more than 13 films. The film maker claims that considerable production costs will naturally have to be incurred to get ready to shoot the second 13 films in the series, that he will have been prevented from negotiating other deals because of his contractual obligations and that he will be otherwise materially damaged by a sponsor's decision to curtail shooting of a series after only half is made.

A significant section of the agreement states that Frye will be allowed to start second runs of the series in any market 39 weeks from the original starting date. This, of course, allows the

initial sponsor to buy the second runs first, but in any event he does not exercise his option, gives the producer a chance to start making money quickly from residuals. It is devised so that national sponsors not using certain markets cannot retain an indefinite right to prevent producers from selling the properties in those markets until their consent is given.

Frye claims that it is time that the industry did away with deficit financing, which he points out is harmful to both the sponsor and the producer. He recognizes that the practice was originated so that advertisers would not take excessive risks with video film producers who previously did not have a background of success. But he maintains that numerous TV film makers have won their spurs and that it is time for the practice to end.

Deficit financing, of course, was more prevalent in the early days of TV than it is now. Two such earlier film deals were made by Procter & Gamble and Lucky Strike cigarettes. P.&G. paid Gordon Levoy \$1,750 each for two 15-minute films which comprised the first weekly "Fireside Theater." Levoy spent \$4,500 for each film in the belief that he would recoup his residuals quickly. He soon however, found that he was several hundred thousand dollars in the hole. It was only much later when he sold the same properties to CBS-TV on a profit-sharing deal, plus an original advance that he was able to get out from far behind the eight-ball.

The Lucky Strike deal was with Grant-Realm Productions. It saw the advertiser pay \$9,000 for a half-hour film that cost \$11,000. After the cancellation of the series, the producers found themselves in trouble but fortunately were rescued when Ziv took over the property and bailed them out financially. In all cases, the trade feels, the vital factor of time hurt the producers who thought they could make money on residuals quickly. They were disabused of the notion only after narrow escapes.

But Frye's contract was created expressly to make certain that no such financial hurdles would have to be jumped.

New TV Film Series In Production

or to begin shooting soon

The following list, based on the latest survey of producers, contains the titles of TV-film series now in production or on which production is planned in the near future. These shows are expected to become available within the coming months. Once a series begins showing, it is no longer carried on this list.

CURRENTLY SHOOTING
MARK HELLINGER STORIES
 26 half-hour series.
 Les Hafner & Company
 48 W. 48th St., New York

ETHEL BARRYMORE THEATER
 13 half-hour shows featuring name personalities with prolog by Ethel Barrymore who also appears in some of the shows. Series now being completed.
 Interstate Television Corporation
 4376 Sunset Dr., Hollywood 27, Calif.

MARK TWAIN TELEVISION THEATER
 Being scripted by Robert Nathan.
 Filmcraft Productions
 8451 Melrose Ave., Los Angeles

BEN BLUE SHOW
 A half-hour series for syndication. No title selected yet.
 NBC TV Film Division
 30 Rockefeller Plaza, New York

OOPS, IT'S DAISY
 Written and directed by Frank Tashlin, a series of 39 half-hour comedies.
 NBC TV Film Division
 30 Rockefeller Plaza, New York

THE DAMON RUNYON PLAYHOUSE
 39 half-hours based on stories of the famed newsman, produced by Harold Welsch.
 William Morris Agency
 1740 Broadway, New York

OPERATIC FILMS
 15-minute sequences from famous operas, produced in Rome by Jacques Rachmilovitch.
 Television Exploitations, Inc.
 101 W. 55th St., New York

GULLIVER AND THE LITTLE PEOPLE
 Television Exploitations, Inc.
 101 W. 55th St., New York

TELEGRAM
 15-minute series based on actual incidents in which receipt of a telegram changed a person's life. Produced by Steve Sharf.
 United Artists Television
 729 Seventh Ave., New York

THE SIGN OF ZORRO
 Half-hour series based on stories of Johnson McCulley. William Cottrell is producer.
 Zorro Productions
 Burbank, Calif.

ALICIA MARKOVA SHOW
 A series featuring and narrated by the famous ballerina. Produced by Charles Kebbe.
 Oasis Telecasts, Inc.
 1239 Madison Ave., New York

MEET THE FAMILY
 Half-hour situation comedy. Pilot stars Lon McCallister and Gene Lockhart.
 Screen Gems
 233 W. 49th St., New York

TALES OF THE TEXAS RANGERS
 Based on actual crime files of Texas State police. Co-producer, Kacy Steach.
 Screen Gems
 233 W. 49th St., New York

FAIR TRIAL
 Great trials of history, with audience asked at wind-up if it was a fair deal.
 Screen Gems
 233 W. 49th St., New York

THE LAW STRIKES BACK
 Michael Kraike producing and Ted Post directing. Miscellaneous mystery series, half hour.
 Screen Gems
 233 W. 49th St., New York

THE ADVENTURES OF BLINKEY
 15-minute kiddie fantasy.
 Blinkey Productions
 159 W. 49th St., New York

THRILL OF A LIFETIME
 15-minute "We, the People" type of show. Narrated by Quentin Reynolds. Produced by Lifetime Productions.
 United Television Programs
 444 Madison Ave., New York

AMERICA'S FINEST
 Half-hour dramatic series. Starring Ray Milland, Joan Crawford and others. Produced by Revue Productions.
 MCA-TV
 598 Madison Ave., New York

HOLLYWOOD AT WORK
 Half-hour series. True stories about Ronald Colman, Harpo Marx, Humphrey Bogart and others. Produced and directed by Robert Gurney.
 Official Films, Inc.
 25 W. 45th St., New York

A SPORTING CHANCE
 13 half-hour series on adventures of a sports writer.
 Reid Ray Telefilms, Inc.
 8762 Holloway Dr., Hollywood

FRONT ROW, U.S.A.
 A half-hour series of 26 about the values in the American way of life. Producer, Louis Forbes and Paul F. Heard, Inc., Hollywood.

BOXING SHOW
 Second series of half-hour films of boxing matches at the Rainbo Arena, Chicago, now shooting. Announcer Jack Drees.
 Kling Studios, Inc.
 601 N. Fairbanks St., Chicago

DRAMATIC SHOW (Untitled)
 First series of 13 now shooting in Rome, Italy. DePaolis Studios. John Mantley is the director.
 Andre Luotto Productions
 30 Rockefeller Plaza, New York

FABIAN OF SCOTLAND YARD
 Half-hour series of 13 based on actual experiences of Robert Fabian of Scotland Yard. Bruce Seton has the title role. Directed by John Harlow.
 Antony Beauchamp
 Carlton Hill Studios, London

MEN TOWARD THE LIGHT
 13 15-minute dramas produced by the American Foundation for the Blind and the Industrial Home for the Blind. John Daly is off-screen narrator. Most of the cast is blind.
 Charter Oaks Tele-Pictures
 45 University Pl., New York

PROBLEM SPOTS
 13-week series with Clete Roberts doing man-in-the-street interviews.
 British Information Services
 30 Rockefeller Plaza, New York

THE CHASE
 Based on the NBC radio show. Doug Fowley plays the lead.
 NBC TV Film Division
 30 Rockefeller Plaza, New York

TO BEGIN SHOOTING SOON
COMEDY TELEFILMS
 13 quarter-hour films of comedy news

events of the last 25 years. Narrated by Henry Morgan. Available in July for syndication.
 United Television Programs
 444 Madison Ave., New York

MONTE WOOLEY
 Half-hour dramatic series starring Monte Wooley as host. TV adaptations of one act play classics.
 United Television Programs
 444 Madison Ave., New York

MYSTERY-DRAMA SERIES (Untitled)
 39 half-hour Mike Malloy films starring Steve Brodie. Pilot completed.
 Mike Malloy Productions
 RKO Pathe Studios
 Hollywood, Calif.

READER'S DIGEST SERIES (Untitled)
 26 films based on the magazine's material.
 Prockter Television Enterprises
 221 W. 57th St., New York

ROMANTIC ADVENTURE SERIES (Untitled)
 Half-hour series starring Maria Riva and featuring her husband William Riva. Harold Kallen will be story editor.
 Motion Pictures for Television
 655 Madison Ave., New York

DOCTOR IN THE HOUSE
 Half-hour situation comedy.
 Revue Productions
 Eagle Lion Studios, Hollywood, Calif.

WATERFRONT
 Half-hour series of dramatic adventures of a tugboat skipper and his family.
 Roland Reed Productions
 Hal Roach Studios, Culver City, Calif.

BOOMERANG
 Half-hour series of mystery stories with a twist ending.
 Roland Reed Productions
 Hal Roach Studios, Culver City, Calif.

14-City March ARB Ratings

Continued from page 12

Program	Station	Time	ARB Rating
Crusade in Europe	KGO-Su	3:00-3:30	5.9
March of Time	WTOP-T	10:30-11:00	12.9
Clete Roberts	KGO-M	9:30-10:00	1.3
Doug Fairbanks Presents	KRON-S	8:00-8:30	24.1
Kieran's Kaleidoscope	KRON-W	7:30-7:45	7.6
Liberace	KGO-T	9:30-10:00	10.5
I'm the Law	KRON-Th	8:30-9:00	32.7
Boston Blackie	KPIX-W	8:30-9:00	25.7
Files of Jeffrey Jones	KPIX-Su	8:00-8:30	15.6
Heart of the City	KGO-Th	10:00-10:30	6.0
Teletown Daily	KRON-M	6:45-7:00	8.0
Teletown Daily	KGO-M	6:00-6:15	2.3
Movie Quick Quiz	KRON-M	6:30-6:45	6.2
Cisco Kid	KRON-Th	7:00-7:30	28.5
The Range Rider	KPIX-T	7:00-7:30	25.4
Hopalong Cassidy	KGO-Th	6:30-7:00	23.0
Gene Autry	KGO-Th	7:00-7:30	15.2

WASHINGTON 4 STATIONS

Foreign Intrigue	Adv.	WNBW-Th	10:30-11:00	21.0
Dick Tracy	Adv.	WTTG-Su	5:30-6:00	11.4
Ramar of the Jungle	Adv.	WNBW-S	6:00-6:30	11.0
Dangerous Assignment	Adv.	WMAL-T	9:30-10:00	9.4
Time for Beany	Child.	WTTG-M	6:45-7:00	13.2
March of Time	Docum.	WTOP-T	10:30-11:00	7.5
Favorite Story	Drama	WNBW-M	10:30-11:00	9.5
I'm the Law	Mystery	WTTG-M	8:00-8:30	12.1
Heart of the City	Mystery	WTTG-F	8:00-8:30	5.4
UP Movietone News	News	WTTG-M	11:00-11:15	3.0
UP Movietone News	News	WTTG-M	12:00-12:15	2.7
Movie Quick Quiz	Quiz	WNBW-M	7:00-7:15	5.7
Cisco Kid	West.	WNBW-S	6:30-7:00	19.0
Hopalong Cassidy	West.	WNBW-Su	1:30-2:00	13.8
Gene Autry	West.	WTOP-Su	7:00-7:30	13.1
The Range Rider	West.	WTOP-S	1:30-2:00	5.8

Look PHOTOQUIZ*

TV's HOTTEST New TELEPHONE QUIZ

A 15-minute, 5 day-a-week Winner
Guaranteed to BUILD BIG AUDIENCES
and SKYROCKET SALES!



Here's the greatest, sure-fire business-getter ever devised... the only telephone quiz show with the terrific natural merchandising and exploitation boost of a promotional tie-in with LOOK Magazine!

LOOK'S PHOTOQUIZ is one of the most widely followed features in the world. Now the editors of TELENEWS have faithfully captured its tremendous appeal in this brand new 15-minute, 5-day-a-week TV program.

LOOK'S TV PHOTOQUIZ is the easiest-to-handle show you've ever seen... completely ready to use, with both voice and music on film. No complicated synchronization or cueing problems of any kind! Opening and closing films are made to order with sponsor's name right on the film.

HERE'S HOW IT WORKS: Film is shown, announcer makes phone call, asks question. Contestant wins jackpot or another award is added for the next call.

It all adds up to the most exciting, greatest sales making telephone quiz yet devised!

IT'S THE BIGGEST BARGAIN IN TELEVISION TODAY!

**12 MARKETS SOLD
THE FIRST TWO WEEKS
GOING LIKE WILDFIRE
...Hurry, Stake Out Your
Claim Before the Sellout!**

**Here's The
Sure-Fire Formula:**

- 1. ENTERTAINMENT.** Unusual eye-appeal plus expertly phrased questions create dramatic suspense and curiosity that hold all types of viewers.
- 2. AWARDS.** Don't underestimate the lure of a big money jackpot that pyramids daily. Everyone loves to win or see another get a pile of dough.
- 3. MERCHANDISING HOOK.** Simply announce that answers to this week's PhotoQuiz are posted in sponsor's place of business. Then watch the crowds come in!
- 4. SPONSOR IDENTIFICATION.** Besides the 3 regular commercials there are 15 to 20 "painless" mentions of sponsor's name throughout the show.
- 5. RATINGS.** "Can't-miss" elements above assure "out-of-this-world" ratings. AND our National Exploitation includes: LOOK Placards on newsstands, panel posters on LOOK trucks!

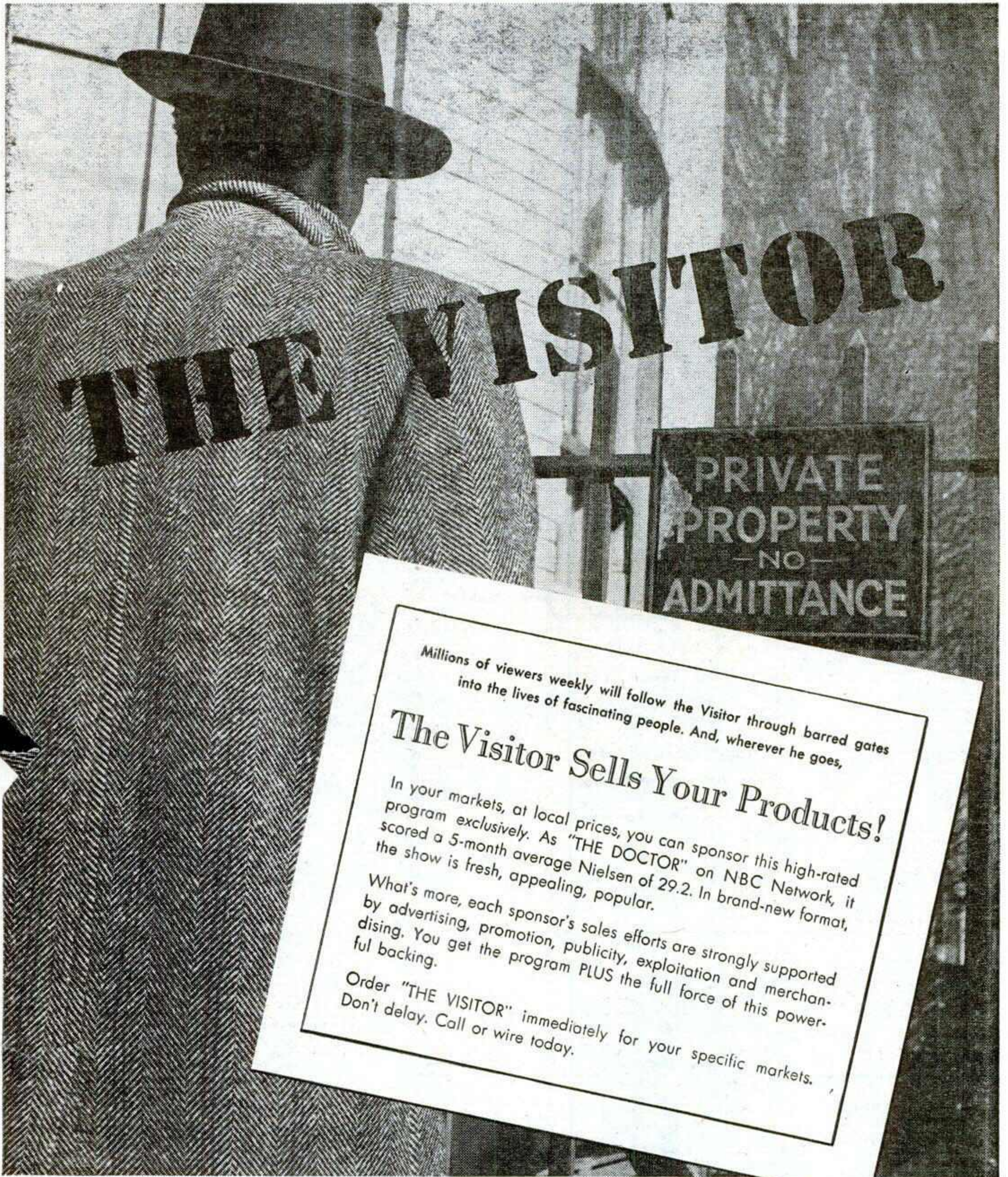
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Now For Price and Availability
Details

NEW YORK
444 Madison Ave. PL. 3-4620

CHICAGO
360 N. Michigan Ave. CE. 6-0041

HOLLYWOOD
California Studios, 650 N. Bronson Ave.
HO. 9-8321

UNITED TELEVISION PROGRAMS INC.



Millions of viewers weekly will follow the Visitor through barred gates into the lives of fascinating people. And, wherever he goes,

The Visitor Sells Your Products!

In your markets, at local prices, you can sponsor this high-rated program exclusively. As "THE DOCTOR" on NBC Network, it scored a 5-month average Nielsen of 29.2. In brand-new format, the show is fresh, appealing, popular.

What's more, each sponsor's sales efforts are strongly supported by advertising, promotion, publicity, exploitation and merchandising. You get the program PLUS the full force of this powerful backing.

Order "THE VISITOR" immediately for your specific markets. Don't delay. Call or wire today.

NBC FILM DIVISION



NEW YORK, CHICAGO, LOS ANGELES

This One

 1CLP-C9R-8T4L

fielf sonatas for Classic Editions. . . **Cliff Ayres**, of Emerald Records, and **Milt Blackstone** (no relation to **Eddie Fisher's** manager) have formed a music publishing firm, **Cavalcade Music**. The company is affiliated with **BML**. . . **The Maeveleers**, new vocal group managed by **Eddie White**, signed a long-termer with **Derby Records** this week. The group is booked thru **Mercury Artists**. . . Following its success with "Ruby," the **Big Three** is currently preparing for exploitation the theme music for the forthcoming 20th Century-Fox flick, "The President's Lady." Music was composed by **Alfred Newman**. The publishing firm has had three waxings released of another movie theme, the **David Raskin** music from the flick, "The Bad and the Beautiful."
Buddy De Franco opens at the **Clef Club**, Hollywood, June 3 for three weeks. . . **Danny Winchell**

switched booking affiliations from **Entertainment Bureau of America** to **William Morris**. . . **Billy Eckstine** starts a two-weeker at the **Chicago Theater**, June 5. . . **George Shearing** combo opens June 12 at **Angelo's Lounge**, Omaha. . . **Tony Scott's** Coral-Brunswick diskery trio opens at **George's Blue Room** here, May 25, for four weeks. **Scott** will act as emcee, back thrush **Dinah Washington**, and take a solo spot.

Chicago

Don Cornell, Coral Records, in town for a few days on a disk jockey tour plugging his latest "Many Are the Times" backed with "There's No Escape." . . . **Barney Fields** making the rounds plugging **Norman Kaye's** (**Mary Kaye Trio**) pennings and recordings on **M-G-M**. The trio is backed by **Russ David's** orchestra on "Did He Ask About Me?" and "One More Kiss." . . . **Larry Green** off

on a jaunt to **Omaha** and **Minneapolis**.

The **Dickens Sisters**, **Nancy**, **Margie** and **Patti**, currently appearing at the **Sahara**, Las Vegas. The girls will travel with the **Eddy Arnold** show doing pop tunes. They are managed by their brother, **Tommy Diskin**, of **Jamboree Attractions**. . . **Art Kassel**, out of retirement, is fronting his own band. Recently opened at the **Martinique** for a six-week engagement.

Johnny Johnston in town for a two-day disk jockey tour plugging his latest **BBS** waxing of "Please Come Back to Me" (penned by **Milton Berle**) and "Look Beyond the Next Hill." **Detroit**, **Cleveland** and **New York** are next on his list.

Jim Lowe, deejay and **Mercury** artist, takes over the "House of Music" show on **WMAQ** from 1:30 to 4:30 Saturday afternoons. . . **Warren (Mike) Coleman**, presi-

dent of **Crystalette Records**, and **Carl F. Burns**, vice-president, are in town on part of a seven-week tour contracting deejays and distributors, pushing **Bob London's** waxings.

Duke Ellington into the **Pershing Ballroom** for a one-nighter May 31. . . **Eddie Hubbard** off the air temporarily, a victim of a virus. He hopes to return to the mike in a few days. . . **Eddy Howard**, **Mercury**, is up and around again. Hopes to join the band in time for a **Denver** location date June 17. . . **Art Talmadge**, **Mercury** vice-president, back from **New York** where he held cutting sessions with **Richard Haymen** and **Richard Hayes**.

Record artists scheduled to appear on **Irv Kupcinet's** cerebral palsy telethon this week-end included **Joni James**, **Dean Martin**, **Frankie Laine**, **Tony Martin**, **Dorothy Shay**, **Two Ton Baker**, **Jeri Southern**, **Johnny Martin**, **Danny**

O'Neil, **Jackie Van**, **Mabel Scott**, **Charlie Ventura**, **Johnny Holiday**, **Red Saunders** and the **Mary Kaye Trio**.

Dick Stabile just signed a seven-year contract to handle musical chores for **Dean Martin** and **Jerry Lewis**. **Dick** is committed to do several sides for **Capitol** which will be released soon. . . **Georgia Gibbs**, **Mercury** songstress, moves into the **Chicago Theater** May 29 for a week. . . **Francis Scott**, **Capitol** album repertoire man, in town to cut an album session with **Dorothy Shay**. One side will be released as a single.

Duke Ellington comes into the **Blue Note** June 12 for a three-week stint. . . **Tiny Hill** was scheduled to be in **Chicago** Monday (25) for cutting session with **World Transcriptions**.

Philadelphia

Milt Shapiro, press-agenting a number of the major music rooms around town, takes over the post as director of publicity and exploitation for **B.B.S. Records**. . . **Stan Levey**, after a spell at the **Einstein Medical Center**, rejoined **Stan Kenton** here for the drum chores. . . **Dave Rollins** set to summer, starting June 27, at the **Pocmot Lodge**, **Bushkill, Pa.**

Hollywood

Here's an ironic touch to show business. **Skater Iris Gordon**, bladester in the line of "Ice Ahoy," currently appearing in the **Statler Hotel's Terrace Room**, (Continued on page 41)

Javits Bill For Music, Ballet, Drama

WASHINGTON, May 23.—Introducing a new bill this week to establish a national theater for music, ballet and drama, Rep. **Jacob K. Javits** (R.-Lib., N. Y.) said the United States is "almost alone among the great powers" in failing "to advance the living arts of music, drama and ballet as an official government activity." The **New Yorker** pointed out that "great areas of our country are denied the benefit and pleasure of first-rate theater and music because it is no longer economically feasible, on a straight profit basis, to bring them these arts and the leading artists." He said he did not believe that federal subsidy would result in government "domination and control," and cited achievements of national theaters in **Canada**, **France**, **Ireland**, **Great Britain**, **Italy**, **Switzerland**, **Brazil** and other countries. The **Javits** bill would authorize the government to give financial assistance to accredited non-profit organizations, colleges and universities and to State, county and municipal groups for the "cultivation of the living arts for all our people." A **United States Arts Foundation** would be created as an independent agency to direct the program. Donations and admission fees would augment federal contributions.

LETTUH FRUM TH' OLE SOOTH

NEW YORK, May 23.—The **Disk Jockey Service** department of **RCA Victor Records** recently received the following letter from **Edwin F. Hinkle**, program director of radio station **KVET** **Kerrville, Tex.**:
Dear **Podnah**:
Ah'm **Shua** y'all reckon as haow b'cause we-all ah deep in the haht uv y'all know whut—we-all use jist uh whole lot uv 'il ole hillbilly recuhds. Wal, t'ain't true, no-haow. We-all use uf few of 'em from tahn t' tahn. But y'all maht be raht s'prized t'know jist haow much pop'luh stuff we-all use heah. In fact, ah allow as haow we-all program jist uh whole lot moah long-haiuh (and that ain't long-horn, son) music than some uf these heah big city, dude type stations. **Mattah** uh fact, we-all have less than two houahs uh day uv that thar hillbilly nonsense!
So, haow uhhout uf few uv those foah-free hillbilly disks, and moah populah tee-unes. (We-all alreddy know we have t'buy th' classic stuff.)
Ah shuah would uhhpre- ciate uh sudden replah.
Youahs faw th'union, suh!

from

LIGHT



London

RECORDS

London Records, Inc. 539 W. 25 St., New York, N. Y.

Another Hit By...

CORAL RECORDS

POP CHARTS

Karen

CHANDLER



ROSEBUD

and

I WOULDN'T WANT IT ANY OTHER WAY

Coral 60995 (78 rpm) and 9-60995 (45 rpm)

CORAL RECORDS

America's Fastest Growing Record Company

(A subsidiary of DECCA RECORDS, INC.)



CORAL RECORDS

jack richards AND THE NIGHTWINDS

I JUST WANT YOU

and

IDA! SWEET AS APPLE CIDER

Coral 60989 (78 rpm) and 9-60989 (45 rpm)

the AMES

BROTHERS



ALWAYS IN MY DREAMS

and

THIS IS FIESTA

Coral 61005 (78 rpm) and 9-61005 (45 rpm)

Territorial Best Sellers (Popular)

Johnnys

Busting

Out

all

Over!

Johnnie

LONG

CORAL RECORDS

(This section contains a map of the United States with various cities and record sales data listed for each region, including New York, Chicago, Los Angeles, and others.)



A DYNAMIC COMBINATION

TOGETHER for the FIRST TIME

Teresa BREWER

Les BROWN

TILL THE MOON TURNS GREEN

and...

I WANNA KNOW

CORAL 61004 (78 RPM) and 9-61004 (45 RPM)

INTO EACH LIFE SOME RAIN MUST FALL

and

TOO MUCH MUSTARD

CORAL 60994 (78 RPM) and 9-60994 (45 RPM)

CORAL RECORDS

America's Fastest Growing Record Company

(A subsidiary of DECCA RECORDS, INC.)

its **ZINGY! ZESTY! ZIPPY!** its ...

IN THE MOOD

and 12TH STREET RAG
with the
ELLIOTT BROTHERS
Lloyd and Bill and their Orchestra
Vocal by Thurl Ravenscroft
MGM 11501 78 rpm K11501 45 rpm

BILLY ECKSTINE
SEND MY BABY BACK TO ME | **I LAUGH TO KEEP FROM CRYING**
MGM 11511 78 rpm K11511 45 rpm

JONI JAMES
ALMOST ALWAYS | **IS IT ANY WONDER**
MGM 11470 78 rpm K11470 rpm

DAVID ROSE and his Orchestra
RETURN TO PARADISE | **THE BAD AND THE BEAUTIFUL**
from the United Artist film | from the MGM Academy Award winning film
MGM 30783 78 rpm K30783 45 rpm

SILVANA MANGANO *Sings...* **Anna** and I LOVED YOU
MGM 11457 78 RPM K-11457 45 RPM

GINNY GIBSON | **UNLESS YOU'RE REALLY MINE** and **LONELY LOVER**
MGM 11499 78 rpm K11499 45 rpm

GEORGE SHEARING | **BODY and SOUL** and **I HEAR A RHAPSODY**
MGM 11493 78 rpm K11493 45 rpm

TOMMY EDWARDS TAKE THESE CHAINS FROM MY HEART MGM 11485 78 rpm	PAGING MR. JACKSON K11485 45 rpm	HANK WILLIAMS TAKE THESE CHAINS FROM MY HEART MGM 11479 78 rpm	RAMBLIN' MAN K11479 45 rpm
--	--	--	--------------------------------------

BILL FARRELL FAREWELL TO ARMS MGM 11500 78 rpm	IS IT A CRIME K11500 45 rpm	BLUE BARRON and his Orchestra APRIL IN PORTUGAL MGM 11312 78 rpm	I'VE BEEN KISSED BEFORE K11312 45 rpm
--	---------------------------------------	--	---

LOU DOUGLAS and his Orchestra RUBY MGM 11472 78 rpm	MY FLAMING HEART K11472 45 rpm	LITTLE RITA FAYE WAIT A LITTLE LONGER MGM 11505 78 rpm	ROCK CITY BOOGIE K11505 45 rpm
---	--	--	--

M-G-M RECORDS
THE GREATEST NAME IN ENTERTAINMENT
YES—M-G-M Means Mighty Good Music

The BLENDERS
I DON'T MISS YOU ANY MORE | **IF THAT'S THE WAY YOU WANT, IT BABY**
MGM 11488 78 rpm K11488 45 rpm

The Billboard Music Popularity Charts

HONOR ROLL OF HITS

The Nation's Ten Top Tunes

... For Week Ending May 23

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

This Week	Last Week	Chart
1. Song From Moulin Rouge	1	8
By W. Engvick, G. Auric—Published by Broadcast (BMI) BEST SELLING RECORD: P. Faith-P. Sanders, Col 39944, Mantovani, London 1328. OTHER RECORDS AVAILABLE: Boston Pops Ork, V 10-4166; B. De Franco, M-G-M 11491; S. Fisner, Okeh 6963; J. Hutton, Cap 2429; J. Loro Quintet, Tico 10-170; N. Perito, Coral 60984; H. Rene, V 20-5264; M. Royal, Mercury 70140; V. Young, Dec 28675.		
2. April in Portugal	2	8
By Kennedy-Fepiao—Published by Chappell (ASCAP) BEST SELLING RECORD: L. Baxter, Cap 2374; R. Hayman, Mercury 70114; F. Martin, V 20-5052; V. Damone, Mercury 70128; T. Martin, V 20-5279. OTHER RECORDS AVAILABLE: L. Armstrong, Dec 28704; B. Barton, M-G-M 11312; G. Carr, Cap 2223; Y. Giraud, V 26-7107; R. Senterl, V 20-4894; F. Zabach, Dec. 28646. TRANSCRIPTIONS AVAILABLE: Freddy Martin, Thesaurus.		
3. I Believe	3	13
By Erwin Drake, Irvin Graham, Jimmy Shirl, Al Stillman—Published by Cromwell (ASCAP) BEST SELLING RECORDS: Frankie Laine, Col 39938; J. Froman, Cap 2332. OTHER RECORDS: E. James, Meteor 5000. TRANSCRIPTIONS AVAILABLE: Johnny Desmond, Thesaurus; R. Foley, Dec 28694; Henry Jerome ork. Lang-Worth.		
4. Doggie in the Window	4	17
By Bob Merrill—Published by Sany-Joy (ASCAP). BEST SELLING RECORD: Patti Page, Mercury 70070. OTHER RECORDS: R. Kujawa, Dana 795.		
5. Ruby	6	6
By Mitchell Paris—Published by Miller (ASCAP) BEST SELLING RECORD: L. Baxter, Cap 2457; R. Hayman, Mercury 70115. OTHER RECORDS: L. Brown, Coral 60959; L. Douglas, M-G-M 11472; Hot Lips Page, King 4594; H. James, Col 39994; V. Monroe, V 20-5286; N. Perito, Coral 60893; V. Young, Dec 28675. TRANSCRIPTIONS AVAILABLE: Johnny Desmond, Thesaurus.		
6. I'm Walking Behind You	7	3
By Billy Reid—Published by Leeds (ASCAP) BEST SELLING RECORDS: E. Fisher-H. Winterhalter, V 20-5293; F. Sinatra, Cap 2450. OTHER RECORDS AVAILABLE: C. Butler, Col 39993; V. Damone, Mercury 70128; D. O'Conner, Dec 28692; D. Squires, Coral 60985; J. Young, London 1314.		
7. Pretend	5	17
By Lew Douglas, Parmar & Le Vere—Published by Brandom (ASCAP) BEST SELLING RECORD: Nat (King) Cole, Cap 2346. OTHER RECORDS: E. Barton, Coral 60927; D. Belloc, Dot 15048; K. Griffin, Col 39915; G. Lombardo, Dec 28576; S. Long, Dot 1154; R. Marterie, Mercury 70045; H. Rene, V 20-5119; C. Stone, Cap 2407. TRANSCRIPTIONS AVAILABLE: Johnny Desmond, Thesaurus; Henry Jerome ork, Lang-Worth.		
8. Say You're Mine Again	8	5
By Charles Nathan-Dave Heisler—Published by Meridian (BMI) BEST SELLING RECORDS: P. Como, V 20-5277. OTHER RECORDS AVAILABLE: D. Gray, Dec 28676; E. Howard, Mercury 70134; J. Hutton, Cap 2429; Modernaires, Coral 60982.		
9. Seven Lonely Days	9	11
By Schuman, Schuman & Brown—Published by Jefferson (ASCAP) BEST SELLING RECORD: G. Gibbs, Mercury 70095. OTHER RECORDS AVAILABLE: Crows, Roma 3; G. Lombardo, Dec 28655; B. Lou, King 1192; D. Meehan, V 20-5219; Pinetopper-Martin Sisters, Coral 60949. TRANSCRIPTIONS AVAILABLE: Johnny Desmond, Thesaurus.		
10. Your Cheatin' Heart	10	14
By Hank Williams—Published by Acuff-Rose (BMI) BEST SELLING RECORD: Joni James, M-G-M 11426; F. Laine, Col 39938. OTHER RECORDS: B. Brewer, V 20-5292; J. Garber, Cap 2377; B. London, Crystalette 652; H. Williams, M-G-M 11416. TRANSCRIPTIONS AVAILABLE: Johnny Desmond, Thesaurus.		

Second Ten

11. ANNA	11	6
Published by Hollis (BMI)		
12. TILL I WALTZ AGAIN WITH YOU	13	24
Published by Village (BMI)		
13. HO HO SONG	16	3
Published by Arbee (ASCAP)		
14. TELL ME A STORY	12	10
Published by Montclare (BMI)		
15. CARAVAN	15	9
Published by Mills (ASCAP)		
16. CRAZY MAN CRAZY	—	1
Published by Eastwick (BMI)		
17. ALMOST ALWAYS	18	3
Published by Robbins (ASCAP)		
17. JUST ANOTHER POLKA	—	1
Published by Frank (ASCAP)		
19. BIG MAMOU	14	2
Published by Peer (BMI)		
20. SIDE BY SIDE	20	17
Published by Shapiro-Bernstein (ASCAP)		
20. DANCIN' WITH SOMEONE	—	1
Published by Valando (ASCAP)		

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Buyboard

TOP SELLERS—

POPULAR

Based on Actual Capitol Sales Reports

1. APRIL IN PORTUGAL
SUDDENLY L. Baxter 2374
2. PRETEND
DON'T LET YOUR EYES GO SHOPPING..... N. Cole 2346
3. HALF A PHOTOGRAPH
ALLEZ-VOUS-EN K. Starr 2464
4. I AM IN LOVE
MY FLAMING HEART..... N. Cole 2459
5. RUBY
A LITTLE LOVE..... L. Baxter 2457
6. I BELIEVE
THE GHOST OF A ROSE..... J. Froman 2332
7. BLUE GARDENIA
CAN'T I N. Cole 2389
8. LEAN BABY
I'M WALKING BEHIND YOU..... F. Sinatra 2450
9. OH!
SAM P. Hunt 2442
10. SAY YOU'RE MINE AGAIN
THE SONG FROM MOULIN ROUGE..... J. Hutton & A. Stordahl 2429
11. HEY, MR. COTTON PICKER
THREE THINGS T. Ernie 2443
12. MEXICAN JOE
HERE COMES MY DADDY NOW!..... J. Carr 2463
13. SIDE BY SIDE
NOAH! K. Starr 2334
14. I'M SITTING ON TOP OF THE WORLD
SLEEP L. Paul & M. Ford..... 2400
15. THE NEARNESS OF YOU
GYPSY GIRL B. Manning 2383
16. BIG MAMOU
IS IT ANY WONDER..... E. M. Morse 2441
17. C'EST MAGNIFIQUE
HOMIN' TIME G. MacRae 2465

LATEST RELEASE

No. 370

- I LOVE YOU SO MUCH
LET ME HEAR YOU SAY..... Vicki Young 2478
- GIGI
I LOVE PARIS..... Les Baxter 2479
- THIS NIGHT I'LL REMEMBER
WHEN YOU'RE MINE..... Al Martino 2480
- IF YOU LOVED ME TRULY
LITTLE MAN YOU'VE HAD A BUSY DAY..... Patti & Jerry Lewis..... 2481
- THE WHEEL THAT DOES THE SQUEAKIN'
I CAN'T RUN AWAY..... Rambl'n' Jimmie Dolan 2482
- USE YOUR IMAGINATION
WHIRLPOOL Owen Perry 2483
- LOVE ME, LOVE ME
'TIL I FIND YOU..... Dean Martin 2485
- MISIRLOU
FIVE MINUTES MORE..... Skitch Henderson..... 1686

TOP SELLERS—

COUNTRY & HILLBILLY

Based on Actual Capitol Sales Reports

1. RUB-A-DUB-DUB
I'LL SIGN MY HEART AWAY
H. Thompson 2445
2. I CAN'T WAIT
WHAT'S THE USE TO LOVE YOU
F. Young 2461
3. I'VE GOT TO WIN YOUR LOVE AGAIN
I CAN'T LAST LONG
S. McDonald 2434
4. HANK'S SONG
I'LL NEVER HAVE YOU
F. Huskey 2397
5. HIGH NOON
GO ON! GET OUT!
T. Ritter 2120
6. IS IT LOVE OR IS IT LIES!
LONESOME JOE
R. Acuff 2460
7. NO HELP WANTED
I'D HAVE NEVER FOUND
SOMEBODY NEW
H. Thompson 2376
8. THE WHEEL THAT DOES THE SQUEAKIN'
I CAN'T RUN AWAY
J. Dolan 2482
9. HILLBILLY HULA
I'M A POOR LONESOME FELLOW
J. Carman 2345
10. DRINKIN' AT THE BAR
'TIL THE DAY I DIE
J. Willard 2455

BEST SELLING—

POPULAR ALBUMS

Based on Actual Capitol Sales Reports

1. MUSIC FOR LOVERS ONLY
Jackie Gleason 352
2. SKETCHES ON STANDARDS
Stan Kenton 426
3. THE HIT MAKERS!
Les Paul & Mary Ford..... 416
4. LOVER'S RHAPSODY & SONGS FROM
LOVER'S RHAPSODY
Jackie Gleason 366
5. POPULAR FAVORITES BY STAN KENTON
Stan Kenton 421
6. THE KAY STARR STYLE
Kay Starr 363
7. BY THE LIGHT OF THE SILVERY MOON
Gordon Mac Rae & June Hutton..... 422
8. CLASSICS IN JAZZ—DIXIE BY DAILY
Pete Daily 385
9. NEW CONCEPTS OF ARTISTRY
IN RHYTHM
Stan Kenton 383
10. THE BILLY MAY BAND
Billy May 412
11. CLASSICS IN JAZZ—COOL AND QUIET
Buddy DeFranco, Lennie Tristano,
Bill Harris, Miles Davis 371
12. RAY ANTHONY CONCERT
Ray Anthony 406
13. MIDNIGHT ON BOURBON STREET
Sharkey 367

BEST SELLING—

CLASSICAL ALBUMS

Based on Actual Capitol Sales Reports

1. TCHAIKOVSKY-TAYEIEFF—GOUNOD—
"ROMEO AND JULIET DUETS"
Franz Waxman conducting The Los
Angeles Orchestral Society 8189
2. SCRIBAN—"POEM OF ECSTASY, OP.
54," LOEFFLER—"A PAGAN POEM"
Paris Philharmonic Orchestra con-
ducted by Manuel Rosenthal..... 8188
3. DEBUSSY—"CLAIR DE LUNE," CHOPIN
—"WALTZ IN D FLAT," LISZT—
"LIEBESTRAUME"
Leonard Pennario 8205
4. GERSHWIN—"THEME FROM RHAPSODY
IN BLUE," "THREE PRELUDES FOR
PIANO"
Leonard Pennario 8206
5. ERNEST BLOCH—"CONCERT GROSSO,"
WILLIAM SCHUMAN—"SYMPHONY FOR
STRINGS"
The Pittsburgh Symphony Orchestra
conducted by William Steinberg..... 8212
6. WAGNER—"SIEGFRIED'S RHINE
JOURNEY" & "SIEGFRIED'S FUNERAL
MUSIC" & "PRELUDE AND LIEBESTOD
FROM TRISTAN UND ISOLDE"
The Pittsburgh Symphony Orchestra
conducted by William Steinberg..... 8185
7. ENESCO—"RUMANIAN RHAPSODY
NO. 1 IN A MAJOR, OP. 11" &
"RUMANIAN RHAPSODY NO. 2 IN D
MAJOR, OP. 11"
Fabien Sevitzky conducting The
Indianapolis Symphony Orchestra..... 8210
8. MENDELSSOHN—"SYMPHONY NO. 3 IN
A MINOR, OP. 56"
The Pittsburgh Symphony Orchestra
conducted by William Steinberg..... 8192
9. CHOPIN—"LES SYLPHIDES,"
TCHAIKOVSKY—"PRINCESS AURORA"
The Ballet Theatre Orchestra conducted
by Joseph Levine 8193
10. DVORAK—"SLAVOIC DANCES"
Fabien Sevitzky conducting The
Indianapolis Symphony Orchestra..... 8215
11. TCHAIKOVSKY—"SELECTIONS FROM
THE NUTCRACKER SUITE"
Roger Desormiera conducting The
French National Symphony Orchestra..... 8202
12. CHOPIN—"POLOPAISE IN A FLAT,"
FALLA—"RITUAL FIRE DANCE,"
ALBENIZ—"SEGUIDILLA"
Leonard Pennario 8204
13. BRAHMS—"LIEBES! JEDER WALTZES,
OP. 52" & "GERMAN FOLK SONGS"
Roger Wagner conducting The Roger
Wagner Chorale 8176

at his best... and his best is tops!

Dean Martin

"LOVE ME, LOVE ME" and "TIL I FIND YOU"

with DICK STABLE and His Orch. and The Herman McCoy Singers
RECORD No. 2485

Ferlin Huskey

gives an interesting vocal rendition to...

"MINNI-HA-CHA"

b/w

"I LOST MY HEART TODAY"

RECORD No. 2495

THE MOST SENSATIONAL SOUND OF THE YEAR!

GLORIA WOOD WITH PETE CANDOLI AND HIS ORCHESTRA

"HEY, BELLBOY!"

and "ANYBODY HURT?" RECORD No. 2471

Two Radiant Instrumentals
By A Brilliant Artist

THE THEME MUSIC
"EYES OF BLUE"
FROM THE PARAMOUNT PICTURE
'SHANE'
Flip Side
'Terry's Theme'
FROM
LIMELIGHT

BY

**RICHARD
HAYMAN**



MERCURY 70168

70168X45



The Billboard's Music Popularity Charts

Favorite Tunes

... For Week Ending May 23

Best Selling Sheet Music

Tunes are ranked in order of their current national selling importance at the sheet music jobber level. Results are based on The Billboard's weekly survey of jobbers' orders from retailers throughout the country and are weighed according to jobber importance. (R) Indicates that tune is recorded; (F) indicates tune is from a film; (M) indicates tune is from a legit musical.

This Week	Last Week	on Chart	Weeks
1. SONG FROM MOULIN ROUGE (R) (F)—Broadcast....	1	7	1
2. I BELIEVE (R)—Cromwell.....	2	12	2
2. APRIL IN PORTUGAL (R)—Chappell.....	3	7	3
4. DOGGIE IN THE WINDOW (R)—Santly-Joy.....	3	15	4
5. RUBY (R)—Miller.....	8	4	5
6. PRETEND (R)—Brandom.....	5	17	9
7. I'M WALKING BEHIND YOU (R)—Leeds.....	9	3	6
8. YOUR CHEATIN' HEART (R)—Acuff-Rose.....	6	13	11
9. SEVEN LONELY DAYS (R)—Jefferson.....	11	7	10
10. SAY YOU'RE MINE AGAIN (R)—Meridian.....	10	4	6
11. TILL I WALTZ AGAIN WITH YOU (R)—Village.....	6	22	13
12. SIDE BY SIDE (R)—Shapiro-Bernstein.....	13	11	15
13. ANNA (R)—Hollis.....	15	3	14
14. DANCIN' WITH SOMEONE (R)—Valando.....	14	3	—
15. MY ONE AND ONLY HEART (R)—Roncom.....	—	2	

Tunes with Greatest Radio and Television Audiences

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

Top 31 in Radio

All By Myself (R)—Berlin—ASCAP	Pretend (R)—Brandom—ASCAP
April in Portugal (R)—Chappell—ASCAP	Ramona (R)—Feist—ASCAP
Big Mamou (R)—Peer—BMI	Red Canary (R)—Shapiro-Bernstein—ASCAP
Blue Gardenia (R)—Harms—ASCAP	Ruby (R)—Miller—ASCAP
Bummin' Around (R)—Four Star—BMI	Say Si Si (R)—E. B. Marks—BMI
Doggie in the Window (R)—Santly-Joy—ASCAP	Say You're Mine Again (R)—Blue River—BMI
Hush a Bye (R)—Remick—ASCAP	Seven Lonely Days (R)—Jefferson—ASCAP
I Am in Love (R)—Chappell—ASCAP	Side by Side (R)—Shapiro-Bernstein—ASCAP
I Believe (R)—Cromwell—ASCAP	Somebody Stole My Gal (R)—Robbins—ASCAP
I'll Be Hanging' Around (R)—Broadcast—BMI	Somebody Wonderful (R)—Disney—ASCAP
I'm Sitting on Top of the World (R)—Feist—ASCAP	Song From Moulin Rouge (R) (F)—Broadcast—BMI
I'm Walking Behind You (R)—Leeds—ASCAP	There's Music in You (R)—Chappell—ASCAP
Just Another Polka (R)—Frank—ASCAP	Till I Waltz Again With You (R)—Village—BMI
My Lady Loves to Dance (R)—United—ASCAP	When the Red, Red Robin Comes Bob, Bob, Bobbin' Along—Bourne—ASCAP
My One and Only Heart (R)—Roncom—ASCAP	Your Cheatin' Heart (R)—Acuff-Rose—BMI
Nearness of You (R)—Famous—ASCAP	

Top 11 in Television

Doggie in the Window (R)—Santly-Joy—ASCAP	My Lady Loves to Dance (R)—United—ASCAP
I Believe (R)—Cromwell—ASCAP	Pretend (R)—Brandom—ASCAP
I Wouldn't Want It Another Way (R)—R.F.D.—ASCAP	Ruby (R)—Miller—ASCAP
Just Another Polka (R)—Frank—ASCAP	Song From Moulin Rouge (R) (F)—Broadcast—BMI
Madness of the Heart (R)—Boosey—ASCAP	Wild Horses (R)—Simon—ASCAP
	Your Cheatin' Heart (R)—Acuff-Rose—BMI

England's Top Twenty

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

1. In a Golden Coach—Box & Cox (Box & Cox)	11. Wonderful Copenhagen—Morris (Frank)
2. I'm Walking Behind You—Peter Maurice (Leeds)	12. Hold Me, Thrill Me, Kiss Me—Mills (Mills)
3. I Believe—Cinephonic (Cromwell)	13. Till I Waltz Again With You—Francis Day (Village)
4. Pretend—Leeds (Brandom)	14. Broken Wings—John Fields (Shapiro-Bernstein)
5. Doggie in the Window—Connelly (Santly-Joy)	15. Celebration Rag—Bradbury Wood (Chappell)
6. Pretty Little Black-Eyed Susie—Cinephonic (Santly-Joy)	16. She Wears Red Feathers—Dash (Oxford)
7. Oh, Happy Day—Chappell (Bregman, Vocco & Conn)	17. Wild Horses—Morris (Simon)
8. Windsor Waltz—Michael Reine (E. B. Marks)	18. Moulin Rouge Theme—Connelly (Broadcast)
9. Downhearted—New World (Paxton)	19. Why Don't You Believe Me?—Francis Day (Brandom)
10. Little Red Monkey—Robbins (Miller)	20. Now—Dash (Ardmore)

Columbia Best Buys

BEST SELLING POPULAR RECORDS

Based on actual sales reports for week ending May 23

THE SONG FROM MOULIN ROUGE SWEDISH RHAPSODY	Percy Faith and Felicia Sanders	39944 • 4-39944
STRANGE THINGS ARE HAPPENING THE HO HO SONG	Red Buttons	39981 • 4-39981
I BELIEVE YOUR CHEATIN' HEART	Frankie Laine	39938 • 4-39938
TELL ME A STORY THE LITTLE BOY AND THE OLD MAN	Frankie Laine and Jimmy Boyd	39945 • 4-39945
LITTLE JOSEY DENNIS THE MENACE	Rosemary Clooney and Jimmy Boyd	39988 • 4-39988
TELL US WHERE THE GOOD TIMES ARE THERE'S NOTHING AS SWEET AS MY BABY	Guy Mitchell and Mindy Carson	39992 • 4-39992
LET'S WALK THAT-A-WAY CANDY LIPS	Doris Day and Johnnie Ray	40001 • 4-40001
RETURN TO PARADISE—Part 1 RETURN TO PARADISE—Part 2	Percy Faith	39998 • 4-39998
TATTLE-TALE DUCK ORANGE BLOSSOM SERENADE	Sammy Kaye	39999 • 4-39999
RUBY PALLADIUM PARTY	Harry James	39994 • 4-39994
NO ONE WILL EVER KNOW I'M THE KING OF BROKEN HEARTS	Tony Bennett	39964 • 4-39964
SOMEBODY STOLE MY GAL GLAD RAG DOLL	Johnnie Ray	39961 • 4-39961
WITHOUT A MEMORY SEND MY BABY BACK TO ME	Judy Garland	40010 • 4-40010
FOR ME TIRED OF DREAMING	Jerry Vale	39990 • 4-39990
APRIL IN PORTUGAL LITTLE RED MONKEY	Ken Griffin	39983 • 4-39983

BEST SELLING FOLK RECORDS

Based on actual sales reports for week ending May 23

THIS ORCHID MEANS GOODBYE JUST WAIT 'TIL I GET YOU ALONE	Carl Smith	21087 • 4-21087
NEVER NO MO' BLUES SLEEP, BABY, SLEEP	Lefty Frizzell	21101 • 4-21101
CALIFORNIA BLUES I'M LONELY AND BLUE	Lefty Frizzell	21102 • 4-21102
A CASTLE IN THE SKY A HALF-WAY CHANCE WITH YOU	Marty Robbins	21111 • 4-21111
I COULDN'T KEEP FROM CRYING AFTER YOU LEAVE	Marty Robbins	21075 • 4-21075
I PASSED BY YOUR WINDOW HALF-HEARTED	George Morgan	21108 • 4-21108
BRING YOUR SWEET SELF BACK TO ME TIME CHANGES THINGS	Lefty Frizzell	21084 • 4-21084
MEXICAN JOE YOU HAVE MY HEART NOW	Billy Walker	21085 • 4-21085
AT THE DAWNING WHEN HE CALLS I'LL FLY AWAY	The Chuck Wagon Gang	21097-s • 4-21097-s
EMPTY MANSIONS GREEN GROW THE LILACS	The Maddox Brothers and Rose	21099 • 4-21099

BEST SELLING ALBUMS

BY THE LIGHT OF THE SILVERY MOON —Doris Day "Lp" CL 6248 • 45 Set B-334 78 Set C-334	CAVALLERIA RUSTICANA (Metropolitan Opera Ass'n Production) "Lp" Set SL 123 (with Pagliacci: Set SL-124)
SWEETHEARTS—Marion Marlowe and Frank Parker "Lp" CL 6241 • 45 Set B-331 78 Set C-331	MARTYN GREEN'S GILBERT AND SULLIVAN "Lp" ML 4643
LIBERACE AT THE PIANO "Lp" CL 6217 • 45 Set B-308 78 Set C-308	ON YOUR TOES (Rodgers-Hart) "Lp" ML 4645 • 45 Set A-1043
ARTHUR GODFREY'S TV CALENDAR SHOW "Lp" GL 521 • 45 Set G 4-18 78 Set G-18	PUCCINI: LA BOHEME (for Orchestra) ANDRE KOSTELANETZ and his Orchestra "Lp" ML 4655
BENNY GOODMAN PLAYS FLETCHER HENDERSON ARRANGEMENTS "Lp" GL 524 • 45 Set G 4-20	BERLIOZ: ROMEO AND JULIET (Dramatic Symphony) DIMITRI MITROPOULOS conducting the PHILHARMONIC-SYMPHONY ORCHESTRA OF NEW YORK "Lp" ML 4632

two great records—four hit sides!

MORTON GOULD conducting the ROCHESTER POPS

The Theme from RUNNYMEDE RHAPSODY LEGEND 39997 • 4-39997	WEDDING DANCE MUSIC BOX TANGO Entre records 102-E • 4-102-E
--	---

NEW POPULAR RELEASES

- Rosemary Clooney
WHEN I SEE YOU
IT JUST HAPPENED TO
HAPPEN TO ME
40003 • 4-40003
- Tony Bennett
SOMEONE TURNED THE MOON
UPSIDE DOWN
I'LL GO
40004 • 4-40004
- The Four Lads
DOWN BY THE RIVER SIDE
TAKE ME BACK
40005 • 4-40005
- Fred Lowery
WHISTLING WALTZ
I'M FOREVER BLOWING BUBBLES
40002 • 4-40002



NEW POPULAR ALBUMS

- POPULAR FAVORITES—VOLUME VII
The Song From Moulin Rouge—Percy Faith • Your Cheatin' Heart—Frankie Laine • Tell Me a Story—Frankie Laine and Jimmy Boyd • Swedish Rhapsody—Percy Faith • Anna—Paul Weston • Ruby—Harry James • I Believe—Frankie Laine • April in Portugal—Ken Griffin.
"Lp" CL 6256 • 45 Set B-336
- LIBERACE BY CANDLELIGHT
Tchaikovsky's Concerto No. 1 • September Song • I Don't Care • Jealousie • Autumn Nocturne • Liszt's Concerto No. 2 • Tales From the Vienna Woods • I'll Be Seeing You
"Lp" CL 6251 • 45 Set B-336
• 78 Set C-336
- SWEET DREAMS—THE NORMAN LUBOFF CHOIR
All Through the Night • Slumber Song • Go to Sleepy • Brahms' Lullaby • Cradle Song • I Will Sing a Lullaby • Slumbertime • Sleep, Baby, Sleep • Sweet and Low • Good Night
"Lp" CL 6252

NEW FOLK MUSIC RELEASES

- Carl Smith
TRADEMARK
DO I LIKE IT?
21119 • 4-21119
- Ray Price
YOU WEREN'T ASHAMED TO KISS
ME LAST NIGHT
COLD SHOULDER
21117 • 4-21117
- Lefty Frizzell
WE CRUCIFIED OUR JESUS
WHEN IT COMES TO MEASURING LOVE
21118-s • 4-21118-s

A GREAT NEW
STAR IS BORN!

JERRY VALE

SINGS
**FOR ME
TIRED OF DREAMING**

with Percy Faith and
his Orchestra
39990 • 4-39990

COLUMBIA RECORDS

The Billboard Music Popularity Charts

... for Week Ending May 16

REVIEWS OF THIS WEEK'S NEW RECORDS

Popular

TERESA BREWER
Too Much Mustard ... 80
CORAL 60994—Novelty tune is well-suited to Teresa Brewer's style.

MUSIC BY CAMARATA
Return to Paradise ... 80
DECCA 28714 — The Camarata ork comes up with a very attractive arrangement of the movie theme tune.

WALTER STOTT ORK
The Theme From Limelight ... 78
COLUMBIA 40013 — The beautiful theme from the Charlie Chaplin film is already moving up via a London waxing.

BETTY CLOONEY
A Big City Boy Like You ... 78
CORAL 61000 — Tune is a fetching novelty, fresh lyrically and melodically.

KAREN CHANDLER
I Wouldn't Want It Any Other Way ... 75
CORAL 60995—Thrush Karen Chandler gives the ballad a heartfelt reading.

GUY LOMBARDO ORK
Just Another Polka ... 76
DECCA 28719—A natural cover job by the Lombardo ork.

JOHNNY MADDOX
Learning (Randy Smith, ASCAP) — Dot 15090—A bouncy ditty with fine Maddox piano work, backed by an ork.

LES BAXTER
Gigi (Alamo, ASCAP)—Capitol 2479—Another likely looking instrumental by Baxter who has become very hot of late.

PERRY COMO
No Other Love (Chappell, ASCAP)—RCA Victor 20-5317 — Lovely sentimental tune from "Me and Juliet" is being rushed to the market.

HARRY BELLAFONTE
Matilda, Matilda (Duchess, BMI)—RCA Victor 20-5311—The Victor folk artist turns in a sensitive reading of this novel tune.

TERESA BREWER
Too Much Mustard (Schuberth, ASCAP) Into Each Life Some Rain Must Fall (Pickwick, ASCAP)—Coral 60994—Thrush combines a novelty well-suited to her style with a stylized reading of the standard.

WADE RAY
Burned Fingers (Southern, ASCAP) Don't Wait to Baby Your Baby (Hill and Range, BMI)—RCA Victor 20-5302 — Two very fetching performances by Ray which could stir up action.

GEORGE MORGAN
I Passed By Your Window (Alamo, ASCAP) — Columbia 21108—Disk is already delivered in some quarters with beginning action reported.

HAL PAIGE
Drive It Home (Progressive, BMI)—Atlantic 996—Intriguing ditty is handled in buck dance fashion. This could easily step out.

VERETTA DILLARD
Mercy Mr. Percy (Savoy, BMI) No Kinda Good, No How (Crossroads, BMI)—Savoy 897—Lyrics are as intriguing as the titles and thrush socks across solid performances.

NEW RECORDS TO WATCH

Popular

Theme From Limelight (Bourne, ASCAP) Interest on this tune is running high. The London version by Frank Chacksfield ork (previously selected as a "Best Buy") beat all other versions to the market and got off to a very fast start.

JOHNNY MADDOX
Learning (Randy Smith, ASCAP) — Dot 15090—A bouncy ditty with fine Maddox piano work, backed by an ork.

LITA ROZA
Return to Paradise (Remick, ASCAP) — London 1349—Label, spurting strongly in the pop market of late, has come up with another potentially strong number.

LES BAXTER
Gigi (Alamo, ASCAP)—Capitol 2479—Another likely looking instrumental by Baxter who has become very hot of late.

PERRY COMO
No Other Love (Chappell, ASCAP)—RCA Victor 20-5317 — Lovely sentimental tune from "Me and Juliet" is being rushed to the market.

HARRY BELLAFONTE
Matilda, Matilda (Duchess, BMI)—RCA Victor 20-5311—The Victor folk artist turns in a sensitive reading of this novel tune.

Spiritual

THE PILGRIM TRAVELERS
Amazing Grace ... 85
SPECIALTY 847—The Pilgrim Travelers come thru with a truly beautiful and sincere reading of the traditional spiritual, showing off their outstanding harmony on this excellent gospel disk.

THE ORIGINAL GOSPEL HARMONETTES
The Railroad ... 74
SPECIALTY 846 — A mellifluous chantress leads the group smoothly thru this solemn gospel tune.

BRO. HUGH DENT
Let Us GLory ... 71
TRUMPET 181—Brother Hugh Dent

turns in an okay warble on an original religious tune. I'm Growing in the Spirit... 69 Same comment.

Sacred

CARL STORY
Way Down Deep in My Soul ... 73
MERCURY 70157 — Spirited gospel effort receives an effective vocal rendition by Story and the group over a hoe-down backing.

LULU BELLE & SCOTTY
God Put a Rainbow in the Clouds ... 72
MERCURY 70155 — Country-styled effort is sung brightly by Lulu Belle and a vocal group, over good guitar backing from the band.

Rhythm & Blues

RUTH BROWN
Wild, Wild Young Men ... 88
ATLANTIC 993 — The tempo and Miss Brown's performance measure up to the promise of the title.

AMOS MILBURN
Long, Long Day ... 80
ALADDIN 3168—Chatter can't wait to get back to his gal, and he sings persuasively of his anticipation.

(Continued on page 46)

Country & Western

MARTY ROBBINS
A Half-Way Chance With You ... 85
COLUMBIA 21111—First-rate song material here in a twist on the "Half As Much" idea.

JIM REEVES
Butterfly Love ... 83
ABBOTT 137—It isn't often when a singer with an indie label hits the top of the sales chart.

MITCHELL TOROK
Little Hoo-Wee ... 80
ABBOTT 136 — Torok, who wrote "Mexican Joe," moves to China for his inspiration on this tune.

WADE RAY
Burned Fingers ... 78
V 20-5302—Well done chanting job on a smart ballad by Wade Ray, a fine country singer.

GLORIA WOOD-PETE CANDOLI
Hey! Bellhop! ... 75
CAPITOL 2471 — Here's a real weirdie, one that is screwy enough to pick up a bundle of spins from the jazz jocks.

MAT MATHEWS QUINTET
There's a Small Hotel ... 71
BRUNSWICK 80220—Mathews group should interest jazz fans via the Joe Mooney or Ernie Felice sound.

BUCK CLAYTON
I Want a Little Girl ... 70
OKEH 6968—Instrumental trio which is fronted by Clayton has a pleasing, quiet approach to this tune.

REGINA KUJAWA
Swir, Swir, Swir ... 72
DANA 790—The chirp delivers a neat mazurka vocal to a pleasant ditty which should please the Polish speaking people.

FRANK WOJNAROWSKI
Helena Polka ... 78
DANA 3122 — Straight instrumental polka is bright and brassy. First-rate stuff, this.

FRANK WOJNAROWSKI
Slovak Polka ... 78
More of the same.

Number of Releases This Week

Table with 4 columns: Label, Pop, C&W, R&B. Lists various record labels and their release counts for Pop, Country & Western, and Rhythm & Blues categories.

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

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

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

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

Les **PAUL** *Mary* **FORD** **MAGIC AGAIN**

IT'S THE

Hit After Hit!
Month After Month!
You Just Can't Miss!
(unless you run out of stock)



THEIR NEXT TOP-SELLER

"VAYA CON DIOS

(MAY GOD BE WITH YOU)"

and

"JOHNNY

(IS THE BOY FOR ME)"

RECORD No. 2486

THIS WEEK'S BEST BUYS

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

Popular

- THE BREEZE** (Leeds, ASCAP)—Helene Dixon—Okeh 6964
There's definite upward movement noted in this week's reports. Its biggest strength is in the Midwest where Pittsburgh, Cincinnati and Detroit reported it strong. Building reports also received from Philadelphia and Boston. Most action on "Don't Call My Name."
- SEND MY BABY BACK TO ME** (E. H. Morris, ASCAP)—Sunny Gale—RCA Victor 20-5306
Building good strength in the East. Strong in New York and Pittsburgh. Good in Philadelphia, Buffalo and Cincinnati. Flip is "Meanwhile" (Witmark, ASCAP).
- CANDY LIPS** (Milene, ASCAP)
LET'S WALK THAT-A-WAY (Alamo, ASCAP)—Doris Day—Johnnie Ray—Columbia 40001
Some areas had not yet received this record when checked, but Philadelphia, Buffalo, L. A. and Pittsburgh all said good and definitely moving up. "Candy Lips" reported as action side in three of the cities. Boston said flip.
- OH** (Feist, ASCAP)
SAN (E. H. Morris, ASCAP)—Pee Wee Hunt—Capitol 2442
On the Pittsburgh chart and moving ahead well in Detroit, Boston, Buffalo and Chicago.
- DENNIS THE MENACE** (Santly Joy, ASCAP)
LITTLE JOSEY (Montclare, BMI)—Rosemary Clooney—Jimmy Boyd—Columbia 39988
Very encouraging reports from the Midwest and Southwest. L. A., which favors "Josey" also says good. East is the slowest area to react.
- ELMER'S TUNE**
JERSEY BOUNCE—Del Wood—Republic 7043
This is listed chiefly as a juke box selection tho scattered dealer activity was also reported. One-stop and operator reports show that for the location that can handle honky tonk piano this is a good record.
- TELL US WHERE THE GOOD TIMES ARE** (Oxford, ASCAP)
THERE'S NOTHING AS SWEET AS MY BABY (Acuff-Rose, BMI)—Mindy Carson—Guy Mitchell—Columbia 39992

Very good reports from Boston, Buffalo, New York, Pittsburgh, Chicago and Philadelphia noted increasing activity. Most activity on "Good Times."

Country & Western

- FREE HOME DEMONSTRATION** (Hawthorne, ASCAP)
HOW'S THE WORLD TREATING YOU (Tannen, BMI)—Eddy Arnold—RCA Victor 20-5305
Off to a good start in areas that had received the record according to reports.
- DON'T CALL MY NAME** (Laurel, ASCAP)
HEY, MR. COTTON PICKER (Laurel, ASCAP)—Roberta Lee—Tex Williams—Decca 28721
Very strong in Southern California. North Carolina, Philadelphia, Buffalo all reported good and building activity. Pittsburgh said good and holding steady.
- A HALF-WAY CHANCE WITH YOU** (Acuff-Rose, BMI)—Marty Robbins—Columbia 2111
Very new but already substantiated by good starting reports from Buffalo, Pittsburgh, Durham, Cincinnati and L. A. Flip is "A Castle in the Sky" (Acuff-Rose, BMI)
- CHEROKEE** (Skidmore, ASCAP)—Earl Bostic—King 4623
Building reports were received this week from Buffalo, Pittsburgh, Chicago L. A. and Durham. Flip is "The Song Is Ended" (Berlin, ASCAP).
- WILD, WILD YOUNG MEN** (Progressive, BMI)
MEND YOUR WAYS (Raleigh, BMI)—Ruth Brown—Atlantic 993
Off to fast start in such places as New York, Philadelphia, Buffalo, Pittsburgh and Cincinnati.
- LONG, LONG DAY** (Aladdin, BMI)
PLEASE, MR. JOHNSON—Amos Milburn—Aladdin 3168
Good reports from Midwestern areas as well as Philadelphia and North Carolina. Most activity on "Day."

Rhythm & Blues

Late Reports on Recent 'Best Buys'

Following are condensed reports, based on late field information from all segments of the trade, showing the progress being made by records which have been selected as "Best Buys" during recent weeks. Reports on a record are discontinued after the first week it appears on either the National Best-Seller or Juke Box Chart.

Popular

- THEME FROM LIMELIGHT**
Frank Chacksfield Ork—London 1342
Record has gotten off to an extremely fast start, is on several territorials and has hit the national retail chart.
- RUBY**
Les Baxter—Capitol 2457
Hit national best-seller chart.
- RUBY**
Richard Hayman—Mercury 70115
Disk finally hit the national juke box list and continues to move up the best-seller chart (now No. 3).
- APRIL IN PORTUGAL**
Tony Martin—RCA Victor 20-5279
Hit national juke box chart for first time.
- CRAZY MAN CRAZY**
Bill Haley—Essex 321
Haley version continues to more than hold its own. Continues on best-seller and juke box list. In many spots it has shut out the Marterie record almost completely as far as juke boxes are concerned. In Cincinnati Marterie has come on strongly. Activity is very good on both in Chicago, Buffalo and L. A.
- RUBY**
Victor Young—Decca 28675
Continues to hold strength, just off top 20 listing.
- I'D RATHER DIE YOUNG**
Hilltoppers—Dot 1508
Coming up strongly, now just off the national sales chart.
- ORGAN GRINDER'S SWING**
HONEY IN THE HORN
Four Aces—Decca 28691
Definitely building strength. Side preference continues split with edge currently to "Organ Grinder's Swing."

Continued on page 50

Country & Western

- TOO YOUNG TO TANGO**
Sunshine Ruby—RCA Victor 20-5250
Continues to show good strength in a number of areas with beginning action noted in Eastern Pennsylvania.
- JUST WAIT TILL I GET YOU ALONE**
Carl Smith—Columbia 21087
Hit juke box chart for first time.
- SOUTH IN NEW ORLEANS**
Johnnie and Jack—RCA Victor 20-5290
Continues to make gains in the Midwest and South.
- SPANISH FIRE BALL**
Hank Snow—RCA Victor 20-5296
Building steadily according to all hillbilly reports. Closing fast on the top 10 retail sellers.
- BIG MAMOU**
Link Davis—Okeh 18001
Reports show it to be holding pretty steady in the areas previously reported. No new action reports.

Rhythm & Blues

- IS IT A DREAM?**
Vocaleers—Robin 114
Hit national best seller list for first week.
- HEAVY JUICE**
Tiny Bradshaw—King 4621
Continues to show building action. Just off national sales chart.
- THESE FOOLISH THINGS**
Dominoes—Federal 12129
Most reports continue to show upward movement on this record.

Coming Up in the Trade

The following records have been selected by dealers, disk jockeys and operators as tomorrow's hits, based on early activity. Picks are limited to recent records which have not yet appeared on any of The Billboard Music Popularity Charts.

The Dealers Pick

Popular

- HALF A PHOTOGRAPH**
Kay Starr—Capitol 2464
- ALLEZ-VOUS-EN**
Kay Starr—Capitol 2464
- I AM IN LOVE**
Nat (King) Cole—Capitol 2459
- USKA DARA**
Eartha Kitt—RCA Victor 20-5284
- DENNIS THE MENACE**
Rosemary Clooney—Jimmy Boyd—Columbia 39988
- ORGAN GRINDER'S SWING**
Four Aces—Decca 28691
- OO! WHAT YOU DO TO ME**
Patti Page—Mercury 70127
- JUST ANOTHER POLKA**
Jo Stafford—Columbia 40000

Country & Western

- I CAN'T WAIT**
Faron Young—Capitol 2461
- SPANISH FIRE BALL**
Hank Snow—RCA Victor 20-5296
- SOUTH IN NEW ORLEANS**
Johnnie and Jack—RCA Victor 20-5290
- RESTLESS HEART**
Slim Whitman—Imperial 8199

- I BELIEVE**
Red Foley—Decca 28694
- A HALF-WAY CHANCE WITH YOU**
Marty Robbins—Columbia 21111

Rhythm & Blues

- THESE FOOLISH THINGS**
Dominoes—Federal 12129
- HEAVY JUICE**
Tiny Bradshaw—King 4621
- WAY BACK HOME**
Big Maybelle—Okeh 6955
- I'VE LEARNED MY LESSON**
Emit Slay Trio—Savoy 892
- I'M GLAD**
Mitzi Mars—Checker 773

The Disk Jockeys Pick

Popular

- ALLEZ-VOUS-EN**
Kay Starr—Capitol 2464
- I AM IN LOVE**
Nat (King) Cole—Capitol 2459
- HALF A PHOTOGRAPH**
Kay Starr—Capitol 2464

- JUST ANOTHER POLKA**
Jo Stafford—Columbia 40000
- DENNIS THE MENACE**
Rosemary Clooney—Jimmy Boyd—Columbia 39988
- SEND MY BABY BACK TO ME**
Judy Garland—Columbia 40010
- TELL US WHERE THE GOOD TIMES ARE**
Mindy Carson—Guy Mitchell—Columbia 39992

Country & Western

- SPANISH FIRE BALL**
Hank Snow—RCA Victor 20-5296

The Operators Pick

Popular

- OO! WHAT YOU DO TO ME**
Patti Page—Mercury 70127
- ORGAN GRINDER'S SWING**
Four Aces—Decca 28691
- THE BREEZE**
Trudy Richards—Derby 923

RECORD DEALERS—

Each week dealers buy, for customer distribution, over 20,000 copies of Today's Top Tunes—The Billboard's weekly record sales aid. "This Week's Best Buys" are now listed in Today's Top Tunes. For details write: Today's Top Tunes, The Billboard, 2160 Patterson St., Cincinnati, Ohio.

JUKE BOX OPERATORS—

Title strips for each of the records listed in "This Week's Best Buys" are available to you. Only those records suitable for juke boxes are included in weekly title strip releases. For more information write: Title Strip Service, The Billboard, 1564 Broadway, New York City.

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bubbling fun!

Rosemary CLOONEY *and* Jimmy BOYD

present two rollicking, tuneful new hits

DENNIS *the* MENACE



Based on the comic strip by Hank Ketcham

LITTLE JOSEY



Accompanied by
**NORMAN
LUBOFF**

78 rpm 39988
45 rpm 4-39988



COLUMBIA RECORDS

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

The Billboard Music Popularity Charts

... for Week Ending May 23

TOP POPULAR RECORDS

Best Selling Singles

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.

This Week	Last Week	Weeks on Chart	
		Week	Chart
1. SONG FROM MOULIN ROUGE— F. Sanders.....	1	9	
Swedish Rhapsody—Col 39944—BMI			
2. APRIL IN PORTUGAL—L. Baxter.....	3	9	
Suddenly—Cap 2374—ASCAP			
3. RUBY—R. Hayman.....	6	8	
Love Mood—Mercury 70115—ASCAP			
4. I'M WALKING BEHIND YOU— E. Fisher-H. Winterhalter.....	7	4	
Just Another Polka—V 20-5293—ASCAP			
5. DOGGIE IN THE WINDOW—P. Page... 2	18		
My Jealous Eyes—Mercury 70070—ASCAP			
6. I BELIEVE—F. Laine.....	4	15	
Your Cheatin' Heart—Col 39938—ASCAP			
7. SAY YOU'RE MINE AGAIN— Perry Como.....	9	6	
My One and Only Heart—V 20-5277—ASCAP			
8. ANNA—S. Mangano.....	8	8	
I Loved You—M-G-M 11457—BMI			
9. PRETEND—Nat (King) Cole.....	5	16	
Don't Let Your Eyes Go Shopping— Cap 2346—ASCAP			
10. THE HO HO SONG—Red Buttons.....	10	5	
Strange Things Are Happening— Col 39981—ASCAP			
11. I BELIEVE—J. Froman.....	14	5	
Ghost of a Rose—Cap 2332—ASCAP			
12. SEVEN LONELY DAYS—G. Gibbs.....	11	12	
If You Take My Heart Away— Mercury 70095—ASCAP			
13. APRIL IN PORTUGAL—R. Hayman....	13	5	
Anna—Mercury 70114—ASCAP			
14. TELL ME A STORY—F. Laine-J. Boyd..	12	12	
Little Boy and the Old Man—Col 39945—BMI			
15. APRIL IN PORTUGAL—F. Martin.....	17	3	
Penny Whistle Blues—V 20-5052—ASCAP			
16. SONG FROM MOULIN ROUGE— Mantovani.....	16	2	
Vola Colomba—London 1328—BMI			
17. CRAZY MAN CRAZY— B. Haley's Comets.....	15	2	
What Cha Gonna Do—Essex 321—BMI			
18. YOUR CHEATIN' HEART—Joni James..	18	15	
I'll Be Waiting for You—M-G-M 11426—BMI			
19. LIMELIGHT (Terry's Theme)— F. Chacksfield.....	1		
Limelight (Ballet Music)—London 1342—ASCAP			
20. RUBY—L. Baxter.....	1		
Little Love—Cap 2457—ASCAP			

Most Played in Juke Boxes

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

This Week	Last Week	Weeks on Chart	
		Week	Chart
1. SONG FROM MOULIN ROUGE— P. Faith-F. Sanders.....	1	5	
Swedish Rhapsody—Col 39944—BMI			
2. APRIL IN PORTUGAL—L. Baxter.....	4	6	
Suddenly—Cap 2374—ASCAP			
3. DOGGIE IN THE WINDOW—Patti Page..	2	17	
My Jealous Eyes—Mercury 70070—ASCAP			
4. I BELIEVE—F. Laine.....	3	12	
Your Cheatin' Heart—Col 39938—ASCAP			
4. SAY YOU'RE MINE AGAIN—P. Como..	5	5	
My One and Only Heart—V 20-5277—BMI			
6. I'M WALKING BEHIND YOU— F. Fisher-H. Winterhalter.....	9	4	
Just Another Polka—V 20-5293—ASCAP			
7. SEVEN LONELY DAYS—G. Gibbs.....	5	12	
If You Take My Heart Away— Mercury 70095—ASCAP			
8. PRETEND—Nat (King) Cole.....	8	15	
Don't Let Your Eyes Go Shopping— Cap 2346—ASCAP			
9. YOUR CHEATIN' HEART—Joni James..	7	15	
I'll Be Waiting for You—M-G-M 11426—BMI			
10. ANNA—S. Mangano.....	14	3	
I Loved You—M-G-M 11457—BMI			
11. ALMOST ALWAYS—J. James.....	11	5	
Is It Any Wonder?—M-G-M 11470—ASCAP			
12. RAMONA—Gaylords.....	12	8	
Spinning a Web—Mercury 70112—ASCAP			
13. HO HO SONG—R. Buttons.....	16	2	
Strange Things Are Happening— Col 39981—ASCAP			
13. RUBY—L. Baxter.....	17	2	
Little Love—Cap 2457—ASCAP			
15. CRAZY MAN CRAZY— B. Haley's Comets.....	19	2	
What Cha Gonna Do—Essex 321—BMI			
15. RUBY—R. Hayman.....	1		
Love Mood—Mercury 70115—ASCAP			
17. TELL ME A STORY— F. Laine-J. Boyd.....	10	10	
Little Boy and the Old Man—Col 39945—BMI			
17. CARAVAN—R. Marterie.....	13	7	
While We Dream—Mercury 70097—ASCAP			
17. APRIL IN PORTUGAL—Tony Martin..	1		
Now Hear This—V 20-5279—ASCAP			
20. APRIL IN PORTUGAL—R. Hayman....	2		
Anna—Mercury 70114—ASCAP			
20. STRANGE THINGS ARE HAPPENING —R. Buttons.....	1		
Ho Ho Song—Col 39981—ASCAP			

Most Played by Jockeys

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

This Week	Last Week	Weeks on Chart	
		Week	Chart
1. SONG OF MOULIN ROUGE— P. Faith-F. Sanders.....	1	6	
Swedish Rhapsody—Col 39944—BMI			
2. APRIL IN PORTUGAL—L. Baxter.....	2	8	
Suddenly—Cap 2374—ASCAP			
3. I BELIEVE—F. Laine.....	3	13	
Your Cheatin' Heart—Col 39938—ASCAP			
4. RUBY—R. Hayman.....	4	7	
Love Mood—Mercury 70115—ASCAP			
5. SEVEN LONELY DAYS—G. Gibbs....	6	11	
If You Take My Heart Away— Mercury 70095—ASCAP			
6. I'M WALKING BEHIND YOU— E. Fisher-H. Winterhalter.....	8	3	
Just Another Polka—V 20-5293—ASCAP			
7. SAY YOU'RE MINE AGAIN— Perry Como.....	11	5	
My One and Only Heart—V 20-5277—ASCAP			
8. DOGGIE IN THE WINDOW—P. Page... 4	16		
My Jealous Eyes—Mercury 70070—ASCAP			
9. PRETEND—Nat (King) Cole.....	7	15	
Don't Let Your Eyes Go Shopping— Cap 2346—ASCAP			
10. YOUR CHEATING HEART—J. James..	9	14	
I'll Be Waiting for You—M-G-M 11426—BMI			
11. APRIL IN PORTUGAL—V. Damone... 10	4		
I'm Walking Behind You— Mercury 70128—ASCAP			
12. TELL ME A STORY—F. Laine-J. Boyd..	20	10	
Little Boy and the Old Man—Col 39945—BMI			
13. RUBY—L. Baxter.....	12	2	
Little Love—Cap 2457—ASCAP			
14. I'M WALKING BEHIND YOU— F. Sinatra.....	17	3	
Lean Baby—Cap 2450—ASCAP			
15. SONG FROM MOULIN ROUGE— Mantovani.....	13	3	
Vola Colomba—London 1328—BMI			
16. O WHAT YOU DO TO ME—P. Page... 1			
Now That I'm in Love—Mercury 70127—ASCAP			
17. I BELIEVE—J. Froman.....	5		
Ghost of a Rose—Cap 2332—ASCAP			
18. IS IT ANY WONDER?—J. James.....	16	3	
Almost Always—M-G-M 11470—ASCAP			
18. ALMOST ALWAYS—Joni James.....	1		
Is It Any Wonder?—M-G-M 11470—ASCAP			
20. CARAVAN—R. Marterie.....	13	11	
While We Dream—Mercury 70097—ASCAP			

Best Selling Popular Albums

Albums are ranked in order of their current national selling importance at the retail level. Results are based on The Billboard's weekly survey among the nation's top volume pop record dealers representing every important market area. Separate charts are listed for 33 1/3 r.p.m. and 45 r.p.m. records

This Week	Last Week	Weeks on Chart	
		Week	Chart
33 1/3 R.P.M.			
1. MUSIC FOR LOVERS ONLY—J. Gleason—Cap H-352.....	2	20	
1. MUSIC OF VICTOR HERBERT—Mantovani Ork—London LL-746.....	3	3	
3. HANS CHRISTIAN ANDERSEN—D. Kaye-G. Jenkins—Dec DL-5433.....	1	20	
4. ARTHUR GODFREY'S TV CALENDAR SHOW—A. Godfrey and His Friends—Col CL-521... 4	10		
5. CALL ME MADAM—E. Merman—Dec DL-5465, DL-8035.....	9	61	
6. WONDERFUL TOWN—R. Russell—Dec A-937; DL-9010.....	1		
7. BY THE LIGHT OF THE SILVERY MOON—Doris Day—Col CL-6248.....	6	4	
8. SWEETHEARTS—M. Marlowe and F. Parker—Col CL-6241.....	7	14	
9. KAY STARR STYLE—Kaye Starr—Cap H-383.....	8	16	
10. STARS AND STRIPES FOREVER—A. Newman—M-G-M E-176.....	5	20	
45 R.P.M.			
1. MUSIC FOR LOVERS ONLY—J. Gleason—Cap EBF-325.....	2	15	
2. HANS CHRISTIAN ANDERSEN—D. Kaye-G. Jenkins—Dec 9-364.....	1	18	
3. ARTHUR GODFREY'S TV CALENDAR SHOW—A. Godfrey and His Friends—Col G-4-18... 3	10		
4. SWEETHEARTS—M. Marlowe and Frank Parker—Col B-331.....	4	14	
5. BY THE LIGHT OF THE SILVERY MOON—Doris Day—Col B-334.....	5	4	
6. MUSIC OF VICTOR HERBERT—Mantovani—London BEP-6074; London BEP-6075.....	8	2	
7. STARS AND STRIPES FOREVER—A. Newman and 20th Century-Fox Studio Ork— M-G-M K-176.....	6	21	
8. CALL ME MADAM—E. Merman—Dec ED-508.....	10	61	
9. KAY STARR STYLE—Kaye Starr—Cap EBF-363.....	7	15	
10. STAN KENTON CONCEPTS—S. Kenton—Cap EBF-383.....	9	2	

Best Selling Children's Records

Records are ranked in order of their current national selling importance at the retail level. Results are based on The Billboard's weekly survey among record dealers throughout the country with a high sales volume in children's records. No distinction is made between record speeds. Number after title indicates the number of records in each set.

This Week	Last Week	Weeks on Chart	
		Week	Chart
1. PETER PAN (2)—B. Driscoll-Original Cast—V VY-4001.....	1	14	
2. DOGGIE IN THE WINDOW (1)—Patti Page—Mercury 70070.....	3	6	
3. HANS CHRISTIAN ANDERSEN (4)—D. Kaye—Decca A-919.....	2	14	
4. LITTLE RED MONKEY (1)—R. Clooney—Col MJV-164.....	4	2	
5. ROBIN HOOD (2)—B. May-E. Pala-G. Wyle-E. Hayes-L. E. Watkins—Cap DBX-3138.....	5	38	
5. PETER AND THE WOLF (2)—Sterling Holloway—V Y-386.....	9	101	
7. TELL ME A STORY (1)—J. Boyd-F. Laine—Col MJV-161.....	6	3	
7. BOZO AT THE CIRCUS (2)—A. Livingston-Vance Pinto Colvig—Cap BBX-34.....	7	208	
7. THUMBALINA—D. Kaye—Dec 28380.....	1		
10. BOZO ON THE FARM (2)—P. Colvig-B. May—Cap DBX-3076.....	1	71	
11. BOZO HAS A PARTY (2)—B. May Ork-P. Colvig—Cap DBX-3133.....	7	38	
11. I TAUT I TAW A PUDDY TAT (1)—Mel Blanc—Cap 1360.....	9	8	
11. NEVER SMILE AT A CROCODILE (1)—J. Lewis—Cap CAS-3163.....	9	2	
11. TRAIN TO THE ZOO (1)—N. Rose—Children's Guild 1001.....	12	38	
15. TEDDY BEAR'S PICNIC (1)—P. Green—M-G-M 30194.....	1	5	
15. TWEET, TWEET TWEETY (1)—M. Blanc-B. May—Cap CAS-3118.....	1	27	

every Eddy Arnold record is news

THIS ONE'S

BIG NEWS!

EDDY ARNOLD

HOW'S THE WORLD TREATING YOU

c/w

FREE HOME DEMONSTRATION

20/47-5305



NEW RELEASES

RCA VICTOR—
Release #53-22

BEST SELLERS

This Week's
RCA Victor
Best Sellers

POPULAR

78 | 45

- SUZANNE**
(Every Night When the Sun Goes Down)
(From the M-G-M film "Bright Road")
- MATILDA, MATILDA!**
Harry Belafonte with Orch. and Chorus
20-5311 (47-5311)*
- RETURN TO PARADISE**
(from the Aspen film "Return to Paradise")
- THE MOON IS BLUE**
(from the Otto Preminger-F. Hugh Herbert
film "The Moon Is Blue")
The Silver Strings 20-5318 (47-5318)*
- THE CARLEBOOGIE**
THE RHYTHM OF THE RAINDROPS
Frankie Carle and his Orch.
20-5319 (47-5319)*
- Spike's landed a big one!**
THREE LITTLE FISHIES
(Itty Bitty Poo)
Vocal refrain by George Rock
- A DIN SKAL, A MIN SKAL**
(Swedish Polka)
Vocal refrain by Ole Svenson and
the Yimpin' Yimminy Fans
- Spike Jones and the City Slickers**
20-5320 (47-5320)*
- PIANOLO**
THE DONKEY SERENADE
(from "The Firefly")
Al Caiola with Rhythm
20-5315 (47-5315)*
- PUT YOUR LITTLE FOOT THERE**
BUMPS-A-DAISY—Waltz
RCA Victor Folk Dance Orch.
20-5316 (47-5316)*



COUNTRY-WESTERN

- I WAS WRONG**
I HEARD ABOUT YOU
Charline Arthur 20-5313 (47-5313)*
- THAT LONG, LONG ROAD OF LOVE**
I LEFT MY HEART AT HOME
Don Meehan 20-5314 (47-5314)*

RHYTHM-BLUES

The sensational answer to their smash
"I Want To Know"



- I FOUND OUT**
(What You Do When You Go 'Round There)
- LITTLE GIRL, LITTLE GIRL**
(You'd Better Stop Talkin' in Your Sleep)
- The Du Droppers**
20-5321 (47-5321)*

ALBUMS

- HOMER AND JETHRO ASSAULT THE TOP POPS**
Homer and Jethro EPA-499*

POPULAR

78 | 45

- I'M WALKING BEHIND YOU/JUST ANOTHER POLKA**
Eddie Fisher20-5293 (47-5293)
- THAT HOUND DOG IN THE WINDOW/PORE OL' KOO-LIGER**
Homer & Jethro20-5280 (47-5280)
- MY ONE AND ONLY HEART/SAY YOU'RE MINE AGAIN**
Perry Como20-5277 (47-5277)
- USKA DARA/TWO LOVERS**
Eartha Kitt20-5284 (47-5284)
- NOW HEAR THIS/APRIL IN PORTUGAL**
Tony Martin20-5279 (47-5279)
- APRIL IN PORTUGAL/PENNY WHISTLE BLUES**
Freddy Martin20-5052 (47-5052)
- WHAT A CRAZY GUY/THERE IS A TAVERN IN THE TOWN**
Wally Cox20-5278 (47-5278)
- HEAP BIG BEAT/I WONDER WHY**
Buddy Morrow20-5295 (47-5295)
- THE HONEY JUMP/TIME TO DREAM**
Sauter-Finegan20-5307 (47-5307)
- JIGSAW PUZZLE HEART/THE OLD TRIANGLE**
Sonny Howard20-5304 (47-5304)
- HOT TODDY/SERENADE**
Ralph Flanagan20-5095 (47-5095)
- WALTZ OF PAREE/PADAM . . . PADAM**
Melachrino Strings20-5285 (47-5285)
- SEND MY BABY BACK TO ME/MEANWHILE**
Sunny Gale30-5306 (47-5306)
- RUBY/LESS THAN TOMORROW**
Vaughn Monroe20-5286 (47-5286)
- DOO WACKA DOODLE/THE SONG FROM MOULIN ROUGE**
Boston Pops10-4166 (49-4166)

COUNTRY-WESTERN

- SPANISH FIRE BALL/BETWEEN FIRE AND WATER**
Hank Snow20-5296 (47-5296)
- TOO YOUNG TO TANGO/HEARTS WEREN'T MEANT
TO BE BROKEN**
Sunshine Ruby20-5250 (47-5250)
- SOUTH IN NEW ORLEANS/WINNER OF YOUR HEART**
Johnnie & Jack20-5290 (47-5290)
- HOW'S THE WORLD TREATING YOU/FREE HOME
DEMONSTRATION**
Eddy Arnold20-5305 (47-5305)
- BROKEN WINGS/THE CANNONBALL YODEL**
Elton Britt20-5251 (47-5251)

RHYTHM-BLUES

- I WANNA KNOW/LAUGHING BLUES**
The Du Droppers20-5229 (47-5229)
- ALL NIGHT BABY/OH WHY**
The Robins20-5271 (47-5271)
- IN THE GOOD OLD SUMMERTIME/EASY ERNIE**
Al Sears20-5272 (47-5272)



Breaking in New England!

HARRY BELAFONTE

MATILDA, MATILDA!

c/w

SUZANNE

20-47-5311

"45 EXTENDED PLAY" ALBUMS
MEAN EXTRA PROFIT



EPA-415

(EPA-415)

"Spike Jones Kids the Classics," including the "William Tell Overture," the "Dance of the Hours," "Rhapsody From Hungary(y)" and "None But the Lonely Heart."

(EPAT-402)

"Stars and Stripes Forever," the March King himself, John Philip Sousa, leads his famous band in four of his own compositions: "Stars and Stripes Forever," "High School Cadets," "The Fairest of the Fair" and "El Capitan March."



EPAT-402



SALES GROW
WHEN YOU GO "45"

RCA VICTOR
FIRST IN RECORDED MUSIC



CLIP—FILL IN—ORDER TODAY! →

The Billboard's Music Popularity Charts

... For Week Ending May 23

Territorial Best Sellers (Popular)

This Week's Territorial Best Sellers to Watch

Records listed under "Territorial Best Sellers to Watch" have appeared for the first time this week on any of the charts. These are spotlighted for the convenience of dealers and operators in other markets.

City	Record	Label/Number
Chicago	LIMELIGHT (TERRY'S THEME)	F. Chacksfield, London 1342
New York	I'D RATHER DIE YOUNG	Hilltoppers, Dot 15085
Boston	ORGAN GRINDER'S SWING	Four Aces, Decca 28691
Atlanta	P.S.: I LOVE YOU	Hilltoppers, Dot 15085
Philadelphia	BIG MAMOU	P. Hanley, Okeh 6956
St. Louis	BREEZE, THE	T. Richards, Derby 823
Pittsburgh	OH	P. W. Hunt, Capitol 2442
Boston	P.S.: I LOVE YOU	Hilltoppers, Dot 15085
Boston	ALLEZ VOUS EN	K. Starr, Capitol 2464

Territorial Best Sellers

Listings are based on late reports secured via Western Union messenger service from top dealers in each of the markets listed.

Chicago

1. Song From Moulin Rouge P. Faith-F. Sanders, Columbia
2. Anna S. Mangano, M-G-M
3. April in Portugal L. Baxter, Capitol
4. Ruby R. Hayman, Mercury
5. Ho Ho Song R. Buttons, Columbia
6. Say You're Mine Again P. Como, Victor
7. Uska Dara E. Kitt, Victor
8. I'm Walking Behind You E. Fisher-H. Winterhalter, Victor
9. My One and Only Heart P. Como, Victor
10. Limelight (Terry's Theme) F. Chacksfield, London

Atlanta

1. Song From Moulin Rouge P. Faith-F. Sanders, Columbia
2. Doggie in the Window P. Page, Mercury
3. I Believe F. Laine, Columbia
4. Ruby R. Hayman, Mercury
5. I'd Rather Die Young Hilltoppers, Dot
6. Pretend Nat (King) Cole, Capitol
7. April in Portugal L. Baxter, Capitol
8. Caravan R. Marterie, Mercury
9. Somebody Stole My Gal J. Ray, Columbia
10. I'm Walking Behind You E. Fisher-H. Winterhalter, Victor

Dallas-Ft. Worth

1. April in Portugal L. Baxter, Capitol
2. Song From Moulin Rouge P. Faith-F. Sanders, Columbia
3. Pretend Nat (King) Cole, Capitol
4. Doggie in the Window P. Page, Mercury
5. Ruby R. Hayman, Mercury
6. I Believe J. Froman, Capitol
7. Say You're Mine Again P. Como, Victor
8. I'm Walking Behind You E. Fisher-H. Winterhalter, Victor
9. Caravan R. Marterie, Mercury
10. Ruby V. Young, Decca

Philadelphia

1. Song From Moulin Rouge P. Faith-F. Sanders, Columbia
2. I Believe F. Laine, Columbia
3. April in Portugal L. Baxter, Capitol

Washington-Baltimore

1. Song From Moulin Rouge P. Faith-F. Sanders, Columbia
2. April in Portugal L. Baxter, Capitol
3. Say You're Mine Again P. Como, Victor
4. Anna Mangano, M-G-M
5. Doggie in the Window P. Page, Mercury
6. I Believe J. Froman, Capitol
7. I'm Walking Behind You E. Fisher-H. Winterhalter, Victor
8. Crazy Man Crazy B. Haley, Essex
9. I Believe F. Laine, Columbia
10. Ruby R. Hayman, Mercury

Los Angeles

1. Song From Moulin Rouge P. Faith-F. Sanders, Columbia
2. Ruby R. Hayman, Mercury
3. Pretend Nat (King) Cole, Capitol
4. April in Portugal L. Baxter, Capitol
5. Anna S. Mangano, M-G-M
6. I'm Walking Behind You E. Fisher-H. Winterhalter, Victor
7. Doggie in the Window P. Page, Mercury
8. I Believe J. Froman, Capitol
9. Say You're Mine Again P. Como, Victor
10. April in Portugal F. Martin, Victor

New York

1. Song From Moulin Rouge P. Faith-F. Sanders, Columbia
2. Limelight (Terry's Theme) F. Chacksfield, London
3. Anna S. Mangano, M-G-M
4. Pretend Nat (King) Cole, Capitol
5. Doggie in the Window P. Page, Mercury
6. April in Portugal L. Baxter, Capitol
7. I Believe F. Laine, Columbia
8. Ruby R. Hayman, Mercury
9. I Believe J. Froman, Capitol
10. Say You're Mine Again P. Como, Victor

Detroit

1. Song From Moulin Rouge P. Faith-F. Sanders, Columbia
2. April in Portugal R. Hayman, Mercury
3. I'm Walking Behind You E. Fisher-H. Winterhalter, Victor
4. Say You're Mine Again P. Como, Victor
5. Ho Ho Song R. Buttons, Columbia
6. I Believe F. Laine, Columbia
7. Ruby R. Hayman, Mercury
8. Pretend Nat (King) Cole, Capitol
9. April in Portugal L. Baxter, Capitol
10. Half a Photograph K. Starr, Capitol

New Orleans

1. Song From Moulin Rouge P. Faith-F. Sanders, Columbia
2. April in Portugal L. Baxter, Capitol
3. Anna S. Mangano, M-G-M
4. I Believe F. Laine, Columbia
5. Pour Me a Glass of Teardrops B. Williams, M-G-M
6. Doc in the Window P. Page, Mercury
7. Pretend Nat (King) Cole, Capitol
8. Ruby V. Young, Decca
9. Dennis the Menace R. Clooney-J. Boyd, Columbia
10. Ho Ho Song R. Buttons, Columbia

Cincinnati

1. Song From Moulin Rouge P. Faith-F. Sanders, Columbia
2. Say You're Mine Again P. Como, Victor
3. I'm Walking Behind You E. Fisher-H. Winterhalter, Victor
4. April in Portugal R. Hayman, Mercury
5. I Believe J. Froman, Capitol
6. Ruby R. Hayman, Mercury
7. Pretend Nat (King) Cole, Capitol
8. I Believe F. Laine, Columbia
9. Is It Any Wonder J. James, M-G-M
10. Crazy Man Crazy B. Haley, Essex

Pittsburgh

1. Song From Moulin Rouge P. Faith-F. Sanders, Columbia
2. I Believe F. Laine, Columbia
3. April in Portugal L. Baxter, Capitol
4. April in Portugal V. Damone, Mercury
5. Oh! P. W. Hunt, Capitol
6. April in Portugal R. Hayman, Mercury
7. I'm Walking Behind You E. Fisher-H. Winterhalter, Victor

Seattle

1. Song From Moulin Rouge P. Faith-F. Sanders, Columbia
2. April in Portugal L. Baxter, Capitol
3. Ruby R. Hayman, Mercury
4. I'm Walking Behind You E. Fisher-H. Winterhalter, Victor
5. Doggie in the Window P. Page, Mercury
6. Anna Mangano, M-G-M
7. Ruby L. Baxter, Capitol
8. Say You're Mine Again P. Como, Victor
9. If I Were King Hilltoppers, Dot
10. Half a Photograph K. Starr, Capitol

Boston

1. Song From Moulin Rouge P. Faith-F. Sanders, Columbia
2. Ruby R. Hayman, Mercury
3. Anna S. Mangano, M-G-M
4. Say You're Mine Again P. Como, Victor
5. Pretend Nat (King) Cole, Capitol
6. Song From Moulin Rouge Mantovani, London
7. Doggie in the Window P. Page, Mercury
8. I'm Walking Behind You E. Fisher-H. Winterhalter, Victor
9. Limelight (Terry's Theme) F. Chacksfield, London
10. Allez Vous En K. Starr, Capitol

Denver

1. Song From Moulin Rouge P. Faith-F. Sanders, Columbia
2. April in Portugal L. Baxter, Capitol
3. Doggie in the Window P. Page, Mercury
4. I Believe F. Laine, Columbia
5. Ruby R. Hayman, Mercury
6. Anna P. Weston, Columbia

ASCAP-ers Renew Rights

NEW YORK, May 23.—Approximately 50 per cent of the membership of the American Society of Composers, Authors and Publishers have already renewed with the Society the broadened TV performing rights. The members' original grant expires at the end of this year. The renewal gives ASCAP the right to handle those rights until 1957.

The 50 per cent of the members who have already renewed represent 80 per cent of the dollar volume in performance money earned by the Society.

Tape Recording Group Formed

NEW YORK, May 23.—Manufacturers of tape recording equipment, tape and pre-recorded tape have banded together in a trade association, first such group for the still infant industry. Formation of the Magnetic Recording Industry Association took place this week during the Electronic Parts Show in Chicago. Named as president of the group was Joseph Hards, vice-president of A-V Tape Libraries.

Named to work with Hards as a committee to devise aims, purposes and by-laws for the MRIA were Paul Jansen, Minnesota Mining; Les Samuel, Webster Electric; Bob Shoemaker, DuKane Corporation, and Russ Tinkham, Ampex Electric Corporation.

LADDER OF Best Sellers FROM King AND Federal RECORDS

Popular

- JIMMY BLUE**
BUMMING AROUND
WHY, WHY, WHY
1214 and 45-1214
- BONNIE LOU**
DANCIN' WITH SOMEONE
SCRAP OF PAPER
1213 and 45-1213

Folk/Western

- BONNIE LOU**
SEVEN LONELY DAYS
JUST OUT OF REACH
1192 and 45-1192
- MOON MULLICAN**
RHEUMATISM BOOGIE
ROCKET TO THE MOON
1198 and 45-1198

- HEY! MISTER COTTON-PICKER**
LEAVING YOU WITH A
WORRIED MIND
1221 and 45-1221

- YORK BROTHERS**
THE ROCKY, BUMPY
ROAD TO LOVE
EVER SINCE WE MET
1206 and 45-1206

- EDDIE SMITH**
WHEN YOU AND I WERE
YOUNG, MAGGIE
HOT SHOT RAG
1204 and 45-1204

Rhythm/Blues

- TINY BRADSHAW**
HEAVY JUICE
THE BLUES CAME POUR-
ING DOWN
4621 and 45-4621

- SOFT STRANGE**
4577 and 45-4577

- EARL BOSTIC**
CHEROKEE
THE SONG IS ENDED
4623 and 45-4623

- ROY BROWN**
GAMBLIN' MAN
MR. HOUND DOG'S IN
TOWN
4627 and 45-4627

- ANNISTEEN ALLEN**
TRYING TO LIVE WITH-
OUT YOU
MY BABY KEEPS ROLLIN'
4622 and 45-4622

Federal

- BILLY WARD**
AND HIS DOMINOES
THESE FOOLISH THINGS
REMINDE ME OF YOU
DON'T LEAVE ME THIS
WAY
12129 and 45-12129

- CAMILLE HOWARD**
EXCITE ME, DADDY
I'M SO CONFUSED
12125 and 45-12125

- CHIEMI ERI and GI JOE**
FORGIVE ME (Gomenasi)
PRETTY-EYED BABY
12140 and 45 12140

- THE ROYALS**
THE SHRINE OF ST. CECELIA
I FEEL SO BLUE
12121 and 45-12121

- LITTLE WILLIE LITTLEFIELD**
K.C. LOVING
PLEADING AT MIDNIGHT
12110 and 45-12110

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Another NEW Smash for OKeh

Helene
Dixon

sings a powerful NEW hit



don't call my name

Orchestra and Chorus under the direction of PHIL MOORE and GEORGE SIRAVO

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backed with "THE BREEZE"
● 78 rpm 6964-45 rpm 4-6964

Two Great Artists Combine Their Talents For A Superb Performance Of A Magnificent Song

"Midnight In Paris"

COUPLED WITH

"MATILDA, MATILDA"

MERCURY 70169 • 70169X45

RICHARD HAYES



WITH ORCHESTRA CONDUCTED BY



RICHARD HAYMAN



VOX JOX

By GENE PLOTNIK

Chatter

Bill Silbert is originating his Saturday shows via WMGM, New York, from the Palisades amusement park... Thru a mix-up, Johnny Michaels, WVKO, Columbus, O., had three guest stars converging on his show at once, Connie Boswell, Jack Teagarden and Mel Torme. So they did a four-man deejay show, commercials and all... Cowboy Dale Dwelley is moving from KSUE, Susanville, Calif., to KVCV, Redding, Calif.... Hal Tate has left WBKB, Chicago, to join WAIT, same city, where his show will be known as "Tate on WAIT."... Mort Fleischmann, producer of the Kathi Norris show on NBC, is out in Cleveland as production manager for Johnny Andrews' two disk shows on WTAM, as

Adams, Mass.... Al Norman, WFDF, Flint, Mich., next week will devote a half hour to the hits of 1922 to celebrate his station's 31st anniversary.... Ted Kirby will be changed from Payne, Ala., to WFPA, same town.... Lou Barile, WKAL, Rome, N. Y., announces the winners of his fourth annual popularity poll. Top tune by a runaway was "You Belong to Me." For the fourth year, Perry Como was top male vocalist, with Eddie Fisher close second. Top thrush was Joni James, with last year's winner, Doris Day, close second. Top sweet band was Guy Lombardo, and top swing, Billy May, according to Barile's listeners.

Sounds

Ken Rowland, KSAL, Salina, Kan.; "Why don't all the record companies print the first name of the composers on their label credits?"... Ernie Roth, WCMW, Canton, O.: "When is Capitol Records going to wake up and start promoting Mel Torme? We haven't had a Torme release in over four months.... Sy Levy, KVER, Albuquerque, N. M., contends that "Almost Always" is Joni James' best yet.... An unnamed jock at KLOC, Leavenworth, Kan., complains: "No such thing as a guest artist at this place. You might remind the upper crust of music that KCLO would welcome any visitors, coffee furnished."... Gerry Grainger, KOSA, Odessa, Tex.: "Who gave Mercury the shot in the arm? Terrific!"... Jerry Kay, WWEZ, New Orleans: "Danny Kessler, Okeh Records, is doing an outstanding job of getting top talent lined up. Watch what they do in a short time."

Jokes and Gimmix

Art Laboe, KXLA, Hollywood, does tape interviews at Scrivners Drive-In, Hollywood, then puts them on the air five minutes later. People hear their voices thru their own car radios.... To celebrate the centennial of the city of Centralia, Ill., the staff of WCNT is turning out enmasse with beards. Tommy Dunn, there, is looking for a list of top tunes of a century ago.... The deejays at KFFA, Helena, Ark., have a pet mouse who enjoys getting a ride on one of the turntables. They call him Mickey.

YESTERYEAR'S TOPS—

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

MAY 29, 1943

1. That Old Black Magic
2. Don't Get Around Much Anymore
3. Brazil
4. I've Heard That Song Before
5. As Time Goes By
7. Velvet Moon
8. Taking a Chance on Love
9. For Me and My Gal

MAY 29, 1948

1. Nature Boy
2. You Can't Be True, Dear
3. Now Is the Hour
4. Tootie Oolie Doolie (the Yodel Polka)
5. Baby Face
6. Little White Lies
7. The Dickey Bird Song
8. My Happiness
9. Sabre Dance
10. Manana

well as on his TV show via WNBK.... Rex Dale, WCKY, Cincinnati, has persuaded the manager of a suburban theater, The Valley, to book live record talent, and is looking for its hypo effect on disk sales.... Roy Leonard, WKOX, Framingham, Mass., reports that, during the first six months of his Saturday afternoon "Open House," 20 top name artists have made in-person visits to an average teen-age studio audience of 650.... Larry Truesdale has been upped to general director at WMNB, North

Donut Platter Scramble

Continued from page 20

cannot be stocked somewhere in back of the shop, out of the customer's sight, and earn satisfactory movement. They must be placed where their colorful jackets will attract the eye and spur impulse, self-service sales. A number of diskeries are already supplying display racks to EP accounts. And experimentation for more effective display devices is gaining momentum.

Victor probably has launched the most ambitious study into the problems of EP merchandising. The firm has set up a model "store" in its Camden, N. J., headquarters, engaged outside consultants, and begun extensive tests of displays of all types. The information gathered will later be disseminated to retailers. The basic problem undergoing inquiry is adequate display and the effectiveness of varying approaches is being measured.

400 EP Sets

Victor now has over 400 EP sets in its active catalog, with about 100 of these in the R-1 Seal category. At least six new sets a month are skedded until September, when a big push by the diskery is planned. With Victor's output by far the largest to date, other manufacturers are seeking to close the gap with all possible dispatch.

Columbia has some 150 sets out to market as of this month. By July, the total will be increased by an additional 50, many of them multiple-disk packages. In a regular release schedule to begin July 1, Columbia will issue classical and popular EP's according to a 50-50 ratio. This summer, the label also introduces for the first time under its imprint three, four and five-disk EP sets. It is also

discontinuing to box its two-disk packages, in favor of inserting them in flap-fold packs.

Capitol also has some 150 EP sets in its current catalog. The heavy majority are conversions of its pop album output, with a lesser number of semi-classical items and pop EP singles. Altho no regular release schedule has been planned by the diskery, there will be periodic releases until the fall, when a heavy album output it skedded. Capitol also is mulling the advisability of issuing EP's containing excerpts of its recently-acquired Cetra opera catalog.

Mercury Picture

Of Mercury's approximately 70 available EP's, about 25 are in the classical category. The company is currently bending all efforts to increase the number of sets and well over an additional 100 EP packs will hit the market by fall.

Decca's EP catalog, including pop, classical and c.&w. items, currently numbers about 60. The disks have been released in occasional batches until now, but the diskery has just begun a regular release schedule that is expected to add to its total at the rate of five or six sets weekly until the fall, when a step-up is planned.

Coral, which like its parent company, Decca, went EP only a little more than a month ago, has over 20 sets on the market. About six a month will be issued, with the present goal a total of at least 50 sets by the end of the year.

Leaders in EP output in the classical field are Urania, with 50, and Vox with 40 sets. Both firms have relied mostly on excerpting suitable items from their LP catalogs. But many items planned will be exclusive on EP.

Popular Record Reviews

Continued from page 32

beat not peppy enough to tire the older folks. Kenny Gardner does nicely on the vocal end. (Frank, ASCAP)

Spinning a Web...74

Lombardo's sidemen set a pretty backdrop for Kenny Gardner here, and all contribute ably. Another good cover slicing. (Paul, BMI)

DAVID ROSE ORK

The Bad and the Beautiful75

M-G-M 30783 — The strings of the David Rose ork, assisted by muted brass, sing the theme from the title pic elegantly. Food for listening. (Robbins, ASCAP)

Return to Paradise...75

Much waxed theme from the film by the same name is set forth with taste by the ork. Another good side for listening. Jocks can make use of both sides. (Remick, ASCAP)

LOUIS ARMSTRONG ORK

Ramona 75

DECCA 28704 — Gravel-voiced Louis awards the recently-revived evergreen a reading full of the individual appeal that has built him his large following. Armstrong fans will grab; others may sample. (Feist, ASCAP)

April in Portugal...74

Another typical "Satchmo" slicing, and that, for many, is 'nuf said. (Chappell, ASCAP)

VERA LYNN

I'll Always Love You75

LONDON 1298 — The now-familiar echo, plus the full chorus, accompany Miss Lynn in the expression of several well-known sentiments. (Pickwick, BMI)

No More...74

Unusual tune is sung with feeling by the songstress without her normal complement of airmen, sailors et al. Backing by Roland Shaw, with a Latin Beat, is striking. (Rex, ASCAP)

FRANCES FAYE

Sometimes I'm Happy75

CAPITOL 2472 — The oldie gets a strong reading and orking for a likable side. (Harms, ASCAP)

I Was Wrong About You...73

The night club-vaude performer tackles a new item for a beautiful reading which should get spins. Orking is first-rate, too. (Maplewood, BMI)

ALFREDITO ORK

Goofus Mambo74

RAINBOW 216 — This is a waxing that should please a lot of Latin-American terp fans. The Alfredo ork plays it in spritely fashion, and the ork men yell out the title now and then. A good catalog item for big city shops and for boxes in resort areas. (Feist, ASCAP)

Round World Mambo No. 2...74

Same comment.

ALAN DALE

Tonight We Live74

CORAL 60997 — Dale gives a good legit vocal performance on this sentimental ballad. (Mellin, BMI)

Return to Paradise...71

The Tiomkin-Washington film tune is creating some excitement. Dale's version constitutes a good performance. (Remick, ASCAP)

JERRY GRAY ORK

Off the Wall74

DECCA 28718 — Now that Morrow has established the fact that r.&b. tunes can sell in the pop market, there are many getting into the act. Tune is currently an r.&b. best-seller. Gray's handling is strictly in the pop vein and rather pleasant. Instrumental all the way. (Burton, BMI)

Pale Moon...72

Chalk up another Glenn Miller ork. Opening is a dead-ringer. Strong vocal by bass Thurl Ravenscroft adds interest. (Forster, ASCAP)

BEA GARDY

Policeman 74

DECCA 28712 — Thrush bea Gardy bows on the label with a warm reading of a better-than-average ditty, backed in sparkling style by the Lew Douglas ork. Side shows off the canary's wistful style to advantage. Tune would make a cute kidisk. (Brandon, ASCAP)

You Just Don't Know...70

A doleful ballad is sung nicely by Bea Gardy, in a manner that is similar to both Joni James and Rosemary Clooney. Thrush has a pleasant quality, and this side, too, with its pretty ork backing, should grab some spins. (Brandon, ASCAP)

DEAN MARTIN

'Till I Find You73

Capitol 2485 — A warm, slow-tempo ballad is sung expressively by the chanter, while the ork supports him with an attractive arrangement. Both sides could pull spins.

Love Me, Love Me...73

Dean Martin sings this new ballad in his own quiet style, backed by a chorus and the ork. Listenable disk-ing.

BILLY MAY

Good Gravy73

CAPITOL 2474—Neat original instrumental on the ork's usual style. (Bradshaw, BMI)

From the Land of the Sky Blue Water...72

A typical May ork instrumental should rack up typical May ork sales. (E. H. Morris, ASCAP)

THE BALLADIERS

What Will I Tell My Heart?73

ALADDIN 3123—The Balladiers give a sensitive vocal performance as they pose the \$64 question, "What Will I Tell My Heart?"

Forget Me Not...70

The Balladiers deliver a touching plaint. Not quite the impact of the flip.

KEN CURTIS

The Call of the Far-Away Hills73

M-G-M 11510—Ballad from the current flicker, "Shane," is done simply and effectively. Dub-ins project the voice of the youngster from the sound track calling "Shane" to good novelty effect. Deejays should spin some. (Paramount, ASCAP)

DICK THOMAS

Brass Ring Love...70

Waltz ditty in the country vein is resonantly sung by Thomas. (Famous, ASCAP)

LIBERACE

I'd Never Forgive Myself72

COLUMBIA 39995 — Flashy opener segues into a quiet soulful rendition by Liberace. Should do well on the West Coast. (Mellow, BMI)

I'm Loved...72

The piano stylist turns the spotlight on his voice for this one. His is a cafe - type presentation. (Duchess, BMI)

JOHNNY PROPHET

You 72

CORAL 60992—Tune from the 20th Century-Fox flick, "Girl Next Door," is an attractive one. With the exploitation due on the flick and score, Prophet should get some attention. (Feist, ASCAP)

If I Love You a Mountain...71

Another tune from the same film and another okay effort. This ballad has as clever a lyric as has been heard in some time. Tune seems headed for action, and this could catch a little. (Feist, ASCAP)

ETHEL SMITH

Melancholy Serenade72

DECCA 28720 — The pretty Jackie Gleason melody is played stylishly by

(Continued on page 49)

CLIMBING FAST

TO THE #1 RECORD IN THE COUNTRY

TRUDY RICHARDS

with orchestra under direction of

EDDIE WILCOX

singing

"THE BREEZE"

(That's Bringing My Honey Back to Me)

DERBY RECORD 823

DERBY RECORDS

Hollywood, California—New York City

Direction



hurrying up the Hit list!



the 4 TRAVELERS

the original

why darling why

with HUGO PERETTI and his Orchestra

b/w GO AWAY

78 rpm 6959 45 rpm 4-6959

OKeh RECORDS

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5 COMING-UPPERS
(and but FAST!)



Johnnie & Jack
singing
"THE WINNER OF MY HEART"
RCA VICTOR-20/47-5290



and
Chet ATKINS
singing
"COUNTRY GENTLEMAN"
RCA VICTOR-20/47-5300

RCA VICTOR
FIRST IN RECORDED MUSIC



The Billboard's Music Popularity Charts

TOP C&W RECORDS

... For Week Ending May 23

National Best Sellers

Records are ranked in order of their current national selling importance at the retail level. Results are based on The Billboard's weekly survey among dealers' thruout the country with a high volume of sales in country and western records. The reverse side of each record is also listed.

This Week	Last Week	Weeks on Chart	Title	Artist
1		8	MEXICAN JOE	J. Reeves
2		15	YOUR CHEATIN' HEART	H. Williams
2		7	THAT HOUND DOG IN THE WINDOW	Homer & Jethro
4		3	TAKE THESE CHAINS FROM MY HEART	H. Williams
5		18	NO HELP WANTED	Carlisles
6		10	LAST WALTZ	W. Pierce
7		15	KAW-LIGA	Hank Williams
8		6	BUMMING AROUND	T. T. Taylor
8		4	SEVEN LONELY DAYS	Bonnie Lou
10		2	RUB-A-DUB-DUB	H. Thompson

Most Played by Jockeys

Records are ranked in order of the greatest number of plays on country and western disk jockey radio shows thruout the country. Results are based on The Billboard's weekly survey among disk jockeys who specialize in country and western records.

This Week	Last Week	Weeks on Chart	Title	Artist
1		12	YOUR CHEATIN' HEART	H. Williams
2		9	MEXICAN JOE	J. Reeves
3		21	NO HELP WANTED	Carlisles
4		15	KAW-LIGA	Hank Williams
5		8	KNOTHOLE	Carlisles
6		7	LAST WALTZ	W. Pierce
7		1	TAKE THESE CHAINS FROM MY HEART	H. Williams
8		6	I COULDN'T KEEP FROM CRYING	Marty Robbins
9		6	I HAVEN'T GOT THE HEART	W. Pierce
9		2	JUST WAIT TILL I GET YOU ALONE	Carl Smith

Most Played in Juke Boxes

Records are ranked in order of the greatest number of plays on juke boxes thruout the country. Results are based on The Billboard's weekly survey among operators thruout the country using a high proportion of country and western records.

This Week	Last Week	Weeks on Chart	Title	Artist
1		16	NO HELP WANTED	Carlisles
2		9	MEXICAN JOE	J. Reeves
3		15	KAW-LIGA	Hank Williams
4		14	YOUR CHEATIN' HEART	H. Williams
5		3	TAKE THESE CHAINS FROM MY HEART	H. Williams
6		3	BUMMING AROUND	T. T. Tyler
7		2	THIS ORCHID MEANS GOODBYE	Carl Smith
8		10	FOOL SUCH AS I	H. Snow
9		1	JUST WAIT TILL I GET YOU ALONE	Carl Smith
10		9	I COULDN'T KEEP FROM CRYING	M. Robbins
10		3	I HAVEN'T GOT THE HEART	W. Pierce

Press Agents Form Guild

NEW YORK, May 23.—Independent disk promoters have formed the Record Promoters' Guild following a meeting held here Wednesday (20). A score of the disk press agents held a confab and came up with a slate of officers for the association and some plans for the group's operation. Elected president was Paul Brown. Morris Diamond was named vice-president, and Walter Hofer was elected secretary-treasurer. According to Brown, the RPG also has representatives now in Chicago and Los Angeles. The group contemplates a national survey to determine the

GERMANS EYE US SONG LIMIT

PARIS, May 23.—Rumors coming out of German (mainly from Hamburg) recording and broadcasting houses hint that the managements are trying to put a quota on the import of American songs. This is all the more irksome to Continental managers of American companies, since the German music ("Auf Widersien") is beginning to find a place on the U. S. market.

most effective means of servicing disk jockeys, program directors, juke box operators and disk dealers.

The Billboard Music Popularity Charts

... for Week Ending May 23

TOP COUNTRY & WESTERN RECORDS

C & W Record Reviews

Continued from page 32

MOLLY BEE
The Doggie on the Highway76
CAPITOL 2494—This tearful lament, about a little girl and her pet doggie who didn't have enough canine sense to keep off the highway, is handled well by the young chattress. It's a melodic ditty, and sad enough to get attention. With exposure it could grab action.

I'll Tell My Mommy....71
A pleasant-sounding effort receives a nice vocal from the youthful thrush.

TENNESSEE ERNIE-MOLLY BEE
Don't Start Courtin' in a Hot Rod76
CAPITOL 2473—A sage piece of advice is given by Molly Bee and Tennessee Ernie, who explain that the old-time buggy is more suitable for courtin' than a fast automobile. Melodic ditty is sung well by the two-some, and it could grab off coins. (Snyder, ASCAP)

We're A-Growin' Up....69
Novelty effort receives a happy vocal treatment by the country pair, but the material doesn't equal the performance. (Alamo, ASCAP)

BILLY RAY
I Couldn't Sleep Last Night75
OKEH 18009 — Better-than-average weeper receives a potent vocal from the warbler, who sings it as tho he really means it. Ray has a really individual style, and with the right material, he has a chance to bust out. (Peer, BMI)

Tired of Talking to the Blues....75
Billy Ray, shging somewhat in the manner of his namesake Johnnie Ray, turns in a strong reading here of a country blues, selling the heart-rending ditty in most listenable fashion. It's good wax, and should grab both spins and plays. The warbler has a lot on the ball. (Peer, BMI)

BILL LONG
What a Waste of Good Corn Likker...75
KING 1222—A very good rural record that should pull plenty of loot in the boxes. It's a fast novelty which Long handles very well. Backing is done in breakdown fashion and is solid. (Canada, BMI)

Your Daddy is a Railroad Man...72
Standout rhythm pattern set by the band sparks a fine vocal by Long. This could do all right in boxes. (Canada, BMI)

STUART HAMBLEN
The Hidden You.....75
COLUMBIA 21116—Ballad about the gal's hidden charms is sung with strong emotion by Hamblen. Side has a good chance to catch on and bears watching. (Hill & Range, BMI)

Daddy's Cutie Pie....74
This musical dedication to the chanter's daughter should strike a responsive chord in many. It's full of sentiment and should move a respectable number of copies. (Stuart Hamblen, BMI)

MARGIE COLLIE
His New War Bird.....75
DECCA 28701 — Oh, woe is me! Decca's new country songstress has a real weeper here. It's about the girl friend of the returning G.I. who's surprised at the dock by her ex-lover's new heart throb. Miss Collie warbles in the accepted tradition, and the side could attract attention. (Old Charter, BMI)

Dim Lights, Thick Smoke....73
Another tear-jerker, this one tells of a guy who prefers honky-tonking to home life. Might earn fair juke coin. (Comet, BMI)

JIMMY WAKELY
This Orchid Means Goodbye.....74
CAPITOL 2484—The warbler does a

good job on this cover waxing of the ditty now moving up on the charts via the Carl Smith recording. Whether it can catch more than a small share of the loot now is doubtful.

Out of Sight, Out of Mind....74
Wakely has a good disk here. It's a lively weeper, and the singer hands it a smooth reading. Jocks should spin it often.

EDDIE HILL
Live While You're Young (Dream When You're Old)73
MERCURY 70142 — Rhumba beat item penned by Slim Willet gives Hill some strong material to essay. Result is good. (Acuff-Rose, BMI)
Buckshot....70
Attempt to develop another "Shotgun Boogie" is fairly successful on this better than average light novelty side. (Acuff-Rose, BMI)

LEON MCAULIFFE ORK
Eating Right Out of Your Hand73
COLUMBIA 21115—The McAuliffe ork sets a bright beat as Duane Bass, chanter, projects one of his own scorings. It's a happy-sounding live ditty that should win spins. (Cimarron, BMI)
Heart Attacks....70
Duane Bass is the vocalist with the Western band, and he turns in an appealing rendition of the okay ditty to bouncy backing. (Cimarron, BMI)

TEX RITTER
The Marshal's Daughter72
CAPITOL 2475—Title song from the flick "The Marshal's Daughter" is fairly pertinent material and a good follow-up to "High Noon." It seems more pop than c.&w., tho. (Mills, ASCAP)
The San Antone Story....70
Bass-voiced chanter delivers this Tex-Mex love ballad in his usual style. (Criterion, ASCAP)

JIMMY HAYNIE
We Won't Have to Worry No More...72
OKEH 18010—Sad ditty about a romance outside the bonds of matrimony is sung with tearful sincerity by Haynie. Could spin some. (Peer, BMI)
In the Shadow of a Dream....70
Haynie warbles the gentle weeper with sympathy. (Peer, BMI)

JOHNNY HORTON
I Won't Get Dreamy-Eyed71
MERCURY 70156—In effect this is the answer to "Don't Let the Stars Get in Your Eyes." Horton is a first-rate singer. In all, a good hunk of wax. (American, BMI)
S.S. Lure-Line....70
Ode to the steamship is fair material, but Horton projects strongly for a fine chanting job. (Meridian, BMI)

DOC GUIDRY
Chere Cherie.....71
DECCA 28678—Pretty ballad, sung in English and French by the Cajun folk artist, is presented gracefully. Might earn some regional action. (Jimmie Davis, BMI)
The Little Fat Man....69
Guidry, Cajun fiddler-chanter recently packed by the label, is heard in a passable novelty effort. (Jimmie Davis, BMI)

NEAL BURRIS
Don't Give Me Kisses.....70
COLUMBIA 21114—Okay song and performance by the guitar-playing chanter who's been featured with the Pec Wee King band. (Tannen, BMI)
You're Stepping Out (To Be With Me)....70
Ditto. (Ridgeway, BMI)

CURTIS KIRK
Oh, So Lonesome Blues70
ABBOTT 138 — Okay material for Kirk, a good chanter. Weeper is not strong enough to break out. (American, BMI)
Marriage Was Meant for Two....70
The message could get spins for this one. (American, BMI)

CHEY ATKINS
Country Gentleman69
V 20-5300—A guitar instrumental by Chey Atkins. It's an interesting item. (Acuff-Rose, BMI)
The Bells of St. Mary's....69
Ditto comment. This time it's the oldie. (Chappell, ASCAP)

JERRY GREEN
Maybe Someone Else69
SPECIALTY 714 — Green, in this rural weeper, warbles of his lonesomeness. Should earn some juke exposure. (Venice, BMI)
Are You Goin' My Way?....65
Routine country item is chanted pleasantly by Green. (Ark-La-Tex, BMI)

CHARLIE GORE
Who's Been Dragging Your Little Red Wagon?.....67
KING 1227—Tempo picks up for an okay rhythm reading. (Mar-Kay, BMI)
This Orchid Means Goodbye....68
Gore comes thru with a heartfelt reading of an attractive weeper. String backing is fine. (Fairway, BMI)

(Continued on page 49)

FOLK TALENT AND TUNES

Nashville

WSM staff announcers and engineers at Meridian, Miss., for Jimmie Rodgers Memorial Day May 26, led by Grant Turner who announced Rodgers' broadcasts from Alabama stations back in the 1920's. Studios and a direct wire to Nashville are set up in Meridian's Hotel Lamar, where entire activities, plus special interviews, will be taped. WSM will carry shows via direct line from 5:15 to 5:30, 7:15 to 7:30, 9:30 to 10:00, CST, and the Eddie Hill Show (11 p.m. to 1 a.m.) with latter using interviews and portions of tape from the evening performance. NBC has also scheduled 3:00 to 3:30, CST, when WSM will feed the net with highlights of the event as edited from tapes.

WSM-TV saluting 65th anniversary of the Music Machine Industry on their July 1 "Music City, U. S. A." evening viewer. "Grand Ole Opry" will make note of the anniversary on their May 30 Prince Albert ailer.

Hawkshaw Hawkins, in switch from King to RCA Victor, did first sides with new label in Nashville last week. . . . RCA Victor's Steve Sholes and Bob McCluskey in town all week with heavy session schedule at Thompson's Studios. Another new name for the label is T. Tommy Cutrer, Shreveport (KCLJ) deejay and singer, who did sides May 17. Sholes and McCluskey go to Meridian May 25 to figure in Jimmie Rodgers festivities. Rodgers' RCA Victor disks were beginning of Victor's country department under direction of Ralph Peer, and past year's sales on Rodgers' wax constitutes major revival.

Columbia's Don Law, also in Nashville all past week, with new sides cut by Carl Smith, Helen Carter and others of their local names. . . . Other Nashville visitor, past week have been New York's Nat Tannen and Sy Cohen; Jay Miller, Crowley, La., songwriter and booker; Louisiana singers Jimmy Newman and Tibby Edwards; WLW's Don Davis and Mrs., who were beginning a three-week West Coast vacation trip; Bud Brandon, Chicago pubber; Ambrose Haley, Hannibal, Mo., singer-deejay, and Tillman Franks, The Carlisles' manager.

"MAK deejay, Hugh Cherry, doing male lead in Circle Theater's "Harvey," currently rehearsing. . . . Jim Reppert switches from WKDA to WMAK, where he replaces Larry Johnson, now with the Marines. He was Nashville's youngest spinner at 19. . . . Ben Sabia leaving Hill & Range's Nashville post June 1. . . . Cliff Rodgers, country spinner from WHKK, Akron, O., house guest of George Morgan this week-end and continuing to Meridian for Jimmie Rodgers' Memorial. Rodgers and Mrs. will vacation at Roy Acuff's Dunbar Cave balance of week doing WSM's "Mr. Deejay, U.S.A." on May 29, replacing Shel Horton of Saxton, Pa., who is unable to make planned Nashville junket.

Las Vegas budding with country talent, with Eddy Arnold. The Dickens Sisters, Roy Wiggins and Hank Garland heading at Hotel Sahara past week. Carolina Cotton headed 19th annual Helderod Days and made nightly Last Frontier appearances. Rex Allen and Sons of the Pioneers currently in a two-week run at The Thunderbird.

Hank Snow awarded top honors on May 23 "Grand Ole Opry" as winner of Country Song Roundup's recent popularity poll. Other WSM talent in first 10 places were Hank Williams, Wex Pierce, Carl Smith, Faron Young, Ernest Tubb and Ray Price. . . . Ernest Tubb heads the "Opry" May 23, with Shreveport's Jim Reeves, whose Abbott waxing of "Mexican Joe" started the tune, as guest. Tennessee Ernie takes top spot May 30, with Jimmy Dickens guesing. Rex Allen comes in to head June 6 show when Kitty Wells will be the honored visitor. Allen re-

Continued on page 50

This Week's Territorial Best Sellers to Watch

City-by-city listings are based on late reports secured via Western Union messenger service from top country and western dealers and juke box operators in each of the markets listed.

Nashville... SPANISH FIRE BALL

Territorial Best Sellers

City-by-city listings are based on late reports secured via Western Union messenger service from top country and western dealers and juke box operators in each of the markets listed.

Dallas-Ft. Worth

1. Mexican Joe J. Reeves, Abbott
2. That Hound Dog in the Window Homer & Jethro, Victor
3. Take These Chains From My Heart H. Williams, M-G-M
4. No Help Wanted Carlisles, Mercury
5. Last Waltz W. Pierce, Decca
6. Ramblin' Man H. Williams, M-G-M
7. Bumming Around T. T. Tyler, Decca
8. Kaw-Liga H. Williams, M-G-M
9. Knot Hole Carlisles, Mercury
10. Just Wait Till I Get You Alone Carl Smith, Columbia

Houston

1. Mexican Joe J. Reeves, Abbott
2. Take These Chains From My Heart H. Williams, M-G-M
3. Your Cheatin' Heart H. Williams, M-G-M
4. Big Mamou L. Davis, Okeh
5. Red Rose S. Willet, Four Star
6. That Hound Dog in the Window Homer & Jethro, Victor
7. Last Waltz W. Pierce, Decca
8. Kaw-Liga H. Williams, M-G-M
9. Too Young to Tango S. Ruby, Victor
10. I Couldn't Keep From Cryin' M. Robbins, Columbia

Cincinnati

1. Seven Lonely Days B. Lou, King
2. No Help Wanted Carlisles, Mercury
3. This Orchid Means Good-Bye Carl Smith, Columbia
4. Last Waltz W. Pierce, Decca
5. Big Mamou L. Davis, Okeh
6. Kaw-Liga H. Williams, M-G-M
7. Your Cheatin' Heart H. Williams, M-G-M
8. Your Flying Days Are Through J. Skinner, Capitol
9. Take These Chains From My Heart H. Williams, M-G-M
10. Knot Hole Carlisles, Mercury

Memphis

1. Seven Lonely Days B. Lou, King
2. That Hound Dog in the Window Homer & Jethro, Victor
3. Mexican Joe J. Reeves, Abbott
4. This Orchid Means Good-Bye Carl Smith, Columbia
5. Rub-A-Dub-Dub H. Thompson, Capitol
6. Take These Chains From My Heart H. Williams, M-G-M
7. Too Young to Tango S. Ruby, Victor
8. Slaves of a Hopeless Love Affair R. Foley, Decca
9. Bumming Around T. T. Tyler, Decca
10. Knot Hole Carlisles, Mercury

Nashville

1. Last Waltz W. Pierce, Decca
2. This Orchid Means Good-Bye Carl Smith, Columbia
3. Take These Chains From My Heart H. Williams, M-G-M
4. Bumming Around T. T. Tyler, Decca
5. I Couldn't Keep From Cryin' M. Robbins, Columbia
6. Your Cheatin' Heart H. Williams, M-G-M
7. No Help Wanted Carlisles, Mercury
8. That Hound Dog in the Window Homer & Jethro, Victor
9. Spanish Fire Ball H. Snow, Victor
10. I'll Sign My Heart Away H. Thompson, Capitol

New Orleans

1. Rub-A-Dub-Dub H. Thompson, Capitol
2. Ramblin' Man H. Williams, M-G-M
3. Honky Tonk Waltz K. Wells, Decca
4. This Orchid Means Good-Bye Carl Smith, Columbia
5. Too Young to Tango S. Ruby, Victor
6. Seven Lonely Days B. Lou, King
7. Restless Heart S. Whitman, Imperial
8. Just Wait Till I Get You Alone C. Smith, Columbia
9. Time Changes Things L. Frizzell, Columbia
10. Playing Dominoes and Shootin' Dice J. Dolan, Capitol

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The Billboard Music Popularity Chart

... for Week Ending May 23

TOP RHYTHM & BLUES RECORDS

National Best Sellers

Records are ranked in order of their current national selling importance at the retail level. Results are based on The Billboard's weekly survey among dealers throughout the country with a high volume of sales in rhythm and blues records. The reverse side of each record is also listed.

Table with columns: This Week, Last Week, Weeks on Chart, Record Title, Artist, Label. Includes records like 'I'M MAD' by W. Mabon and 'HELP ME, SOMEBODY' by Five Royales.

Most Played in Juke Boxes

Records are ranked in order of the greatest number of plays nationally in juke boxes. Results are based on The Billboard's weekly survey among operators throughout the country using a high proportion of rhythm and blues records.

Table with columns: This Week, Last Week, Weeks on Chart, Record Title, Artist, Label. Includes records like 'HOUND DOG' by W. M. Thornton and 'HELP ME, SOMEBODY' by Five Royales.

Rhythm & Blues Record Reviews

Continued from page 32

LUCKY ENOIS QUINTET: Crazy Man Crazy... MODERN 905—Side cut at a concert is full of infectious excitement. Jimmy Waters chants in uninhibited style as the group backs him wildly. Could be a loot catcher. (Eastwick, BMI) Zig Zag Zingin'... 77 Clever item is performed effectively by the group. Another wild side. (Modern, BMI) HAL PAIGE: Drive It Home... 79 ATLANTIC 996—This one's got a good chance to bust out. It's a bright effort, played in buck dance style, and it's sung by Paige in most effective fashion. A good beat is in back of him too. With exposure this could be a coin-grabber. Watch it. (Progressive, BMI) Break of Day Blues... 75 A very listenable after-hour blues is sung with feeling by the chanter over smooth piano and combo backing. Fine for late jock spins. Paige is a good singer, and he could get attention via the flip side. (Progressive, BMI)

THE CARDINALS: Lovie Darling... 76 ATLANTIC 995—The Cardinals, one of the label's newer vocal groups, have a good platter here, which features a wild vocal by the quartet, plus hand-clapping, a big beat, etc. It could pull plays and spins. (Progressive, BMI) You Are My Only Love... 74 A pop-styled ballad is sung in heart-felt style by the group. It's pretty, possibly too pretty, for the field. (Progressive, BMI) KENZIE MOORE: I'm Beggin' You Baby... 76 SPECIALTY 462—Singer exhorts his gal to come back to him in a vocal that's full of feeling. Backing is very interesting thruout, with a strong tenor solo sparking the combo. (Venice, BMI) My Baby's Gone Again... 73 Moore wails out his sorrow about losing his baby, with the band beating out a slow but provocative backing. (Venice, BMI)

(Continued on page 48)

RHYTHM AND BLUES NOTES

By BOB ROLONTZ

Jerry Wexler, formerly with The Billboard, and most recently director of publicity and promotion for the Robbins, Feist, Miller publishing firms, has joined Atlantic Records as a partner in the firm. Wexler will work with Ahmet Ertegun in all phases of the firm's business, including a.&r., sales, etc. Atlantic exec Lt. Herb Abramson is now serving in the U. S. Army Dental Corps in Germany. (See separate story.)

Clyde McPhatter, former lead singer with The Dominoes, has formed a new group, and has signed a long-term contract with Atlantic Records... Herald Records, the latest addition to the r.&b. field, has pacted The Embers, a new vocal group. The firm now has 20 distributors across the country and is releasing waxings on a regular basis. The head of the firm is pressing exec Al Silver... Buddy Lucas, Jubilee artist, was pacted by the Gale Agency this week... The Eddie Heywood Trio will play the Embers in New York after Erroll Garner's month-long engagement.

Sarah McLawler opens at the Apollo, New York, on June 5 with her trio. The group will feature drums, violin and organ... Willie Mabon will play a week at the same theater starting June 15... Illinois Jacquet is booked into the Celebrity Club in Providence on June 8... Sarah Vaughan will play a week at La Vie En Rose, New York, after Ella Fitzgerald finishes her stint there... The Orioles and the Paul Williams ork will do a Midwest one-nighter tour starting on July 3 in Louisville, and finishing on July 14 in Cincinnati... Shaw Artists pacted blues shouter T-Bone Walker this week.

Jolly Joyce Agency, Philadelphia and New York, has set three major unit bookings for the summer season in Wildwood, N. J. Following their stay at New York's Cafe Society in June, Chris Powell and The Blue Flames open July 1 at Moore's Inlet Cafe, sharing the spotlight with the Three Peppers, opening the same night after spending the June month at the Brown Derby in Toronto... Four Tunes, after the June month at the Maroon Club in Montreal, open July 1 at the Martini Cafe, taking over the spot held for many seasons by Steve Gibson... Joyce Agency also set The Top Notes for an indefinite stand at the Cadillac Club, Cumberland, Md... Tiny Grimes plays the Memorial Day Dawn Dance at the Met Ballroom in Philadelphia, same evening also providing a charity jazz concert at the Academy of Music with Lester Young and Savannah Churchill in the leads, while the Clara Ward Gospel Singers headline the same holiday week-end at The Arena.

This Week's Territorial Best Sellers to Watch

Records listed under "Territorial Best Sellers to Watch" have appeared for the first time this week on any of the charts. These are spotlighted for the convenience of dealers and operators in other markets.

Table with columns: City, Record Title, Artist, Label. Includes records like 'DON'T LEAVE ME THIS WAY' in Atlanta and 'NOT ANY MORE TEARS' in Detroit.

Territorial Best Sellers

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

Large table with columns for cities: Charlotte, New Orleans, Atlanta, Cincinnati, St. Louis, Washington-Baltimore, Detroit, Chicago. Each column lists top records and artists for that city.

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"I wanna know
(what you do when you go 'round there)"

WATCH **RCA VICTOR'S**
RHYTHM AND BLUES LINE... MOVE!

RCA VICTOR
FIRST IN RECORDED MUSIC



Rhythm & Blues Record Reviews

Continued from page 46

TASSO THE GREAT

My Sympathy...75
United 1311—Bluesy weeper. Tasso the Great sings it with a good measure of r.&b. quality. (Pamlee, BMI)
Ebony After Midnight...73
Moody instrumental, with relaxed performances by horns and rhythm pieces. The playing is well integrated. Nice side. (Pamlee, BMI)

CHUCK NORRIS

Messin' Up...75
ATLANTIC 994—Chuck Norris, new warbler with the diskery, has an interesting side here and one that could get coins. It's a cute ditty, and Norris sings it brightly over an insistent beat by the ork. Good wax. (Progressive, BMI)
Let Me Know...72
Listenable after-hours blues is chanted with feeling by the warbler. (Progressive, BMI)

ILLINOIS JACQUET ORK

Destination Moon...74
ALADDIN 3180—Slow jump opus has strong rhythmic impact as played by the ork. A good instrumental waxing. (Aladdin, BMI)
For Truly?...72
The Jacquet sidemen take off on a spirited ride here. Solo work is tossed from one to other in gay style. Jazz fans should like. (Mesner, BMI)

ANNIE LAURIE

I Ain't Got It Bad No More...74
OKEH 6973—Thrush tells her man that she's thru, and she sounds as if she means it. Wild sax solo spotted between choruses. (Raleigh, BMI)

It's Been a Long Time... 65

A fine performance by the thrush of rather routine material. (Crestwood, BMI)

REUBEN MITCHELL

Mambo After Hours...73
OKEH 6974—Avery Parish's "After Hours" is embellished with a mambo beat for a neat instrumental slicing by pianist Mitchell and the combo. (Popular, ASCAP)
Tropical Blues...73
Another good piano-led instrumental. (Reuben Mitchell)

CLARENCE BON-TON GARLOW

New Bon-Ton Roulay...73
ALADDIN 3179 — Latin-American beat, Creole lyrics and Garlow's chanting add up to a strong reading. Good waxing. (Mesner, BMI)
Dreaming...71
Standard-type blues item is well handled by Garlow for a good effort. (Aladdin, BMI)

THE FIVE KEYS

These Foolish Things...73
ALADDIN 3190 — Group interprets the old standard in their own individual manner. Their fans should like. (Bourne, ASCAP)
Lonesome Old Story...71
Lead singer wails a sad story to mournful backing (Aladdin, BMI)

PAUL GAYTEN ORK

Time Is A-Passin'...71
OKEH 6972—Gayten's chanting is just routine on this blues rocker, but the ork builds nicely thruout. (Marvin, ASCAP)
It Ain't Nothin' Happenin'...71
Again the instrumental portions take top honors on another blues item. (Crestwood, BMI)

EDNA McGRUFF

Scrap of Paper...71
JUBILEE 5119—Weeper has so far failed to catch, but this warm rendition should help it get some more exposure. (Village, BMI)
Be Gentle With Me...69
The sultry-voiced thrush is heard in an appealing reading of the quiet ballad. Okay after-hours wax. (Tanz, BMI)

MGM Signs Cathy Ryan, Tony Mottola

NEW YORK, May 23.—M-G-M Records this week signed two more artists to contracts, tho both artists had previously been heard on the label. Signed were thrush Cathy Ryan, formerly with the Art Mooney ork and guitarist Tony Mottola.
Mottola waxed several times for the label previously, but only as accompanist or on a free-lance basis. M-G-M had issued a Mottola album "Danger" after the guitarist's work on the TV show of the same name.

Thrush Ryan made some noise for the label as the vocalist on the Mooney ork waxing, "Up the La... River." Mooney relinquished her from a pact with him so that she could start work as a single. Milt Stavin has taken over personal management of the singer.

Modern Into EP's With Starr Disk

HOLLYWOOD, May 23.—Modern Records this week entered the extended play disk field with release of its first EP—four numbers by Kay Starr. Numbers, previously released by Modern on 78's, were recorded by thrush before she jumped into the big time as a Capitol recording artist. Tunes—"Good for Nothin' Joe," "Ain't Misbehavin'," "Them There Eyes" and "What Is This Thing Called Love"—were waxed at a Gene Norman "Just Jazz" concert. Modern released the tunes in 1949 on the 78's after paying Miss Starr \$750 for the releases. Current EP deal does not provide for any royalties to Miss Starr.

SCORE FOUR!

(AND THERE'LL BE MORE)

1. "A HAPPY LIFE"
2. "THE LORD'S BEEN GOOD TO ME"
3. "FAIS DO DO"
4. "LOVE PASSED ME BY"



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"WHERE SHALL I GO"

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WORLD'S GREATEST SPIRITUALS

Album and LP Reviews

Popular

COLE PORTER SONGS60
Louise Carlyle and Bob Shaver; David Baker and John Morris, Pianists. (1-12")
Walden (33) 301

From the bulging catalog of Cole Porter tunes, Walden Records has selected 10 for this new set, most of them sung by Louise Carlyle and Bob Shaver, and two played instrumentally by pianists John Morris and David Baker. It probably would have been a more interesting LP if the tunes were selected for their popularity, rather than for their uniqueness or the fact that some of them had never been waxed before (three of the tunes received their premiere waxing on this LP). Louise Carlyle does well with her vocal chores, Bob Shaver is adequate in his role, and pianists Morris and Baker handle their 88-ing capably. The LP however, misses the spark of previous Walden sets, tho it should appeal to the small clique who can't get enough of show tunes.

THE ROARING TWENTIES73
Tommy Dorsey, Jimmy Dorsey, Red Nichols, Adrian Rollini (1-10")
Riverside (33) RLP 1008

Ever since Hollywood and the legit theater rediscovered the Charleston and Black Bottom, the market for the ricky-tick music of those years has again become a live one. Till now, most of the disk material has been recreated, tho a few "original" items have found their way onto a platter. This collection, all first cut in New

York in 1924-1925, tops all previous issues for authenticity, nostalgia, musicianship and sound. Fronting the group, incidentally, is Ed Kirkeby, who later managed Fats Waller. In all, this should be a delightful session for both jazz collectors and nostalgia seekers.

REDISCOVERED FATS WALLER SOLOS68
(1-10")
Riverside (33) RLP 1010

Collectors would make up the biggest hunk of the potential market for these sides taken from some QRS piano rolls cut by the fabulous Fats many years ago. There's the spark of Waller's great talent on some of the sides, but all too often it's just Fats making like the piano roll people must have wanted it. It's certainly of importance historically if not always musically. As usual, the diskery has done a good job of transcribing the old material and in packaging it.

ECHOES OF PARIS65
George Feyer, Piano (1-10")
Vox (33) VX 500

With rhythm accompaniment, George Feyer tackles a score of Continental melodies, many of which became hits here, for a most pleasant listening session. His background as a night club pianist doesn't let Feyer forget for a second that the melody is all-important and must be sold. There's no doubt that he can handle the keyboard with skill, but he sells the melody line like a teacher. It's the kind of stuff habitues of the East Side type bistro's just love. Recording and packaging are excellent.

C & W Record Reviews

Continued from page 45

JIM & JESSE

Air Mail Special67
CAPITOL 2476—It ain't the Benny Goodman "Air Mail," that's for sure. In any event it's good backwoods-type chanting on an up-tempo ditty and with a first-rate string ork. (American, BMI)

Virginia Waltz76
And this 'un ain't another "Tennessee Waltz," tho it might be nice listening. (Central, BMI)

ALVY WEST

Papa's Tune65
COLUMBIA 37901—West and his fine little combo tackle a familiar Yiddish melody for a listenable side. Opens in folk dance style and switches to modern beat as the combo develops a real big sound. Mom's Song...65
Tempo stays slower all thru this—also based on Yiddish folk music.

WERLEY FAIRBURN

Camping With Marie65
TRUMPET 195—Cute ditty is rendered happily by Fairburn. Should do okay around New Orleans. (Globe, BMI)
Let's Live It Over...60
The warbler appeals for another chance with his gal. A so-so effort. (Globe, BMI)

DONNIE BOWSHIER

We'll Never Part65
KING 1219—Donnie Bowshier bows

on the label with a pleasing performance on this weeper. (Lois, BMI)

EARL SLONE

Bull Frog Boogie...55
Sloane fronts this one, while the boys behind practice frog grunts. (Lois, BMI)

DORINDA VON

You Broke My Heart62
CROSLEY 105—The weeper has a lively beat as it tells the same old story of a broken heart. Dorinda Von does the vocal. (Judith, ASCAP)
Old-Fashioned Waltz...60
Simple three-beat item gets an unsophisticated vocal, with simple piano backing. (Judith, ASCAP)

RICKY RIDDLE

What Do You Do?60
CORAL 64157—Riddle sings this novelty-weeper pleasantly, tho he could have got more into the spirit of the tune. (Champion, BMI)
You Belong to Another...58
Adequate reading of a not-too-memorable weeper by the warbler. (Main Street Songs, BMI)

CLARA MAE FIDLER

Cobblestone Street30
PARKER 10-107—A poor tune is handed an unfeeling rendition by the thrush. (Hoosier, BMI)

BOB MORRISON

I Don't Know Why, Do You?...30
More feeble material gets a poor vocal from warbler Bob Morrison. (Hoosier, BMI)

Popular Record Reviews

Continued from page 43

the talented Miss Smith. Side should please her many fans. (Jagla, BMI)
Is It Any Wonder?...71
The tuneful ballad sounds fine as an organ solo. Another tasteful slicing. (Midway, ASCAP)

THE MCGUIRE SISTERS-ART LUND

Hey! Mister Cotton-Picker70
CORAL 61002—Fair performance of the lively ditty by the McGuire girls and Art Lund. (Laurel, ASCAP)
Tell Us Where the Good Times Are...72
The flashy tune receives a routine vocal performance here. (Oxford, ASCAP)

BILL HARRINGTON

Wedding Day70
ALLEN 230—Singer-cleffer Bill Harrington, one of the two co-writers of this adaptation of MacDowell's "To a Wild Rose," sings the tune in effective style, with the chorus and ork lending substantial help. If the tune catches, this version might share some of the loot. (B.V.C., ASCAP)
Give Me Love...69
Pleasant rendition by Harrington of a big new ballad, over good ork backing. Nice wax, and good filler for jocks. (Lowell, BMI)

THE DUKES OF DIXIELAND

What's the Matter?70
OKEH 6969—Betty Owens handles the vocals for the two-beat group on a ditty which isn't very two-beat. Gal handles the slow blues nicely. (Hollis, BMI)

Quand Mo T'Est Petite...67

Frank Asunto handles the cajun vocal on this side. Gang-sing bits and Dixieland backing make it of some interest. (Amer. Academy, ASCAP)

MARIAN CARUSO

Wish Me Good Luck75
(As You Wish Me Goodbye).....75
JUBILEE 6041—Marion Caruso turns

in an attractive reading of this new effort over nice ork support. Jocks can use this one. (Jack Gold, ASCAP)
Lilacs...72
Same comment. (Jack Gold, ASCAP)

WOODY SMITH

Babalu69
TUXEDO 889—The great Latin number gets a fiery rendition here by Phyllis Branch, backed by Alberto Socarras ork. Could stir some interest in the pop and L.-A. markets. (Peer, BMI)

Thanks for Yesterday...65
The sad ditty gets a vocal performance which catches some of the moody quality of the lyric. (Forde, BMI)

FREDDY COLE

They Gave You Everything68
OKEH 6971—An attractive new ballad is done by Freddy in brother Nat's style, but not with brother Nat's technique of song salesmanship. Replete with big ork and chorus, it's listenable. (Gold, ASCAP)
Chance of a Lifetime...68
Ditty using the title of the TV show makes more good listening. (Herbert, ASCAP)

MORTON GOULD-ROCHESTER "POPS" ORK

Legend68
COLUMBIA 39997—Concerto type instrumental should get spins these days of the trend to lush, semi-classical orkings. (Leeds, ASCAP)
Runnymede Rhapsody...68
Ditto. (Leeds, ASCAP)

BOBBY MILANO

Lost Without You68
HOLIDAY 69—Bobby Milano, a 16-year-old with a big voice, sings out lustily in the style that was going great guns about a year ago. Ditty is a re-work of a Strauss waltz; so the tune, at least, is great. Label is pro-
(Continued on page 51)

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Billboard May 9, 1953

THE TRAVELERS
Why Darling, Why?60
OKEH 6959—The Travelers, new group on the label, make a very impressive debut with a solid reading of a bright piece of material, over strong backing by the Hugo Peretti ork. The boys have a style, a sound and a beat, and with exposure the side could pull loot. Watch this one and watch the group.
Go Away...75
The group works its tonsils neatly on this slight rhythm effort, but it doesn't have the power of the flip. It could get a lot of spins, tho.

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FOLK TALENT AND TUNES

Continued from page 45

turns to Hollywood immediately following to begin a new Republic flicker on June 15.

"Hillbilly Homecoming," set for Maryville, Tenn., June 29 thru July 4, assures plenty of entertainment from native artists. Roy Acuff and "Opry" group, Carter Sisters and Mother Maybelle, Chet Atkins, Homer and Jethro, Eddie Hill and Grace Creswell already set to appear on evening shows. Another feature will be "Tennessee Composers Night," with Fred Rose, Hank Fort and Francis Craig to headline. Tennessee Governor Frank Clement will open celebration and preside at Grand Ball opening night. Tourist attendance expected to be heavy, with exhibits and entertainment being billed as greatest in the State to date.

Print of note is Annie May Turner's account of her visit recently in Texarkana's "Two States Press" for May 14. It's view from outside the industry and valuable reading. . . . Hollywood's Bea Terry hyping promotion of Dallas' (KRLD) Johnny Hicks and Hank Thompson. Hicks in California past week for stands at El Centro, Compton, El Monte, Bostonia and Bakersfield. Thompson remains on the Coast for Capitol recording June 8.

Martha Carson just completed successful weeks in Indiana, Michigan, Virginia, Oklahoma, Texas and Louisiana, with next week set for North Carolina and Virginia. . . . Homer and Jethro use plane to keep schedules of appearances and WLS (Chicago) broadcasts. They were in New York May 20 for Perry Como TV and back in Chicago following morning for Don McNeill's "Breakfast Club" on ABC. Friday found them opening new TV station in Raleigh, N. C.; Saturday night at WLS' "National Barn Dance" from Chicago, and at Baltimore jamboree for Sunday appearances. . . . Lulu Belle and Scotty headed May 23 bill for Joliet Park District square dance festival. . . . WLS' Phillis Brown and Bob Atcher lending hands to Kup's 28-hour WBKB-TV telethon for Cerebral Palsy Fund from Chicago. . . . Smiley Burnette opened Canadian tour at Sault Ste. Marie May 20. Burnette's transcribed shows currently sponsored by Imperial Tobacco on 50 Canadian stations. A 52-week option on show has just been exercised by the smoker.

Las Vegas deejay, Bostick Webster, picked Mrs. Rose Warren as "Mother of Las Vegas" in contest and she was Eddy Arnold's guest for the day as prize. . . . Gary Schroeder, KRVN, Lexington, Neb., record spinner, now assistant manager of KOIL in Omaha. . . . Wade Ray, Slim Whitman, Skeets MacDonald and Slim Willet have been current guests of Skip-a-Long Hathaway on his evening "Rhythm Roundup" (KUGN-Eugene, Ore.) . . . Arthur Cornwall in his fourth year with a shut-in's program on WGCD,

Chester, S. C. . . . Bill Dunn now at WJIG in Tullahoma, Tenn., from WGNS, Murfreesboro. . . . Bass player Aytchie Burns, formerly with Homer and Jethro, Chet Atkins, and Cincinnati recording USAREUR Bandsmen School in Munich, Germany. His address—ATP 108, Care of PM, New York. . . . John Hood doing three-hour "All Request Jamboree" from WGNS in Murfreesboro, Tenn. New show recently named thru contest, with winner taking local merchants' prizes. . . . Cincinnati's Thurston Moore preeming new country artist mag with name and subscription contest. Jimmy Rule to be Nashville rep. First printing expected early fall.

Hollywood

Hank Thompson played the Tucson, Ariz., Gardens May 19 before jumping to the West Coast for one-nighters. He's been set to open the Cheyenne (Wyo.) Stampede July 20 for a one-week stand. . . . Twenty-four-year-old Fred Hart is due here late this month to record his first sides for Capitol. The Columbus, Ga., singer-writer will record his own tunes. Following the wax sessions, he'll return East to resume a featured spot with Lefty Frizzell. . . . Americana Agency head Steve Stebbins will be at the Jimmy Rodgers Day observance May 26 in Meridian, Miss. Americana is repping Hart for all his record, personal appearance and music (for Central Songs) work. Contract is for five years with two-year option. . . . The Billboard's charts are used for programming of the "Burgie Round-Up," new deejay show featuring Cactus Jack, of KLX, Oakland, Calif. Show is five times weekly from 7 to 7:30 p.m. . . . Donn Reynolds, "King of the Yodelers," writes to say he's now working out of Baltimore and soon expects to do a tour of the Western States. He's with WBMD in Baltimore.

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Late Reports on Recent 'Best Buys'

Continued from page 34

Popular

UTKA DARA
Eartha Kitt—RCA Victor 20-5284
Beginning to show action in several other areas in addition to those previously reported. Now moving up in St. Louis and L. A.

HALF A PHOTOGRAPH
Kay Starr—Capitol 2464
Showing definite increase in strength over a week ago in practically all areas checked.

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Popular Record Reviews

Continued from page 49

moting the disk via juke operators, and it might stir up a slight regional fuss. (Roger, BMI)

Bella Bambina... 67
Another big-voiced effort in the Italian-American tradition. (Roger, BMI)

JERRY FIELDING ORK
Tea for Two... 68
TREND 52 — Morgan Sisters deliver nicely in the vocal department on the oldie. Both the gals and the ork are much above the average. (Harms, ASCAP)

Button Up Your Overcoat... 66
The ork bears watching on the strength of this instrumental. It has a neat sound and strong beat. Should catch on with the jocks looking for dance orkings. (Crawford, ASCAP)

CALLIE MCGUIRE
Train in the Night... 68
ALLIED 5001—Callie McGuire sings of the train which took her lover away, and asks that it bring him back. The accompaniment is properly gimmicked.

With You... 67
Routine ballad weeper.

JACKIE ROY AND THE COLLEGIANS
You Made a Fool of Me... 66
OKEH 6970—Routine type of vocal and instrumental dishing of a so-so ditty. (Rush, BMI)

The Leaf... 66
Material on this side is somewhat esoteric. Result is the same. (Rush, BMI)

CHARLIE VENTURA QUINTET
The Honey Jump (Part 1 & 2)... 66
CORAL 61001 — Coverage on the r.&b. item should intrigue the jazz fans for Ventura's work and the bop singing on the second side by Jackie Cain and Roy Kral. Side one is fairly straight, but the flip bears little resemblance to the original. (Leon Rene, ASCAP)

JERRY FIELDING ORK
A Blues Serenade... 65
TREND 51 — The beautiful oldie is presented gracefully by the ork, with Ruth Oley as warbler. (Mills, ASCAP)

Here in My Arms... 65
The band swings the evergreen easily. An okay band slicing. Terpers will like the beat. (Harms, ASCAP)

COLEMAN-HAWKINS
Ruby... 65
DECCA 28713—So-so coverage from the Hawkins tenor. The man isn't as good here, however, as on some of his previous coverage attempts. (Miller, ASCAP)

The Song From Moulin Rouge... 65
More coverage, same comment. (Broadcast, BMI)

DAVID STREET
I Didn't Believe I'd Fall in Love... 60
KEYNOTE 1004 — Pleasant new ballad, in lazy waltz tempo, is showcased by the chanter and small combo. (Keynote, ASCAP)

Why Should I Cry for Your Kisses?... 54
Despite Street's fine warble, effort has a dated sound. Material lacks originality. (Keynote, ASCAP)

ROSS LEONARD
My Woman... 60
BIG TOWN 1005 — Ross Leonard does a nice job on this bluesy-styled ballad over pleasant instrumental backing, that stresses the beat. (Bregman, Vocco & Conn, ASCAP)

Running Away From Our Love... 50
So-so ballad is sold adequately by the chanter on this routine side. (Big Town, BMI)

DAVID STREET
You'll Always Be My Sweetheart... 59
KEYNOTE 1002—A tender reading of a tuneful ditty. Street, in this multi-dub effort, shows fine ability. (Keynote, ASCAP)

You're Only Fooling Yourself... 56
Attractive ditty is sung smoothly by Street. A listenable slicing. (Keynote, ASCAP)

R & B Territorial Best Sellers

Continued from page 46

Philadelphia

1. Is It a Dream
Vocaleers, Robin
2. Goin' to the River
Fats Domino, Imperial
3. Hound Dog
W. M. Thornton, Peacock
4. She's Got to Go
Ravens, Mercury
5. I'm Mad
W. Mabon, Chess
6. My Mother Eyes
T. Smith, United
7. I Wanna Know
D. Cooper, Savoy
8. Red Top
King Pleasure, Prestige
9. Goin' to the River
C. Willis, Okeh
10. Hittin' on Me
B. Johnson, Mercury

Los Angeles

1. Is It a Dream
Vocaleers, Robin
2. I Wanna Know
D. Cooper, Savoy
3. I'm Mad
W. Mabon, Chess
4. Hound Dog
W. M. Thornton, Peacock
5. Crawlin'
Clovers, Atlantic
6. Can't Do Sixty No More
Du Droppers, Red Robin
7. I Wanna Know
Du Droppers, Victor
8. Let Me Go Home Whiskey
A. Milburn, Aladdin
9. You're Mine
Crickets, M-G-M
10. Pappa
B. Brown, Gotham

New York

1. (Mama) He Treats Your Daughter Mean
R. Brown, Atlantic
2. Pretend
Nat (King) Cole, Capitol
3. Red Top
King Pleasure, Prestige
4. Can't I?
Nat (King) Cole, Capitol
5. Hittin' on Me
B. Johnson, Mercury
6. Hound Dog
W. M. Thornton, Peacock
7. Let Me Go Home Whiskey
A. Milburn, Aladdin
8. Bells
Dominoes, Federal
9. Shirley, Come Back to Me
Shirley & Lee, Aladdin
10. Soft
T. Bradshaw, King

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Bob Santa Maria's "YOU'RE MINE, MY LOVE" MGM
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Hocus-Pocus

By BILL SACHS

GEORGE SCHINDLER, anemic jokester and magickier from out Brooklyn way, typewrites that magic around New York is relying on only two men, Roy Benson, at the Palace, and Dominique, with no other trixsters in that area doing anything more than club work. Schindler planned to Hollywood Wednesday of last week (20) for a week's engagement. He reports other magic traffic around the Big Town as follows: Renee and Harry Lorayne are doing a fast memory act. . . . Frank Garcia has sold out his interest in the magic shop to his partner, Jack Floss, and is back wielding his magic wand. . . . Hal Greenberg is reported clicking handsomely in the Special Services of the Army. He is also playing a role in the Army's "Stalag 17." . . . On Saturday night, May 16, Dick Piser, of the Tannen back room, married lovely Annette Feldman. The wedding looked like a magicians' convention. Some of the guests were Lou Tannen, Jimmy Perpich, Lila Goldstein, Renee and Harry Lorayne, Mr. and Mrs. Les Soiewak, Arnold Schafer, Mr. and Mrs. Sol Stone, Norman Jensen and yours truly. . . . Joe Cassuto is readying plans for a return trip to Holland. . . . Max Holden Magic Shop in New York is closing, with all stock being shipped to the Boston store. . . . Dante the Magician (Harry Jansen) served as technical director for the motion picture, "Lilly," recently released. Bill Larsen Jr. recommends it as a "wonderful picture involving a magician." . . . Samuel Karr, hypnotist, closed recently at the Seven Seas, Omaha, and is back at his New York headquarters. . . . Jack Herbert posts that he recently met a magician who was so hammy that his only regret was that he couldn't sit in the audience and watch himself. . . . Augustus Rapp, veteran trixster, has been hospitalized at Three Rivers, Mich., for a virus infection. He is now on the mend at his home at Colon, Mich. . . . Al Munroe, Detroit newspaperman and magic enthusiast, hopped to Nashville recently for a visit with magician David Price. Mrs. Munroe is convalescing at the Munroe home, 14170 Lauder Avenue, Detroit, following a serious eye operation.

JOAN BRANDON was featured at the San Antonio Home Show May 10-17, from whence she hopped to Hot Springs for a single performance at the Arlington Hotel May 19. She appeared on the fairgrounds at Nashville May 20-24. . . . Charles W. Beckler, magician-vent, posts from West Chester, Pa., that he is again featuring an hour program of vent, chalk cartoons and magic, and that he has just landed his third contract for 10 dates with the United Telephone Company, Harrisburg, Pa. Other outdoor celebrations will keep him busy most of the summer, he says. . . . Walter Griffith, magician and fire prevention expert with the British Columbia Electric Railway Company, Vancouver, B. C., was in Chicago last week for a fire prevention convention and on the week-end hopped down to Cincinnati for a visit with an old magic friend, Rudy Lenzer. Mem-

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bers of W. W. Durbin Ring No. 71, International Brotherhood of Magicians, Cincinnati, tossed a party in Griffith's honor at the home of Mr. and Mrs. Ronald Haines in Cincy last Saturday (23). . . . Syl W. Reilly, Columbus, O., magic expert, reports that Dr. Jaks, mentalist, played there May 14 to a capacity audience. He describes Jaks as a top-notch performer and showman. Other magi to show Columbus recently, according to Reilly, were Chop Chop (Al Wheatley), Randolph, and Lydiatt the Magician, the last named from Canton, O. Walter Harris, of Kalamazoo, Mich., was also a recent visitor to the Ohio capital. . . . Jay (The Great) Jaxon, vent, after recuperating for a week at Russell's Point, O., on Indian Lake, after a bit of surgery, opened his park season Monday (25) at Sandusky, O., on Lake Erie. . . . George Marquis, now sojourning in Clifton, Tenn., after folding his show in the South, phoned the desk the other day to say that after battling around in magic for more than 25 years, trying to make an honest buck, he is planning to put aside his wand for keeps to go to work in other lines. He says that the road is becoming progressively rougher for a magic show.

Mocambo, Hwd.

Continued from page 18

in a throaty, sometimes tremulous voice. If anything, Miss Stevens tried too hard to please with the result that she tried to outdo each previous number, in volume at least, to the exclusion of modulation and shading which would have greatly enhanced the songs.

To her credit must be attributed an understanding and appreciation for rhythm and, in general, showmanlike stage presence. With the possible infrequent excessive use of arm and body gestures, her grasp of the importance of stage movement was self evident. Miss Stevens created a mild sensation upon her entrance, clad in a yellow-gold trench coat which she shed after singing "That's the Glory of Love." By the time she was well into her third number, "One for My Baby," it became obvious that here was a gal with a refreshing approach to the business of selling a song.

With heavy mitting ringing in her ears, Miss Stevens responded with the oldie, "Carolina in the Morning." In this she worked too close to the mike. Next followed "Dixie Melody" and "Birth of the Blues," both good palm getters. She did an especially noteworthy job on "Hi-Li-Li, Hi, Lo" from which she pleasantly segued into "La Vie En Rose" with piano and accordion accompaniment as she sensuously displayed her gams while seated atop the piano. Number, sung in French, got a good hand. Her sign-off was "Auf Wiedersehen."

Dancapation music was well supplied by Oliver ork, alternating with the Latin rhythms of Joe Castro combo. Ed Velarde.

Chicago, Chi

Continued from page 18

Closing sketch has him as a be-bop deejay, and again he sell well. Linking these bits are sketches of straight line comedy, which lack the expertise of the main events. Puppetry by Walton and O'Rourke has the figures in dancing, singing and piano-playing roles. Strongest part has a faded dowager dummy in a bistro. When a dancing puppet's suitcase opens to reveal a tiny animated trio, there's a good hand, and a sexy marionette hula brings the act to a close.

Adriana and Charley's trampolined turn is back and again the bounding to assorted hand and shoulder catches pleases. Comedy filler away from the trampoline is added for the stage date and seems overdone. The act's circus edition would click at least as well in this setting. Twister to a five-man leap and hand-to-hand catch is a strong closer.

Tom Parkinson.

NIGHT CLUB REVIEWS

Billy Gray's Band Box, Hollywood

(Wednesday, May 20)

Capacity, 300. Price policy, \$2.50 minimum. Shows at 9:30 and 12. Operators, Billy Gray and Sammy Lewis. Booking policy, non-exclusive. Press, Maury Foladare. Estimated budget, \$1,500.

Kirby Stone Quintet shoulders the entertainment load with a sock act that's sure to climb high on the entertainment ladder. Five-some keeps 'em yelling for more with their triple threat offerings of instrumental, vocal and comedy fare. Lads work hard and fast. Their vocal blending is smooth and impressive. They accompany themselves on sax, trombone, accordion, bass and drum in better than average instrumental style, but it's their comedy that's sure-fire.

Gag material ranges from tongue in cheek to the depths of zaniness. Nearly all the material is clever and refreshing. One of their best routines is a take-off on the Sammy Kaye band. Their "St. Louis Blues" is a wild, Cab Calloway flavored bit that rocks the crowd from both the rhythmic and laugh standpoints. Mugging, clowning and slapstick makes this three-ring comedy circus one of the freshest acts to hit this town in some time.

Lary Foster uses his verile voice to mirror the singing styles of established vocalists. Apparently lacking confidence in the accuracy of his vocal facsimiles, Foster carefully identifies each in advance. In some instances, the information is needed. If he intends to hold to the rather shopworn vocal style routine, he would do well to wrap up his presentations in a more interesting manner.

Comic Jackie Winston handles emcee chores well. Since spot normally hinges its shows around a strong comic, he falls somewhat short of Band Box standards. Al Viola trio backs acts and provides intermission strains.

Lee Zhitto.

Empire Room, Palmer House, Chicago

(Thursday, May 21)

Capacity, 500. Price policy, \$1-1.50 cover with \$2 minimum. Shows at 9 and 12. Owner, Hilton Hotels. Publicity, Fred Townsend. Production and exclusive booking, Merriel Abbott.

In for her eighth Empire engagement, Dorothy Shay offers a balanced package of humor and song in and out of the "hillbilly" vein, and from the first she's got the crowd with her. Clicking best are her country-style vocals, something akin to Esquire mountain cartoons. She has some new ones and also meets demand for her standbys like "Uncle Fud" and "Efficiency."

A life-story sequence has the Park Avenue Hillbilly giving the comedy treatment to the range of fem singer types and settling on her own style with "Feudin'."

In this showing, she scored with the youngsters called up to aid with "Efficiency." Six-year-old Texan volunteered to sing "Way Up in New York City," which proved a perfect bit for the Shay show and put a clincher on an already strong performance.

Wally Boag brings a pleasantly different approach with his comedy turn. He opens by inflating assorted balloons and twisting them into animal figures while he carries on incidental chatter. Second bit has him armed with bagpipes, and thirdly he dances. Balloon gimmicks give the act some continuity, but by the time he gets to the hoofing things are stretched close to the hodgepodge point. Despite this, the novelty goes over.

Merriel Abbott Dancers repeat their timely "coronation" ballet, and Eddie O'Neal is as popular as ever at the bandstand.

Tom Parkinson.

Acts Get Pay

Continued from page 19

employment to Bohn and consequently eligible for compensation.

Spidale's original application for compensation was refused by the Deputy Director of the Division of Workmen's Compensation, as a result of which Spidale filed

Burlesque Bits

By UNO

Winnie Garrett, who, with her husband, architect Harry Eisen, celebrated a second wedding anniversary on May 16, moved from the Hudson, Union City, N. J., to the Palace, Buffalo, May 21. From there her itinerary includes two weeks at the Emerald Room, Milford, Conn., starting June 3; one week at the B. & B. Club, Providence, starting June 15, and eight weeks at the Club Samoa, New York. . . . Jeanne Steele, four-year-old granddaughter of Ethel Steele Rubin, is rounding out her 10th week as a model on Ethel Thorsen's "Fashion Show" over TV, Channel 11, a Sunday p.m. program. . . . The Globe, Atlantic City, opens its summer stock again on June 19 with bookings exclusively thru the Miller-Kaplan Agency. Openers will be Penny Page (featured), Milt Douglas, Priscilla, Joe Morris, Bobbie Parker, Al Baker, Bob Ridley and two vaude acts. Same agency has Francine (featured), Dick Bernie, Milt Hamilton and Nana set to open at the Carmen, Philadelphia, for that theater's second week of its new policy of burly mixed with vaude. . . . Higgy King and his wife, Jo Ann, are in their 11th week, and Cherrie Lee, the Pepper Pot of New Orleans, is in her sixth week, as featured strip at the President-Follies, San Francisco. An addition to the line-up is Vivienne Mitchell. Charlie Fritcher is expected to leave June 1. Linda Lee returns next week after two weeks of honeymooning. . . . Stormy Dawn followed Tempest Storm into Colorado Springs!

Extra Added

New York

Olivelli's, performers' rooming house and hangout in Tottenham Court, London, will be put up for sale on July 17. . . . Derby Record thrush Trudy Richards opens at the Copa, Pittsburgh, Monday (25). . . . Los Chavales de Espana with Trini Reyes return to the Waldorf-Astoria Starlight Roof on June 1. . . . Chanter Jimmy Adano, RCA Victor Records, works with Larry Storch at Banner Lodge, Moodus, Conn., Friday (29). . . . Final show of the season at the Persian Room, Hotel Plaza, will star the Blackburn Twins with Marion Colby and Clifford Guest. . . . Murray Lane, now fully recovered from his heart attack, is now back at work. . . . Jerome Mann, the Ali Hakim of "Oklahoma!", leaves Wednesday (27) for a European tour. . . . Leo Fuld flies to Paris Monday (25).

Para, N. Y.

Continued from page 18

neighborhood, child psychology and "Babalu" material. He finished to a fine mitt.

Martin Brothers and their standard puppet act performed well and got deserved applause for the boy-girl jive team, clown and suitcase and Negro musicians bits. The team came on to a cold reception yet finished with a warm one.

The Jerry Gray ork backed the acts smartly and handled itself well on a flag-waving opener, "Crewcut," "No Moon At All," "Old Black Magic" and a mid-show medley of items which Glenn Miller's ork in its hey-day, "Moon" and "Magic" were sung by a well-stacked, black-haired thrush, Linda Lee, who impressed with a brassy, musicianly voice. Gal could step out into the bigger time with more work. She handled herself well on the two tunes.

Pic, "The Desert Song."

Joe Martin.

an appeal which was favorably ruled upon by Judge Tenenbaum. The jurist held that the entertainer was not an independent contractor but an employee of the club, and, since he suffered an accident during the course of his employment, was entitled to compensation. He held that while the performer in the initial undertaking may be an independent contractor, once he is directed by the club when, how and where he is to perform, it becomes an employer-employee relationship.

House of Oscar. Both bookings were made thru the Bob Corash local agency. . . . Jerry Paulos, former house singer at the Hudson, Union City, bowed at the Wardman Park Hotel, Washington, May 21 for two weeks with options.

Irma (the Body), Hirst circuit feature, was chosen Pin-up Queen by members of the Air Rescue Squadron stationed at Johnston Air Force base at Nagoya, Japan. . . . Harry (Lifty) Lewis, comic, upon completion of his Hirst circuit tour, will open July 1 for 10 weeks as social director at Sam and Mollie Samson's summer resort, South Haven Mich. . . . The Maurice Kurtz agency has Al Paris Green and Sugar Lynn opening July 4 at the Kentucky Club, Woodridge, N. Y., for the summer. The agency also, for the Kiamesha Lodge, Kiamesha Lake, N. Y., has stars of radio, TV and stage, and for the Karmel Hotel, Loch Sheldrake, N. Y., all name acts. Kurtz also handles, Abe Gore, comic, for his second season at the Tanzville Hotel, Parksville, N. Y., and Ann King, legit actress, as social directress, at the Gradus Hotel, Kiamesha Lake, N. Y. . . . Sirena, underwater ballerina, in a tank owned and operated by Harry Swank, opened at the Club Dixie, Detroit, thru the Sennes Agency. . . . Larry Norman is in his 10th week: as singing emcee at Abe Perkin's Gay 90's Show Lounge, Minneapolis, where the rest of the talent includes Bee Lee, vocalist; Al Clover, hillbilly comic; George Gibson, tapster, and Eddie Bach, doubling as ork leader and funster. . . . Sherry Shannon is rounding out a full year at the Persian Palms, Minneapolis, besides modeling for Arts Photography mag, for which she will adorn the front cover of July issue. . . . Sandra Farrell and Milton Donn finished two weeks at the Roxy, Cleveland, May 28, and shifted to the Gayety, Detroit, for another fortnight. The balance of stock cast at the Roxy are Bert Carr, Rusty Jordan, Harry White, Phil Lane, Fifi Laberne, Vicki (Reynolds) Raye, Lotus DuBois and Babe Mitchell.

Chase, St. Louis

Continued from page 18

to harmonize as few sister acts can. Had to beg off.

Adagio team of Lucienne and Ashour score a solid hit with their knock-down, drag 'em out routine. Act packs a real Gallic touch and earned heavy mitt.

Various and sundry other performers contribute to this Lou Walters extravaganza, including Ralph Yound, The Charlee Ballet doing an authentic version of the Car Can, Gloria Leroy, Guilda, Nejlja Ates, Janine Gernet, and, of course, the ladies of the chorus.

Songs and lyrics by Lou Walters and Art Waner tie the show into a neat package. A local band rec'ited by Joe Schirmer and fronted by Bobby Swain does an excellent job on the difficult show music.

Elaborate costumes drew plenty of gasps from the ringsiders, and from all appearances biz is better than good. Cover charges have been upped for this attraction and it seems to be paying off.

Abie L. Morris.

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Oregonian Feature Plugs Roller Sport

PORTLAND, Ore., May 23.—The roller skating industry received favorable publicity this week in a feature story appearing in the magazine section of the Sunday (17) issue of The Portland Oregonian. The press run for that issue was 306,000.

The 2,500-word article, written

by Watford Reed, Portland writer and roller skating enthusiast, praises the influence of the Roller Skating Rink Operators' Association in building wholesome entertainment and promoting public interest.

The article, entitled "Wings on Their Feet," notes that 17,000,000 Americans enjoyed roller skating last year and that the Oaks Rink in Portland had 130,000 admissions during 1952.

The following RSROA platform points are credited with helping to make the sport popular and the business solvent:

Clean rinks, close supervision, good equipment, good lighting, safeguards against roughhouses, competition in all kinds of skating and standardized dance skating.

The article is lavishly illustrated with photographs of local skating celebrities, just plain skaters having fun, early-day leaders in the sport and a 1913 portable skating rink in Portland.

Human-interest anecdotes are numerous, including an account of a rink operated on a barge by Chris Jeffries in the Willamette River at Portland. River tides would dislodge the gangplank waves from passing boats would rock the skating floor, and crowds trying to leave the barge all at once would tilt the craft until the spectator section shipped water.

When the portable rink was moved from Portland to Aberdeen, Wash., in the fall of 1913, Jeffries encountered 40 days of continuous rain. They burned gasoline on the floor to dry it for skating.

Skaters Set For Du Mont 'Strawhatters'

NEW YORK, May 23.—Amateur roller skaters will have many chances to show their art when Du Mont's WABD stages its summertime "Strawhatters" TV program, Wednesday nights thruout this summer, from the Palisades Amusement Park in New Jersey. The format calls for the show to run as an amateur contest, with different skaters competing each week against singers, acrobats, etc.

The America on Wheels chain, with headquarters at Twin City Arena, Elizabeth, N. J., has agreed to supply an act for the opener, Wednesday (27). The show is booked to run a full hour each time, 8:30 to 9:30 p.m.

Du Mont people report that they applied for a sanction from both the U. S. Amateur Roller Skating Association and the Roller Skating Rink Operators' Association. At this writing, a conditional USARSA okay has been received, with provision that it will be revoked if initial programs indicate any violation of strict amateur rules.

Westchester Home Expo Opens Thurs.

WHITE PLAINS, N. Y., May 23.—The 10th anniversary Westchester County Better Homes Exposition opened Thursday (21) in the County Center here with a record 114 exhibits of homes and equipment.

The show, which will run thru May 28, is operating from 1 to 11 p.m. daily. The record number of exhibits utilize three floors of the County Center, with a six-room house the largest exhibit.

The White Plains Civic and Business Federation is sponsoring the annual show. Displays have been screened more carefully this year than in the past. In previous shows, some 12 exhibitors of screen and storm sash combinations were permitted, but the number has been reduced this year to four. The intent is to have a minimum of duplications in the exhibits.

GARDEN CELLAR IS COMBO RINK-RUG EMPORIUM

NEW YORK, May 23.—The basement area of Madison Square Garden, recently vacated by the Ringling Circus menagerie and side show, took on the aspects of a variety of amusement enterprises this week. The area was taken over by two local rug firms for a \$2,500,000 display of domestic and oriental rugs, which they hoped to sell for \$1,385,000. The three-acre space provided not only adequate display space for the sale, but also took on the appearance of a roller rink, as salesmen utilized roller skates to reach customers and deposit money in the tills. To further add to the hoopla, two Persian lambs walked around the area and a live camel also added to the atmosphere. The five-day sale continues on Sunday (24) and ends Monday (25).

CENSORED

N.Y. RSROA Bans Short Skate Skirts

NEW YORK, May 23.—A uniform dress-length regulation, calling for skirts to be no shorter than three inches above the center of the knee-cap, has been voted by the metropolitan chapter of the Roller Skating Rink Operators' Association. Signs announcing the regulation have been printed by the group, and enforcement will begin with start of the 1953-'54 season around Labor Day.

In voting the decree, advocates stressed two points: (1) Many girls were wearing skirts so abbreviated that parents and town fathers were frowning. (2) Many distaff patrons, who did not own skating costumes, were staying away from rollerdromes because the contrast between their conventional sport and street attire was too marked in comparison with the extremely abbreviated skirts that were in vogue.

The Mineola (L. I.) Rollerdrome and the America on Wheels chain, members of the United Rink Operators' group, will continue to enforce their own versions of a modesty rule. Mineola has long had a strict ban against anything shorter than two inches above the knees and America on Wheels enforces a finger-tip regulation.

JIMMY BOYD SIGNS FOR TANSOR RODEO

"Mommy Kissing Santa" Lad Opens Arena Horse Opera Trek Friday

CHICAGO, May 23.—Columbia Records' Jimmy Boyd, juvenile who scored with "I Saw Mommy Kissing Santa Claus," has been signed to a 15-week contract as the feature of Tansor's World Champion Wild West Rodeo for a tour of arenas. Al Tansor, Milwaukee rodeo operator, announced the deal. Reported price is \$5,000 weekly.

Show opens Friday (29) for three days at Memorial Auditorium, Canton, O. Dates in Springfield, Mass.; Albany, N. Y., and Newark, N. J., are expected to be set. Stands in other Eastern cities are in the making, according to Clarence D. Jacobsen.

Tansor said Jacobsen is booking all dates. The show represents the first announced activity of the new booking service for auditoriums and arenas opened by Jacob-

sen in New York recently. Jacobsen announced that Hal Oliver is contracting the rodeo.

Rodeo Line-Up

Boyd will sing and ride in the performances, appearing three times, Tansor said here. Backing him will be Tansor's regular lineup of five rodeo events. Liberty horse act. Reynolds' roping act, a bucking Ford turn, square dance on horseback and two rodeo clowns.

The boy singer was signed thru General Artists Corporation, with Tom Martin handling the deal for GAC.

Unit will move on seven trucks. Tansor said he will carry about 50 people and a large number of horses. His rodeo has played the circuit previously, closing its most recent trek several weeks ago.

SPIKE JONES FRAMING NEW SHOW; SETS WEST

BEVERLY HILLS, Calif., May 23.—The Spike Jones Musical Depreciation Revue has completed its latest tour and arrived back here Friday (15). Ralph Wonders, president of Arena Stars,

Inc., declared the trek was highly successful.

Jones now is building a new show, which will open at the Pan-Pacific Auditorium, Los Angeles, for the Home Show, June four weeks at the Flamingo Hotel, Las Vegas, Nev., and two weeks at Cal-Neva Lodge, Lake Tahoe. A tour of about six weeks thru the Northwest and into British Columbia will follow.

The Jones show was first to appear in the newly completed Denver Auditorium Annex. From Denver, it was reported that the annex has about 4,000 additional seats, improved stage and band-shell and other improvements over the old city auditorium.

Dramatic & Musical Routes

Deep Blue Sea (Uta Hagen): (Blackstone) Chicago.

Dial 'M' for Murder: (Harris) Chicago.

Good Night Ladies: (Royal Alexandra) Toronto.

Guys and Dolls: (Aud.) Portland, Ore., 24-26; (Community) Berkeley, Calif., 29-30.

Hildegard: (Earlanger) Buffalo 27-31.

Love of Four Colonels: (Forrest) Philadelphia.

Maid of the Ozarks: (Selwyn) Chicago.

Me and Juliet: (Shubert) Boston.

Mrs. McThing With Helen Hayes: (Nixon) Pittsburgh.

New Faces: (Great Northern) Chicago.

Pal Joey: (Shubert) Chicago.

South Pacific (N.Y. Co.): (Opera House) Boston.

South Pacific (Nat'l Co.): (Shubert) Detroit.

Top Banana: (Curran) San Francisco.

Victor Borge: (Davidson) Milwaukee.

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Wirtz, Prince Oppose Chicago Aud Plan

Owners Say Stadium, Amphitheater Would Close; Committee Gives Okay

SPRINGFIELD, Ill., May 23.—A State legislative committee this week put its approval on a proposal for building a civic auditorium in Chicago. William Wood Prince, head of the International Amphitheater, and Arthur M. Wirtz, president of the Chicago Stadium, spoke in opposition to the bill.

The measure goes next to another legislative committee. It would appropriate \$5,700,000 toward the proposed building. Funds from a race track tax would be funneled to the project. The initial cost has been estimated at \$8,600,000.

Prince declared the suggested structure would cost nearer \$50,000,000. Both he and Wirtz declared their buildings would be forced out of business if the city built a competing building, and Prince charged the proposal was an invasion of private enterprise.

Representatives of the Chicago Convention Bureau said the city was losing convention business because it lacks auditorium facilities. Wirtz countered that claims of new business a civic auditorium would bring were "less than one-fourth true."

Wirtz said the Stadium was in the red last year and the loss of 25 events would force closure of the building. He cited the amount of tax paid by the Stadium and pointed out that the building cost

\$7,000,000 to build in 1929 and would cost \$25,000,000 to duplicate now. He stated that Chicago already has more than double the exhibit space available in any other city.

A convention bureau representative said the new building would bring enough additional business to the city to double the use of the Wirtz and Prince buildings.

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The Final Curtain

ABBAMS—Mrs. Mollie Herten, 97, mother of Benjamin Abrams, president of Emerson Radio & Phonograph Corporation, May 17 in New York. Two other sons also survive.

BELL—William Wilson, 68, since 1928 a co-owner with his son, Rex, of the Three B Company, outdoor advertising plant, and a wholesale supply business, the Chemicals & Materials Corporation, Terre Haute, Ind., firms, May 15 in that city. Bell entered business in 1888 in Pittsburg, Kan., where he owned and managed a chain of theatrical companies. He was founder and first president of the Theatrical Managers' Association, which was organized in Kansas City and later moved to New York. In 1917 he was elected mayor of Pittsburg. As a pioneer outdoor advertising man Bell helped organize the Outdoor Advertising Association of America, and was elected its executive secretary in 1918, a post he filled for more than eight years in Chicago. He was also well known as an artist, his paintings having won numerous awards. Bell was a member of the Elks Lodge, Pittsburg, and past president of the Rotary Club, Terre Haute. Survived by his widow, Barbara; his son; a daughter, Mrs. Daphne Baxter, and four grandchildren.

BUCKLEY—Ralph L., 45, radio engineer, May 16 in Portland, Me. He was forced, due to illness, to retire three years ago from his post as engineer at Station WCHS. His widow, mother, sister and a son survive.

DAVIS—Ennis, 50, educational director for the Fred Waring organization, May 8 in Monroe County General Hospital, East Stroudsburg, Pa. He was editor of The Music Journal and dean of the Fred Waring Choral Workshop. Davis had written many books and articles on music. His widow, mother and grandmother survive.

DAVIS—Richard, 19, concession agent on Prell's Broadway Shows, May 18 at Charlottesville, Va.

DELAMARTE—Eric, 73, former associate conductor of the Chicago Symphony Orchestra, May 17 in Orlando, Fla. He had also served as conductor of the Austin (Tex.) Symphony and appeared as a conductor with Joan Crawford in the film "Humoresque." His widow and a daughter survive.

DINEHART—Mrs. Moeselle Britten, 41, widow of the late actor Alan Dinehart, May 18 in Good Samaritan Hospital, Los Angeles, following a heart attack. She had been in failing health for several years. A native of Oklahoma, Mrs. Dinehart came to Southern California at 17, studied at the Pasadena Playhouse, and later had several small film roles at 20th Century-Fox and Columbia studios before marrying Dinehart in 1923. Besides her husband, Thomas W. Gosser, she is survived by a son, Alan III; a stepson, Alan Jr.; her mother, Mrs. A. V. Britton, and three sisters, Mrs. Allamae Gingo, of Los Angeles; Mrs. John S. Daniel, Oklahoma City, and Mrs. M. Martin Harris, Houston. Entombment in Forrest Lawn Mausoleum, Glendale, Calif.

EDWARDS—Tom W., 74, a veteran of 57 years in outdoor show business, April 9 in Sulphur, Okla. He had retired in 1947 after trouping with the old Mighty Haag, M. L. Clark, Molly Bailey and Honest Bill circuses. Among the carnivals with which he had been connected were the J. George Loos, T. J. Tidwell, Alamo Exposition, Bill H. Hames, Byers Bros., Rice & Dorman, E. B. Reed and Nip Butt All American shows. In 1912 Edwards bought an interest in the Booger Red Wild West wagon show and he managed and booked the show until 1918. In 1927 he owned and operated the Oklahoma Jim Law and Outlaw show. Survived by two sons, Jack, Aransas Pass, Tex., who formerly worked as a knife thrower with Otto Gray's troupe of Western entertainers and is now in business in Aransas Pass, Tex., and Rob, Ada, Okla.; two daughters, Estelle Cochran, San Antonio, and Mrs. Lucille Maserange, Mobile, Ala.; a sister, Mrs. Stella Welch, Commerce, Tex., and a brother, Jess, Allen, Okla. Burial took place in the family plot at Troy, Okla.

FLEMION—Mildred, May 9 following a heart attack. She was the wife of William Flemion, former motion picture distribution executive and now managing director of the Studio Theater, Detroit. Three sons also survive, Richard, formerly booker for Producers Releasing Corporation, Detroit; William Jr., and Charles. Interment in Wellston, Ohio.

nivals. For the past 15 years he was connected with Beach Amusement Park, Galveston, Tex.

GOOSE—Mrs. Thomas W., 41, widow of actor Alan Dinehart, May 18 in Los Angeles. She had been an actress and a Hollywood columnist.

HARRIS—Mrs. Elsie L., 61, retired film actress, May 17. She was born in Cincinnati. Surviving is her husband, Carl; three sons, Robert, Richard and Donald; daughters, Mrs. Kathleen MacDowell and Mrs. Patricia O'Brien, and five grandchildren. Interment in Forest Lawn Memorial Park, Glendale.

CARL HADA
Passed away June 1st, 1950.
DEEP IN MY HEART A MEMORY IS KEPT OF THE ONE I LOVED AND WILL NEVER FORGET.
Loving Wife,
STELLA HADA

JACOBSON—Mrs. Betty, 89, in Bridgeport, Conn., May 16. She was the mother of Morris Jacobson, general manager of the Strand Amusement Company of Southern Connecticut. Survived by six other sons, Leon, Ralph, Irving and Sam, Bridgeport, and Sol and Charles, Detroit, and a daughter, Mrs. Rebecca Kangisser, Bridgeport. Burial in Rodeph Shalom Cemetery, Fairfield, Conn., May 17.

JONES—Percy M., 57, veteran circus and carnival man, May 6 in Bridgeport, Neb., of a heart attack. Survived by his widow, Virginia, Tucson, Ariz., and two brothers, Howard V., Spokane, and William C., Hibbing, Minn. Burial May 10 in Bridgeport with American Legion services. (Details in General Outdoor section.)

In Memory of
A Great Showman
and a Real Friend
ELI N. LAGASSE
Founder of the Lagasse
Amusement Company
Died May 26, 1949
AL MARTIN

MAHS—Carl, 2, infant son of Mr. and Mrs. Louis G. MaHS, of the Motordrome staff on Amusement Company of America Shows, May 14, in East St. Louis, following an attack of pneumonia.

MEYER—W. L. (Billy), 77, well-known among pitchmen, carnival, circus and vaude performers, at his home in Downers Grove, Ill., April 30. He had been suffering with heart disease since he quit the road in 1950 to live in retirement at his home. A daughter, Mrs. Ruth M. Campbell, ad account executive and industrial motion picture producer, and a granddaughter, Ruth L. Campbell, survive. Burial in Forrest Home Cemetery, Millwaukee.

MILLS—David G., musician, April 25 in St. Mary's Hospital, Kansas City, Mo., of a heart attack. Survived by his widow, Mary; a daughter, Katherine Roach, and a son, Marine Corp. David S. Mills, Burial in Chetopa, Kansas.

MORGAN—Richard I. (Dick), 46, banjoist for 35 years and at the time of his death with the Spike Jones band, May 18 in North Hollywood Hospital following a heart attack. He was featured in the Jones band for eight years. He left the troupe in Springfield, Mass., May 10, to visit his wife, former singer Pamela Ward, and their daughter, Germaine, in Los Angeles. In addition to his widow and daughter, he leaves three sisters, Mrs. Blagwen Tonduek, Mrs. Mamie Harvey and Alice Morgan. Interment in Inglewood (Calif.) Cemetery.

Marriages

BARTELL-GIBSON—Vincent Bartell, technician at WWJ-TV, Detroit, and Joan Gibson, receptionist at that station, in Detroit May 16.

BROOKS-ROZELL—Arthur Brooks Jr. and Dolores Rozell, performers, recently in Las Cruces, N. M.

CREECH-FOWLER—A/2C Bobby Creech, non-pro, and Ruby (Butch) Fowler, former concessionaire on Adams Exposition Shows, in Austin, Tex., recently.

HAAG-MENA—Charles Haag, son of Harry and Ruby Haag, of Royal Dumbor Circus, to Ernestine Mena in Barquisimeto, Venezuela, April 23.

HAFREN-REYNOLDS—Actress Marjorie Reynolds and John M. Hafren, assistant film editor at Republic Studios, May 17 in Beverly Hills (Calif.) Community Church. Formerly with Paramount, Miss Reynolds now appears in television with William Bendix in "Life of Riley."

PASTENE-JOHNSON—Robert Pastene, actor, appearing in "The Children's Hour," and Susan Johnson, singer at the Ruban Bleu, New York, in Greenwich, Conn., May 11.

SOTAK-HORNAK—Michael Sotak, rodeo performer, and Mary Rita Hornak, night club singer, in Bridgeport, Conn., May 15.

WHITE-BROTHERMAN—Joseph T. White Jr. and Ralene Brotherman, recently in San Antonio. Bride is member of the traffic department at KMAC there.

PRESTON—Dorothy Marie, 44, vaudeville dancer known as Toni Preston, May 15 in Rochester, N. Y. She had been a dancer on the Keith-Orpheum circuit in the 1920's.

REINHARDT—Django, 43, gypsy jazz guitarist, May 16 in Paris. He was a night club attraction at the age of 15, but later a fire left him paralyzed in two fingers. After 18 months of continual practice, however, he was hailed by critics as the world's best jazz guitar player. In the 1930's he directed the famous quintet of the Hot Club de France and made appearances in London and New York, later touring every gypsy encampment in France to play for his people. Reinhardt had been for the past few years an exponent of bebop.

ROSENTHAL—Harry, 60, pianist, orchestra leader and composer, May 10 in Beverly Hills, Calif. He made his debut as an actor in 1929 in "June Moon," (tho he had appeared in several motion pictures. Best known for his compositions, he wrote five operettas in London during the 1920's, including "The Rouboula" and "Sky High Review."

SMITH—Walter F. (Pat), 59, veteran med showman, in Macon, Ga., May 10. For 10 years he was on the World-med show and joined Bardex Minstrels three weeks ago. Burial in Macon.

STEVENS—Johnnie, Inside concession operator formerly with Dalley and Campa circuses, May 16 while with Capell Bros., Circus at Vienna, Mo. Burial in Gonzales, Tex.

SUTTON—Roy J., 70, May 13, in Detroit. He was founder of the S & C (Sutton and Clements) restaurant chain in Detroit, operating the S & C Four Dukes Supper Club. Survived by his widow, Elizabeth Ellen, interment in Oakview Cemetery, Royal Oak, Mich.

TROUT—Ross H., 65, a director of the Estevan (Sask.) Agricultural Society, at Estevan May 11. Survived by his widow, two sons, one daughter, three brothers and one sister. Burial was at Estevan.

VETLUGUIN—Yoldemar, 58, Hollywood producer and former magazine editor who was credited with popularizing the cover-girl photograph, May 15 in New York. The former manager of dancer Isadora Duncan, he was a writer and editor of Red Book magazine from 1933 to 1943, when he became an assistant to Louis B. Mayer, movie exec. Among the films Vetluguin produced are "East Side, West Side" and "A Life of Her Own."

IN MEMORY
Of My Beloved Husband
HOMER L. WOOD
Who passed away May 24, 1952
I Miss You Very Much!
MARION WOOD

WARREN—Dr. Barnett M., 54, dentist and playwright, May 17 in Montauk, N. Y. He had written several plays produced in summer stock, but had never had a play produced on Broadway. A brother, English and Yiddish star Jacob Ben-Ami; his widow, actress Paula Bauersmith; his mother, son, daughter and sister survive.

Births

GOLDMAN—A daughter, Jo-Ann, to Mr. and Mrs. Harold Goldman May 8 in New York. Father is national sales director of TV Exploitation and an officer of Beverly Pictures.

KAUFMAN—To Dr. and Mrs. Myron Kaufman, a daughter, Kathie Lynn, in Detroit May 8. Mother is the daughter of Max Geisler, former vaudeville and musical comedy actor, who is now supervisor of Associated Theatres, Detroit circuit.

LEE—A daughter, Cathy Patricia, May 15, at Dallas, to Mr. and Mrs. Terry Lee. Father is sales manager of WFAA-TV, Dallas.

MEDLEY—A son, Herbert Adelbert II, to A/2C and Mrs. Herbert A. Medley at Cheyenne, Wyo., April 10. Grandparents Mr. and Mrs. Lewis Garner, of Waverly, La., are veteran carnival concessionaires.

NEWMAN—A daughter, Sari, to Mr. and Mrs. Lee Newman, May 12, in Cedars of Lebanon Hospital, Los Angeles. Mother is Barbara Belle, personal manager of Champ Butler.

PATTERSON—A daughter to Mr. and Mrs. John Patterson, April 27, at La Fayette, Ind. Grandparents Clyde and Frances Widener formerly were with Mills Bros. Circus.

PADER—A daughter, Jennifer Laurie, to Mr. and Mrs. Norman Pader May 10 in Rockville Center, L. I. Father is manager of exploitation, NBC press department.

REMINGTON—A daughter to Mr. and Mrs. Jack Remington, in Good Samaritan Hospital, Cincinnati. Father is deputy on the WKRC staff in that city.

RICCIARDI—A son, Gene Alfred, to Mr. and Mrs. E. L. Ricciardi, May 13 in Crawford Long Hospital, Atlanta. Father is a concessionaire with the Celia and Wilson Shows.

SCHUE—A son, Steven Wesley, to Mr. and Mrs. Jack Schue at Inglewood, Calif., May 11. Parents are concessionaires on Celia & Wilson Shows.

SWOPE—A son, Mark, to Mr. and Mrs. John Swope, May 14, in St. John's Hospital, Santa Monica, Calif. Father is executive producer of the La Jolla Playhouse. Mother is Actress Dorothy McGuire.

Roadshow Rep

E. A. CELLAR writes from Lorena, Tex., that he has been working that sector since May 1. He says that he plans to move westward where he will make a number of celebrations along with presenting his regular open-air show. . . . Boyd's Tent Show is slated to open soon in Southwestern Oregon. Org will offer some short dramatic bills, but for the most part will depend on the Boyd family of four to carry the entertainment ball. . . . The Chris Tate Show will try some dates in Eastern Maine and New Brunswick. It will feature its "Aunt Emmy" bill and will take on some summer resort hotels. . . . Carl Griffith, who is in Guymon, Okla., will move into New Mexico soon with his regular style stroller show after a winter of only fair business in Oklahoma schools. . . . Mr. and Mrs. Ed Gately are set for a tour of Pennsylvania and New York resort spots with their puppets and Punch and Judy show. . . . R. E. Rollins is in Clayton, N. Y., prepping his vaude-novelty attraction for an early June bow in Sarnia, Ont.

season. Org again will operate in Arizona. Show does some merchandising. . . . C. V. Congaris left Santa Fe, N. Y., May 1 to take on small-town dates with his outdoor novelty show. He also has some celebrations lined up for late summer. . . . Lee's Family Show, which closed recently for a three-week vacation, soon will get going again at Billings, Mont. . . . G. H. Gormley, old-time roadshow press and advance agent, advises from Milwaukee that he will take a month's vacation in July and tour the tent shows playing in Iowa, Illinois and Missouri. "With movie houses closing daily in Wisconsin, I want to see what the outdoor shows are doing," Gormley says.

GEORGE SPENCER writes from Colebrook, N. H., that he is improving in health and has about decided to play some fairs in Canada with his museum-novelty show. . . . Thomas Dale, who is headquartered in Hebron, Neb., was the victim of a severe windstorm which practically wrecked his trailer. Dale and his wife are on a West to East tour with his two-cast drama, vaude show after spending part of the winter in Fresno, Calif. He reports that business had been okay all along the line until he ran into the twister. . . . Earle F. Johnson writes from Pittsburgh seeking the roster of the Buddy Players of the early '40s. He says that Phil Miller owned the show.

LEE FORRESTER again will tour Montana with his solo stroller show. Forrester, who spent the winter in Fresno, Calif., headquarters in Billings, Mont. . . . Murray's Tent Show, which has been offering straight vaude attractions, the past three years, will present short-cast bills this

Drivin' 'Round the Drive-Ins

TRI-STATE Buying & Booking Service, Philadelphia, is no longer handling S. W. Royer's Harvest Moon Drive-In, Linden, Pa. William Elliott is performing these services. . . . The Brandonville, Pa., Drive-In is now known as the Starlite. Owned by Mel Heinback and partners, it is being serviced by Tri-State Buying & Booking Service. . . . Mel Fox and Neil Hellman open their drive-in in Levittown, Pa., on U. S. Route 1, June 1. . . . Harold E. Bell resigned as manager of the College Theater, Bethlehem, Pa., to manage his own drive-in at Danville, Pa. . . . Brandywine Drive-In near Wilmington, Del., featured its first Dollar Night of the new season, with a dollar admission per car. . . . Stanley Rothermel opens his Millerstown Drive-In Theater, Millerstown, Pa., with Allied Motion Picture Theater Service out of Philadelphia handling the booking and buying of pictures. Alan E. Holdcraft is ushering in the new season at his Delmar (Del.) Drive-In. Charles Collins' 600-car Pike Drive-In at Montgomery, Pa., is in operation and the newly built 200-car Family Drive-In has been opened by E. E. Ness at Amity Hall, Pa. . . . The Manchester Drive-In Theater Corporation, Hartford, Conn., now nearing completion of a \$100,000 drive-in theater at Bolton, Conn., will have facilities for wide screen process motion pictures, according to Bernie Menschell, president. The drive-in, believed to be first outdoor theater project in

Connecticut with fabricated screen on ratio of 1 to 2 (twice as wide as it is high), will have space for 600 cars.

LEON GLASSCOCK last week announced that construction work scheduled to start on his new 1,700-seat, open-air theater will be postponed for a while at Mathis, Tex. . . . Preston Smith, independent drive-in theater owner and operator at Lubbock, Tex., was elected president of the Texas Drive-In Theater Owners' Association. He succeeds C. C. Ezell who resigned and was succeeded by Charles Eisenburg, as temporary president. . . . S. L. Oakley, general manager, Jefferson Amusement Company, Beaumont, Tex., has announced that construction will be started soon on a new 500-car drive-in at Silsbee, Tex. . . . Bert M. Stearn, associated in the operation of the Star-Light Drive-In Theater, Wexford, Pa., has taken over the Grand Theater and Louisa Theater Building at Carnegie, Pa., where he will install 3-dimensional equipment. New operation will be called C. T. Enterprises, Inc., with Harry Hendel, president; Bert M. Stearn, treasurer, and W. H. Fox, secretary.

16mm. SOUND
FEATURE PROGRAMS
\$1.00 A DAY
beginning with the fourth consecutive day's use. The rental for the first 1-2-3 days is \$4.95 and \$7.95. Some 300 different programs are available—many new releases this year—all including short subjects to make a program of 80 to 90 minutes.
EVERY TIME YOU BOOK FROM EASTIN PICTURES YOU'LL SAVE MONEY. WRITE FOR OUR 1953 ROADSHOW CATALOG—JUST OFF THE PRESS!
EASTIN PICTURES
104 Eastin Pictures Bldg., Davenport, Ia.
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OPEN A DRIVE-IN THEATRE AT LOW COST

New and guaranteed rebuilt equipment from \$1595. Time payment available to responsible parties. Write, giving location and number of cars. SPECIAL OFFER! Tempered Masonite & Marquett Letters, 47" 35" & 50"; 10", 60", 5 O. S. CINEMA SUPPLY CORP., Dept. L 607 W. 52 St., New York 19

Rabbit Foot Minstrels
"The Greatest Colored Show on Earth"
Want Trombone Man and Piano Man, must read music; 2 young, neat, experienced Chorus Girls; Man and Wife for Popcorn and Sno-Cones, preferably with own transportation. Wire EARLE HENDREN, RABBIT FOOT MINSTRELS, Sportsmen's Building Mid-South Fairgrounds, Telephone 7-2827, Memphis, Tenn.

WANTED
People for Medicine Show. Will pay top salary. Salary is no object if you can cut it. Need Teams that change for two weeks. Musicians of any kind, if you don't like this business, lay off. State your salary.
RAY SMITH
Bristol Hotel Houston, Texas

In Cherished Memory
of
Horace E. Gould
Woonsocket, R. I. Died May 8, 1953.
Beloved Husband of
DELIA C. GOULD
and My Dearest Friend
MARTIN J. McPARTLIN

GAETZ—James Ferrier, 78, father of Gerald (Gerry) Gaetz, manager of radio station CJCA, Edmonton, Alta., at Lethbridge, Alta., May 6. Survived by his widow, three sons, a brother and two sisters. Burial was at Red Deer, Alta.

GEARHEARDT—Fred L., 89, veteran circus trouper, May 16 of heart trouble in Wilson Memorial Hospital, Sidney, O. He broke into show business with the John G. Robinson 10 Big Shows in 1904 and later toured with a number of big shows, including the Ringling-Barnum circus, his last show-bis connection in 1931. Survived by a son, Fred L. Jr. Services May 19 and burial in Fairview Cemetery, Quincy, O.

In Loving Memory
OF MY DEAR HUSBAND
JAMES H. GRIFFITH
WHO DIED DECEMBER 8TH, 1950.
MRS. FRANCES GRIFFITH

GESNER—Charles, 60, veteran carnival ride man who was known as Walk Away Charlie, April 30 at the home of a brother in Woodville, Tex. He was born in Woodville and formerly trouped with a number of car-

BIG POTENTIAL SEEN

Parks Get NIRA Nod on Co. Picnics

By TOM PARKINSON
CLEVELAND, May 23.—Company picnics at amusement parks figured importantly in discussions at the National Industrial Recreation Association's convention here Sunday thru Wednesday (17-20).
 Picnic panel members speaking at the Tuesday (19) session agreed that established amusement parks constitute the best place for staging company pic-

nics. But a poll of those attending revealed a strong majority of company picnics are not held in amusement parks.

NIRA is made up of representatives of employee recreation clubs and associations from many of the nation's top industrial and business firms. The National Association of Amusement Parks, Pools and Beaches and Riverview Park, Chicago, operated booths at the NIRA trade show to distribute park picnic literature.

On the NIRA picnic panel were Dudley S. Humphrey, of Euclid Beach, Cleveland; Paul D. Galeese, Armco Steel Company, Middletown, O.; Lyle Gately, General Motors Corp., Pontiac, Mich., and Ernest Nelson, Champion Paper and Fibre Corp., Hamilton, O. The discussion leader was Ray C. Kooi, Ford Motor Company, Dearborn, Mich.

Galeese said parks provided
(Continued on page 70)

Toronto Mayor Seeks Sunday CNE Operation

TORONTO, May 23.—Mayor Lamport of Toronto has renewed his plea for open Sundays during the Canadian National Exhibition to allow the running off of sporting events.

"It would be a means of entertaining thousands of people who come to Toronto from out of town to see the CNE and who have nothing else to do over the week-end," he said.

Presently, Toronto is closed down on Sundays, with the exception of professional sports. Hockey games, baseball games and bowling is allowed between 1:30 p.m. and 5 p.m. Sundays.

The mayor said he would object to having the midway operating on Sunday.

He also thought there would be considerable objection to a grandstand show on Sunday, but he did feel there were thousands who had no other opportunity to see a grandstand performance.

SEEK CLEAR SKIES

Ops, Boston Expert Jell No Rain Pact

NEW YORK, May 23.—The possibility of an experiment to control the weather was discussed here this week between interests of the outdoor amusement industry and the head of a weather control service.

The meeting took place Tuesday (22) in the offices of George A. Hamid, where Hamid and Irving Rosenthal, co-owner of Palisades (N. J.) Amusement Park, were ready to discuss the problem with Dr. Wallace E. Howell, Boston weather expert.

The main topic of discussion was the possibility of conducting an experiment next week-end to guarantee fair weather for Memorial Day week-end patrons, and Irving Rosenthal announced that he is prepared to go ahead with the experiment, providing certain problems can be finalized in time for the trial.

N Magic Involved

Dr. Howell is the meteorologist who was employed by the City of New York in 1950 at a \$100-a-day fee to make rain. Howell admits that he and his associates are not magicians but explained that "what we can do is to nudge the odds in the direction of more favorable weather when atmospheric conditions are right for us."

Rosenthal is interested in obtaining good weather within a seven-mile radius of his park, and said that "Dr. Howell's value to us cannot be measured, if he can be of service with a rain control system." Rosenthal will meet on Monday (25) with representatives of the Lloyds of London Insurance firm to determine the type of insurance coverage necessary to protect outdoor amusement interests from legal entanglements, should farmers or any other interests claim damages as a result of Howell's experiments allegedly halting rainfall.

Hamid made the statement that "Upwards of a million men and

women throut the country in the outdoor amusement industry have but 16 weeks a year to make a living, and every rainy day is a financial loss to each and every one of them. It therefore means much to us to acquire a system or a method to control the weather."

Acts for NAAPPB

Hamid has been consulting with Dr. Howell for some time regarding the control of the weather, and as president of the National Association of Amusement Parks, Pools and Beaches, has been endeavoring to secure information and details from Howell that would aid the members of the outdoor association.

Following the meeting on Monday with the Lloyds insurance representative, another consultation with Dr. Howell will be held. Howell does not wish to conduct any experiments unless suitable insurance protection is provided to cover any legal technicalities that may arise as a result of his activities.

Hamid and Rosenthal are aware
(Continued on page 70)

Heart Attack Takes Jones, Vet Showman

BRIDGEPORT, Neb., May 23.—Percy M. Jones, 57, former circus owner and co-owner with Fred Stumbo of the Golden Nugget Shows, which was scheduled to open May 10 at this winter quarters city, died May 6 of a heart attack.

At one time Jones had out the Jones Circus, and he had also operated the Jones Greater Shows thru the Northern States. During World War II he operated the Victory United Shows, retitled the Black Hills Exposition Shows last year.

A veteran of outdoor show business, Jones had trouped with the Ringling Bros. and Barnum & Bailey Circus years ago. He had also been connected with other circuses and had general agented such carnivals as the Brundage, Axel Bendixon and Melvin United shows. During his career Jones had also served as advance agent for the Loos-Allen, Mighty Monarch and Velare Bros.' shows. He was a member of the Heart of America Showmen's Club, Arizona Showmen's Association, Veterans of Foreign Wars and the American Legion. He was born in Duluth, Minn.

Surviving are his widow, Virginia, bingo operator, who is critically ill in Tucson, Ariz., and two brothers, Howard V., Spokane, and William C., Hibbing, Minn. Burial took place May 10 in Bridgeport with Legion services.

Escanaba Fair Pacts Vallee

ESCANABA, Mich., May 23.—Upper Peninsula State Fair has adopted a name attraction policy for its silver jubilee run this year and has inked Rudy Vallee. Eddie Dunn and ex-middleweight champ Tony Zale, Ray LaPorte, new secretary-manager, announced.

Vallee will headline the evening program of Governor's Day, while Dunn, emcee of the radio program, "True or False" will head up his show for two performances. Zale will referee a boxing show skedded for Saturday night. Another radio performer, Sergeant Preston, of the Mounted Police, will be featured in an opening day kid program in front of the grandstand.

LaBreque Mending Following Surgery

SAN ANTONIO, May 23.—Harry LaBreque, who has forsaken the midways for home show work in recent years, reports that he is recovering here from a recent rectal operation that followed his collapse in March while directing the Canton (O.) Home Show.

LaBreque said that his "ticker gave out" during the latter part of the Canton showing and he had to direct its operation and the home show at Youngstown, O., that followed from Canton Mercy Hospital. He spent three weeks in the hospital before coming here. LaBreque states that he is on the recovery road and expects to make a trip to the Coast before long.

OUTLOOK STILL GOOD

Bad Weather Stalls Charter Bus Deals

NEW YORK, May 23.—Charter bus firms, who reported back in March that inquiries about charters were running about 50 per cent ahead of last year, now report that such inquiries have tapered off during the latter part of April and early May.

The reason given for the lull in interest by potential charter groups is the bad weather that has prevailed to date. The bus firms, however, report that an increase in activity has been experienced the past 10 days which they attribute to the warm and pleasant days that squeezed in between the numerous days of rain and cold.

The firms checked this week report that they have more jobs than last year already booked, with bookings running further ahead into the season than in past years. They attribute this to the fact that about 65 per cent of the charter groups have been on one-day excursions to amusement parks and funspots before. Thus, the groups realize the value of securing early the necessary permits from the parks concerned, in order to be able to visit the amusement spots on the date they desire.

Predict Best Year

The Public Service bus firm, operator of some 3,000 buses in New York, New Jersey and parts

N. J. Solons Fail to Act On Bingo

TRENTON, N. J., May 23.—The New Jersey State Assembly failed to act on bingo or any other major legislation when it met here this week. The house convened on Thursday (21) and adjourned until Monday (25) without taking action.

The Assembly was placed under call twice, while the Republican majority held caucuses at which it was reported to have decided to delay action on bingo.

Despite the State-wide drive by county prosecutors to end all bingo playing and distribution of raffle tickets by religious and charitable organizations, the Assembly appeared to be in no hurry to offer relief to these groups.

Four bills have been introduced in the Legislature calling for referendums to legalize charitable bingo and raffles. However, the Republican majority in the Senate and Assembly were reported to favor solving the problem by a constitutional amendment.

of Pennsylvania, reports that this will probably be its best year to date in charter work. E. C. Dowdall, division passenger agent, said this week that in many cases they have already exhausted descriptive material provided by parks to them for distribution to interested charter groups who have no specific destination in mind. Altho not all funspot operators supply them with literature, Dowdall pointed out that the availability of literature facilitates the selection of a destination.

(Continued on page 70)

PARK'S 50th YEAR

Chi's Riverview Opens With Atomic Exhibit

CHICAGO, May 23.—Riverview Park launched its 50th season here Wednesday (20) with a new featured attraction and an advertising campaign as up-dated as the day's newspaper.

Sharing co-billing with the fun spot's 50th anniversary, the featured attraction—and a free one to patrons—is a large exhibit, "You and the Atom," built and presented by the American Museum of Atomic Energy at Oak Ridge, Tenn.

On the opening night, some 4,000 persons went thru the turnstiles to the exhibit which is housed in a new, aluminum-sided building in the park's center.

Bill Schmidt, Riverview veepee and general manager, was pleased with the opening night throng that visited the exhibit but pointed out that it was much too early to tell whether the exhibit would pull heavily thruout its stay which will end June 30.

Atom Exhibit

The atomic exhibit is intended primarily as a lure for school children, and a strong campaign has been made to apprise teachers and kids alike of the exhibit at the park.

Riverview's opening was preceded by the strongest publicity campaign in recent years. Newspaper ads gave a strong play to the 50th anniversary, and newspaper editors even on the editorial page—were liberal in giving space to the park. The Chicago Daily News editorialized that some 79,311,956 persons had visited the park since its opening in 1904 and concluded that "Riverview can continue to look forward to its second half century with reasonable assurance that so long as there are a Chi-

cago and a summertime, there will be a Riverview."

The park, which in recent years has used TV spots with considerable effectiveness, continues to use TV, and in addition it will launch a strong pitch via radio, having bought a half-hour interview-type program, which will originate from the park three nights a week over WGN from 7:30 to 8 p.m.

Selection of that particular
(Continued on page 70)

Palisades to Show 3-D At 25c Admission Fee

NEW YORK, May 23.—Three-dimensional motion pictures will pull a switch, and instead of being taken at amusement parks, as has been the frequent case to date, they will be shown at an amusement park shortly.

Irving Rosenthal, co-owner of Palisades (N. J.) Amusement Park, announced this week that he was preparing a 350-seat theater at the park for the presentation of the 3-D films. The viewers of the films will use the special Polaroid-type glasses that are used to achieve the depth effect of the pictures.

He said that he has completed negotiations for a library of short subjects which have been filmed via the three-dimensional method, and both black and col films will be shown. The presentation will run about 20 minutes and will probably carry a 25-cent admission charge.

Low Admission

Rosenthal said that he felt many people would be interested

in seeing a short presentation of the new-type films, but that they hesitate d paying the prices which have been charged by regular movie houses for such pictures.

He added that his theater would give the public a chance to see what 3-D was all about, and at a charge that everyone could afford to pay to see the new process.

The Roller Coasters at various amusement parks figured prominently, in many 3-D presentations that were first shown at movie houses in a show consisting of a series of short subjects. The Coaster at Rockaways' Playland, Queens funspot, is used as the setting of the first scene in Cinerama, which has been enjoying a strong run for many months here. The Cinerama process of projection requires no glasses for its viewers, but utilizes three projectors, the largest number needed in any of the three-dimensional methods of projection.

NEW! KIDDIE RIDES



- ★ Rodeo Ride
- ★ Choo Choo Ride
- ★ Speed Boat Ride
- ★ Kiddie Auto Ride
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Merry-Go-Round Tops
Flame-Off on request.

NORTHAMPTON TENT CO.
37 Fair St., Northampton, Mass.
(Successor to Anderson Tent Co.)

Out in the Open

Lee Wallace, who directs the Macy parades in New York, has been engaged as one of the administrative assistants of the annual five-day Barnum Festival, which will be staged at Bridgeport, Conn., in July in honor of P. T. Barnum. Miss Wallace, who will direct the large parade on July 4, is busy preparing plans. She is assisted by Dorothy H. Schwartz.

George A. Hamid, head of the New York booking office bearing his name, was the subject of a feature story appearing in The World-Telegram and Sun Saturday (9) magazine section. Written by Allan Keller, the tale delves into Hamid's desire to see the circus parades make a comeback and also relates several anecdotes concerning the some 400 acts that Hamid handles.

Vernon Keenan, veteran Coaster builder, visited Rockaways' Playland, Queens funspot recently and, in company with Richard Geist, noted additional improvements which are to be made to the park's Coaster next season. While talking with Geist, they were approached by two representatives of the Guatemalan government, who are in the United States to purchase rides for a park to be operated by their government. By coincidence, they were seeking a builder for a Roller Coaster for their proposed park.

Anna Halpin, who heads the staff at Palisades (N. J.) Park, reports that the kiddie birthday party promotion is pulling well for the funspot. The stunt provides luncheon, birthday cake, favors, gifts and five rides for the small fry for \$1.25 each. Minimum number of children required is only five.

Max Gruberg, of the Standard Kiddie Ride Manufacturing Company, reports that many of the inquiries received by his firm are coming from persons outside of show business as well as a large number of department stores. He reports that he is currently con-

centrating on locating the multiple rider units in the big stores.

Helena Fuller, who has operated an Arcade at Hampton Beach for 26 years, has a new enterprise at the New Hampshire funspot. She has built an apartment house and business block that houses a gift shop, soda fountain and drugstore, but in spite of the additional business venture, will continue operation of her Arcade.

Paul E. Storin, who serves as assistant advertising manager for the Bourjois Perfume firm of New York, visited his home town, Springfield, Mass., recently and delivered an address on "Publicity—That Shot in the Arm!" before the Advertising Club. The subject was a natural, as he received an early indoctrination into the tub-thumping art from his father, Harry Storin, press agent for Riverside Park.

George Wendelken, who played Freckles in the Our Gang movie comedies, and who is now head of the Publicity Searchlight Company, New York, was the subject of a picture-feature in The New York News of Sunday (10). Wendelken operates 14 of the 800-million candlepower searchlights for publicity purposes in the East. His package deals even include give-aways and a fife-and-drum corps.

A benefit show produced at the New Haven (Conn.) Arena on April 16 for the widow of State trooper Arthur C. Morse, New Haven, netted the widow close to \$6,000, reported Charles Kyle, of Kyle Productions. Most of the talent, from New York and the New Haven area, was donated.

The All-American Wild West Rodeo has been booked to play Candlelight Stadium, Bridgeport, Conn., June 23-25.

Official Mrs. America transportation will be supplied by Mercury automobiles this year, and a Mercury motorcade of State finalists will precede the grand finals to be held in Convention Hall, Asbury Park, N. J., Sunday, September 13. The Lincoln-Mercury Division of the Ford Motor Company will tie in its promotion program in the fall with the contest.

Darrell Coover, eldest son of Clifford D. Coover, secretary-manager of the Marias Fair, Shelby, Mont., is on the editorial staff of The Upper Des Moines Weekly, Algona, Ia.

Renzo Cesana, The Continental, appears today (23) at Palisades (N. J.) Amusement Park to greet his female fans and to sign autographs. . . . Bill Silbert, WMGM's emcee of the "Silbert at Six" radio show, is broadcasting his 6-7 p.m. stanza every Saturday evening from the park. Joel Herron and his orchestra supply the music for the show from the Palisades Park Casino and top recording artists appear as in-person guest stars. . . . Tommy Reynolds and his orchestra will also play for free shows and dancing at the park today (23) and tomorrow (24), alternating with Johnny Reo and his band.

E. W. (Deak) Williams, secretary of the Fair Managers' Association of Iowa, has resigned as chief of the Manchester, Ia., fire department, a post he held for 28 years.

M. D. (Doc) Howe, of Fanchon & Marco's New York office, was a Chicago visitor last week when he huddled with Boyle Woolfolk.

Talent Topics

Roland Tiebor Sr. and Jr., of the seal act note, currently with the Hamid-Morton Circus, will play parks and fairs for the Hamid office once the circus season ends the week of June 8 in Richmond, Va. The younger Tiebor was recently released from the Army.

Beatrice Dante, chimp trainer, spent last week in the Chicago area preparing for her Sunday (24) appearance on the "Super Circus" TV program. Beatrice parked her trailer in near-by Hammond, Ind., but was a regular visitor to the Windy City.

Larry (Bozo the Clown) Valli returned to his Los Angeles home Tuesday (19), following his engagement at the Solano District Fair, Dixon, Calif., to fill some dates for a charitable organization in Beverly Hills. Valli is also set to officiate at a department store opening in Salinas and will play the Redwood City Rodeo, the Red Bluff Fair and the Santa Clara County Fair, San Jose, all in California.

Talent set for the night grandstand show at the Upper Peninsula Fair, Escanaba, Mich., includes the Flying Zaccinis, double cannon, trampoline and high wire; Van de Velde, and Nip Nelson.

The Sunday (31) stanza of TV "Super Circus," which originates from the Chicago ABC studios, includes Juggling Glens, rolling globe; Henry's dogs, ponies and chimp; Brown and Dolores, trampoline, and the Three Mighty Monarchs, hand balancing. Following week, Vic Brown has inked Jimmy Troy, trapeze; Cycling Sidney, cycling; Malikova, high wire, and Berg's Movieland Deals with Howard Schultz on hand.

Mrs. Blondin Rellim and her son and daughter renewed acquaintances at the St. Louis Police Circus recently. . . . Cycling Villenaves, Pierre and Julie, after closing at the Shamrock Hotel, Houston, May 14, headed for Philadelphia, where Pierre will be sworn in as an American citizen May 19. They open at the Capitol Theater, Washington, after a six-week run in Texas territory. (Continued on page 70)

Howe left over the week-end for St. Paul to confer with Doug Baldwin, secretary of the Minnesota State Fair. Howe will have his children's theater at the St. Paul fair this year.

Jack Edwards, formerly a knife thrower with Otto Gray's troupe of Western entertainers, has left the road to go into business in Aransas Pass, Tex. He also has some concessions working in Fort Weare Game Park, Pigeon Forge, Tenn.

Harry Kahn, secretary of the Big Auglaize County Fair, Wapakoneta, O., made a guest appearance on the WLW, Cincinnati, "Everybody's Farm" program of May 17, 9-9:30 a.m., the only Ohio fair man on the program. Also appearing on the program was Leo Henry, president of the Connersville (Ind.) Fair.



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- ★ ROLL-O-PLANE
- ★ FLY-O-PLANE
- ★ OCTOPUS
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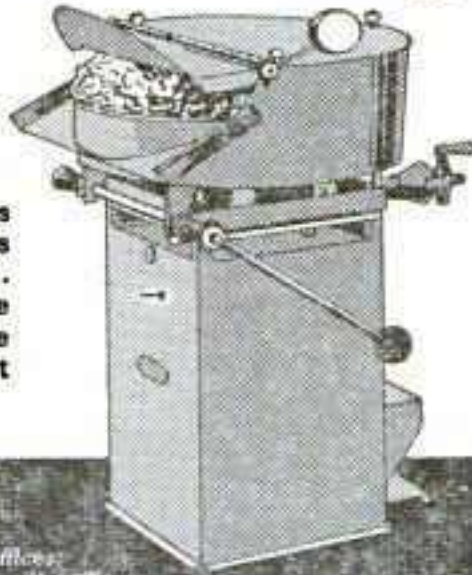
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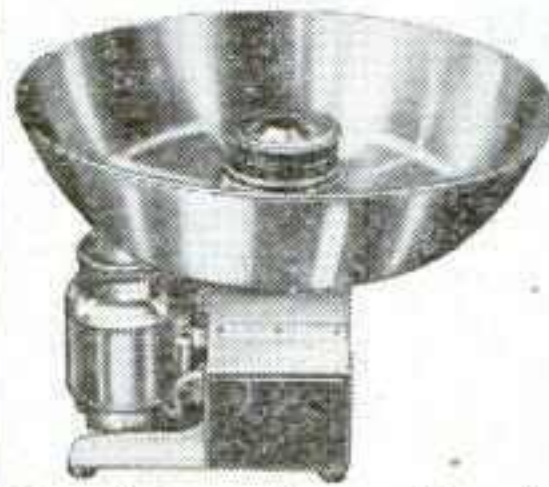


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Multiplex Faucet Co. Serving the Trade 49 Years

a **3 1/2¢** Profit on a **5¢** Sale!
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ROOT BEER BARREL

FOUR 8 GAL. 17 GAL. 45 GAL. 60 GAL. SIZES.
Advertises Ice Cold Root Beer to attract a large volume of sales at an exceptionally large Profit Capture volume business and profits with Multiplex

Exclusive! Draws any size drink continuously without turning lever off—10 to 15 drinks per minute. Draws delicious solid drink with slight amount of foam when handle is turned to one side and a creamy drink when turned to other side.
Also 17, 45 and 60 Gal. Barrels with Two Faucets for two different drinks.
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No. 1 Cards, heavy white, black back, 5 1/2" x 7 1/2". No duplicate cards. These sets complete with Calling Numbers, Tally Card, 35 cards, \$3.50; 50 Cards, \$4; 75 cards, \$4.50; 100 cards, \$5.50. All cards from 100 to 3000 @ \$5 per 100. Fibre Calling Numbers, 7 1/2" Wood Calling Numbers, \$1; Printed Tally Card, 15"; Colored Heavy Cards, \$3, same weight as #1, in Green, Red, Yellow @ \$4 per 100. DOUBLE CARDS, No. 1 size, 5 1/2" x 14 1/2", 10¢ ea.

3000 KENO

Made in 30 sets of 100 cards each. Played in 3 rows across the cards, not up and down. Light weight cards. Per set of 100 cards, tally card, calling markers, \$3.50.

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White, Green, Yellow Cards, postal card thickness. Can be retained or discarded. 3,000, size 5x7, per 100, \$1.25. In lots of 1,000, \$1 per 100. Calling Markers extra, 75¢.

Set Numbered Ping Pong Balls... \$12.00
Replacements, Numbered Balls, ea... \$3.00
3,000 Jack Pot Slips (strips of 7 numbers), Per 100... 1.25
Middleweight Cards, 5 1/2" x 7 1/2", White, Green, Red, Salmon, Yellow, Per 100... 2.00
3,000 Small, Thin "Brownie" Bingo Sheets, 5 colors, loose only, no pads, size 4x5, M... 1.50
Plastic Markers, Red or Green, round or square, 3/4" diameter, M... 2.50
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Smaller Size, 5/8" diam., Red or Green Plastics, M... 1.50
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Cardboard Strip Markers, 10 M for Rubber Covered Wire Cage with Chute, Wood Ball Markers, Master Board, 3-piece layout for... 75
Thin, Transparent Plastic Markers, Brown, 3/8" inch, Per M... 1.00
Featherweight Thin Bingo Sheets, size 5 1/2" x 8, very large numerals, 3 colors, loose, not tabbed, M... 2.25
Round white N.J. Cardboard Markers, 2 sizes, 1/2 inch diam., 1800 to lb.; larger size, 3/4 diam., 1000 to lb. Either size, lb... 85
Capitol Bingo Blower, electric operated complete with 75 numbered Ping Pong Balls, weight 100g. Send for illustrated circular for \$60.00. All above prices are transportation extra. Catalog and sample cards free. No personal checks accepted; immediate delivery.

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TELETHON

10 Phones Used to Get Cent. Funds

ATLANTIC CITY, May 23.—A five-day telephone marathon was conducted here last week to raise funds for the city's centennial celebration to be held next year.

Ten phones, located in the centennial office on Central Pier, were manned by volunteers who accepted pledges and also solicited donations. Membership shares are being sold at \$25 a share, and the number of phone pledges filled, will determine how many special events will be staged during the year-long festival.

Daniel M. Longsdorf, chairman of the finance committee, announced that only after fixed expenses, such as those for floats, fireworks and concerts, have been covered, will money be earmarked for special events. The \$250,000 goal represents only 1 per cent of the city's yearly gross income, and the committee feels that this sum should be easily reached, if full support is obtained.

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.)

Alamo Expo., Brownfield, Tex.
American Beauty; Moberly, Mo.; Brookfield June 1-6
American Eagle; Huntingdon, Tenn.
American Midway; Whiteright, Tex.; Lindale June 1-8
Amusement Co. of America; Urbana, Ill. A. M. P.; Elkins, W. Va.
Badger State; St. Cloud, Minn.
Beam's Attrs.; South Fork, Pa., Holsopple June 1-6
Becht, Lee; Norwood, O.; Miamisburg, June 1-6
Bee's Old Reliable; Manchester, Ky.; Hazard June 1-6
Bell-Form; Wallingford, Conn.; New London, June 1-6
Bernard & Barry; Tammins, Ont., Can.; Noranda, Que., June 1-6
Belle City; (N. Tentonia & W. Capitol Drive) Milwaukee, Wis.; (S. 6th & W. Howard) Milwaukee June 1-7
B. & H.; Charlotte, N. C.
Big Four Am.; Berwyn, Ill.; Berkeley June 1-7
Big State; DeQueens, Ark.
Blue Grass; Terre Haute, Ind.
Blue Ribbon; Oconto Falls, Wis.; Janesville June 1-6
Bogle, F. C.; Arkansas City, Kan.; Salina June 1-6
Bohn & Sons, United; Frederick, Okla., Boone Valley; Grinnell, Ia., 25-28; Cedar Rapids 29-31; Celweim June 2-6
Brodebeck, Pratt, Kan.
Brodebeck & Schraeder; Anthony, Kan., 28-29
Borderland; Hagerman, N. M.
Brown & Wallace; Lynchburg, Va.
Buck-Model; Menands, N. Y.
Burke, Harry; Amite, La.; Lake Arthur June 1-6
Burkhart; Joliet, Ill.; Thornton, June 1-6
Capitol City; Columbia, Tenn.
Carpenter Bros.; Hamler, O.
Casey, E. J. Fort Garry, Man., Can., 25-28; Norwood, 29-June 6
Cavalcade of Amusements; Peoria, Ill.; Rockford June 1-6
Central American; Concordia, Kan.; Manhattan June 1-6
Central States; York, Neb.; Grand Island June 1-6
Cetlin & Wilson; Uniontown, Pa.; Erie June 1-6
Cherokee Am. Co.; Seminole, Okla.; Wewoka June 1-6
Coleman Bros.; Naugatuck, Conn.
Collins, Wm. T., No. 1; Fargo, N. D.; Minot, June 1-6
Collins, Wm. T., No. 2; Winona, Minn.; Markato, June 1-6
Cote; Oxford, Mich.; Capac June 1-6
Crafts Expo.; Arvin, Calif., 27-31.
Del-Flore Am. Co.; Ravenna, O.
Desbro; Ithaca, N. Y.
Dobson's United; (McCarron's Beach, Rice St.) St. Paul.
Douglas Greater; Roseburg, Ore.
Drago No. 1; Lebanon, Ind.
Drago No. 2; Tipton, Ind.
Drew, James H.; Richmond, W. Va.
Dyer's Greater; Fla. River, Mo.; Bellevue-Peoria, Ill., May 1-7
Earnhardt - Concessions; Kirkland, Ill.; Geona June 4-5
Eastern Am. Co.; Waterville, Me.
Eddie's Expo; Alliquippa, Pa., Donora June 1-6
Emshoff; Madison, Wis., 27-June 7
Evans United; Lexington, Mo.; Brunswick June 1-5
Ferris, Carl D.; Warren, Pa.
Festival of Fun; Benton Harbor, Mich.
Fleming; Mad. Cody; Valdosta, Ga.; Atlanta; June 1-6
Franklin, Don. No. 2; Yoakum, Tex.
Franklin, Don. No. 1; Coffeyville, Kan.; Bartlesville, Okla., June 1-6
Frames Greater; Chicora, Pa.; Wampum June 1-6
Garden State; (Edgemont Park) Walnutport, Pa.
Gayland; Medicine Hat, Alta., Can., 26-30; Taber, June 1-3
G. & B. Bros.; Parsons, W. Va.
Gem City; Owensboro, Ky.
Gentsch, J. A.; Greenwood, Miss.
Georgia Amuse. Co.; Alpharetta, Ga.
Gladston Expo.; Sturgis, Ky.
Gold Medal; Chattanooga, Tenn.
Gooding Amuse. Co. No. 1; (Pointexter Village) Columbus, O.
Gooding Amuse. Co. No. 2; (City Park) Parkersburg, W. Va.
Gooding Amuse. Co. No. 3; Moundsville, W. Va.
Gooding Amuse. Co. No. 4; Marion, O.
Gooding Amuse. Co. No. 5; (Russell & N. High) Columbus, O.
Gooding Amuse. Co. No. 6; Alliance, O.
Gooding Amuse. Co. No. 7; (E. 59th & Woodland) Cleveland.
Gooding Amuse. Co. No. 8; Farrell, Pa.
Goree, C. A.; Rockyford, Colo.
Grand American; Newton, Ia.
Greaser Am. Co.; Ogema, Wis.; Mercer June 1-6
Grea. Sutton; Bowling Green, Mo.
Greater Dixieland Expo.; Mt. Pleasant, Tex.
Hale's Shows of Tomorrow; (Clam Park) Kansas City, Kan., 25-27; (23d & Brooklyn) Kansas City, 28-June 7.
Hannum, Morris; Tamaqua, Pa.; York June 1-6
Happy Attrs.; Middleport, O.
Harrison Greater; Elizabeth City, N. C.
Helman United; New Roads, La.
Hilwatha; Sylvania, O., 25-31; Wayne, June 2-8
Hill's Greater; Walsenburg, Colo.; Colorado Springs June 1-6
Hufft's; Elwood, Kan.

(Continued on page 67)

Circus Routes

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Beatty, Clyde; Oroville, Calif., 26; Pittsburgh 27; Oakland 28-31; Vallejo, June 1; Martinez 2; Marysville 3; Roseville (mat.) 4; New 5-6; Ogden, Utah, 8; Logan 9; Pocatello, Idaho, 10; Burley 11; Jerome 12; Boise 13.
Cole & Walters; Memphis, Mo., 28.
Diano Bros.; Albert Lea, Minn., 27; Rochester 28; Watatonna 29; Faribault 30; Austin, June 1; Fairmont 2; Mantato 3.
Gran Circo Americano; San German, P. R., 26-28; Ponce 29-June 8; Cayey 9-11.
Hagen Bros.; Madison, Wis., 25; Waukesha 26; Kenosha 27; Waukegan, Ill., 28; Oak Park 29; Arlington Heights, Ill., June 1; N. Riverside 2; Harvey 4.
Hagan-Wallace; Royal Oak, Mich., 27-28.
Hunt Bros.; Bristol, Pa., 27.
Kelly-Miller; Richmond, Ky., 26; Lebanon 27; Elizabethtown 28; Bardstown 29; Shelbyville 30.
Kelly-Morris; Parkersburg, Pa., 26; Chesler 27; West Chester 28; Coatesville 29; Phoenixville 30; Pottstown June 1; Ephrata 2.
King-Christiani; New Castle, Pa., 26; Sharon 27; Meadville 28; Jamestown, N. Y., 29;

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Up Conn. Racing Fee

HARTFORD, Conn., May 23.—Concurring with action taken in the House last week, the Connecticut Senate has approved a bill increasing the permit fee for each program of Connecticut auto racing from \$10 to \$20.

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YOUR AMERICAN RED CROSS IS ALWAYS THERE AFTER TRAGEDY STRIKES

Million \$ Revamping Planned for Salisbury

BOSTON, May 23.—A model Salisbury Beach is being planned by the State, so that at least 20,000 recreation seekers a day could enjoy its facilities, and Gov. Christian A. Herter sent his long-awaited special message on the development of the funspot to the Legislature this week, recommending that \$1,000,000 be spent.

The Governor's model beach would provide parking areas for at least 2,500 cars, pavilions, lunch rooms, administration offices and modern, functional bathhouses, with accommodations for 300 bathers, and a four-lane highway approach.

"Salisbury is one of the finest

beaches in the State and it is only 35 miles from Boston, but its effective use has been handicapped by lack of a good approach road, Howard J. Duffy, chief engineer of the State Planning Board, said.

New Approach

The proposed access road would join Route 1-A and would by-pass the present amusement center, and protests were expected by the ride and concession owners at Salisbury.

A \$1,000,000 bond issue was asked by the Governor, with \$100,000 to be set aside as a reserve fund until earnings from the recreational facilities could pay the charges for interest amortization. Duffy estimated the project could be completed before the summer of 1954.

James P. Smith, president of the Salisbury Beach Chamber of Commerce, enthusiastically endorsed the Governor's message.

Move Praised

"Governor Herter will have no regrets about this," Smith said. "Massachusetts is finally showing signs of recognizing the tremendous possibilities in recreation. Fun-seekers coming from the West want to see the ocean. We ought to give them a chance to see it."

Herter told the General Court that the Salisbury project would give the public a chance to see "a simple beach development which interferes to the minimum with the natural beauties of the beach itself."

"It is my opinion that we should make our first development at Salisbury Beach before proceeding with the acquisition of other beaches so we may have greater experience on which to base our future policy," he said.

The reservation would be transferred from the Conservation Department to a new Division of Beaches and Waterways in the Department of Public Works. A deputy chief engineer would be appointed by the commissioner to administer the development, but he would have no jurisdiction over beaches in the Metropolitan District Commission.

Seek Park Ban In Residential Areas of Philly

PHILADELPHIA, May 23.— Legislation to bar amusement parks from residential areas was presented to City Council this week by Councilman Charles M. Finley. He said he was introducing the measure because of a recent dispute before the Zoning Board of Adjustment in which the Stenton Park Corporation sought to erect a \$100,000 amusement park for children on Stenton Avenue near Tulpehocken Street, West Oak Lane.

When the matter was before the Zoning Board last month, more than 200 persons attended the hearing in protest. The board later denied the firm's request and the company then appealed the Common Pleas Court.

Finley said the possible defect in present zoning which the ordinance will correct, is this: The D. Residential classification now includes amusement parks. The ground which the corporation seeks to use is A Commercial. Regulations governing A Commercial state that any residential

(Continued on page 76)

FAME FOCUSES ON FLINT PHOTO

FLINT, Mich., May 23.— Dr. L. H. Firestone and his Flint Park this week were basking in reflected glory from honors accorded Bill Gallagher, Flint Journal photographer. Gallagher was awarded a Pulitzer Prize for a picture, taken at Flint Park, showing Adlai Stevenson, then Democratic nominee for President, wearing a shoe with a hole in the sole. Shot was made during a Labor Day rally at the park and was widely published. It also won numerous other honors in press photography competitions.

Rock to Go On Full-Time Sked

NEW YORK, May 23.—Rockaways' Playland, Queens' amusement park, will go on a full-time schedule of operations beginning today (23), according to A. J. Geist, president of the funspot.

The park will be open from 1 p.m. until midnight during the week, from 1 p.m. until 1 a.m. on Fridays and Saturdays, and will operate from 10:30 a.m. until midnight on Sundays.

The park is currently celebrating its silver anniversary, having opened 25 years ago.

Blue Law Fracas May Involve Mass. Funspots

BOSTON, May 23.— Rain washed out hopes for a pre-season red one at Massachusetts' beach funspots Sunday (17), and ops who a week before had chalked up big grosses with the temperature hitting 82, had a new problem to think about.

It was the test of Massachusetts' blue laws, going back 271 years, on Sunday, May 17, for the first time in this generation, providing that: "Whoever on the Lord's Day keeps open his shop, warehouse or workhouse, or does any manner of labor, business or work, except works of necessity and charity, shall be punished by a fine of not more than \$50."

It was the used-car dealers that started the blue law "rhubarb," and now every business in the State open on Sundays has problems.

In a letter to police chiefs from the Attorney General's office, it was stated that numerous complaints about auto dealers who operate on Sundays had been received. "We respectfully request your co-operation in the matter of seeing that no future violations of the law be allowed within your jurisdiction," the letter continued.

Defiance of the law was indicated by a number of real estate dealers, but most establishments closed their doors on Sunday (17), some for the first time in 20 years.

State Police said that enforcement of the Sunday law would be made. Attorney General George Fingold pointed out that as chief law enforcement office of the State, he has no alternative but

Indian Point Preem Diluted by Weather

9,000 Attend Despite Bad Forecasts; Jungleland Shapes Up as Novel Unit

PEEKSKILL, N. Y., May 23.— Unfavorable weather held the opening week-end attendance at Indian Point Park here to about 9,000. About 5,000 visited the park on Saturday (16) when the Hudson River Day Line opened its regular season. The park will be in daily operation until Sunday, September 6, when the Westchester County Fair will take over for a seven-day run.

E. D. Kelmans, park president, termed the opening business highly satisfactory in view of the prevailing weather. The weather forecasts for the week-end were bad and many people were discouraged from attending. Bulk of the patronage comes from the metropolitan zone, some 40 miles away, and a sudden clearing of the weather late in the day does little good insofar as attendance is concerned.

Kelmans has yet to catch good weather on an opening week-end. He took over the 168-acre scenic tract on the Hudson River a couple of years ago and expanded it into a full-scale amusement park and recreational center.

College Party Aids

Altho the attendance was light, the per capita spending was re-

ported high. Bolstering the spending was the Fordham University senior class, some 900 strong, including friends. Also in over the week-end were some 600 Boy Scouts who staged a camporee on one of the spot's four athletic fields. The first charter buses were also in over the week-end, several weeks earlier than usual.

Alton V. Freeman's Jungleland, was delayed in opening because of the cold, damp weather. Many of the tropical animals are already lodged in the 10-acre enclosure and others will be added this week. A baby elephant is

(Continued on page 76)



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Ranger Joe to Open Park at Berlin, N. J.

PHILADELPHIA, May 23.— Jesse Rogers, known as TV Ranger Joe, and Sally Starr, disk jockey on WJMJ here, have joined with Ole Larson in the operation of Twin Lakes Park, near Berlin, N. J., and will feature hillbilly presentations during the summer.

The park will open on June 7, and in addition to the hill country shows, will also present rodeos and water shows. Swimming and dancing facilities will be provided, as well as rides and a kiddie land.

Talent already signed for the park include Kenny Roberts, Mrs. Audrey (Hank) Williams, Fred Lonzo and Oscar. WJMJ plans remote pick-ups from the park at various times during the season.

Coney Island, N. Y.

By UNO

Many changes and new attractions are programmed for the current season which opened officially with Steeplechase Park letting down its gates for its 57th year Saturday (16).

In place of the four girlie shows, eliminated for the first time in Coney's history due to the license commissioner objecting to manner of performance, will be an assortment of other enterprises. Where Tirza and Her Wine Bath exhibited the last 10 seasons, Sam Shatzkin, partnered with Moe and Joe Hirsch, have taken lease of the property at Surf Avenue and W. 15th Street from the Tilyou family and erected a modern structure for the manufacture

and sale of knishes, a potato mixture encased in dough. The firm will operate the spot, doing a good job, in conjunction with their other branch at 30th Street and the Boardwalk it started 20 years ago. Shatzkin's Famous Knishes, as the sign reads, will vie with Feltman's and Nathan's hot dogs for the visitors appetites.

Another girlie show spot vacated is the one Fred Sindell had conducted where his Stable Irish House ran for a long time on Surf Avenue. Sindell, instead, has gone in for a mammoth freakery he calls Cavalcade Variety Show. List of personnel includes Mary Cox and Helen Lentini, ticket

(Continued on page 75)



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King-Cristiani Wins Second Best Week

Owners Pleased With 1st 6 Weeks; Fairmont, W. Va., Gives Top Matinee

MARIETTA, O., May 23.—King Bros. & Cristiani Circus has scored what Co-Owner Floyd King described as the second best week in the organization's history. He also stated that except for two weeks in West Virginia coal territory, the show's business had equaled expectations this season.

The big week included two near-capacity houses at Johnstown, Pa., Wednesday (13), where the downtown area was jammed for the town's first parade in about 15 years. Date was under fire department auspices.

At Latrobe, Pa., Thursday (14), the show played to twin straws under police auspices. Parade drew good crowds and advance publicity was strong. Morgantown, W. Va., on Friday (15) had two near-capacity houses in clear weather and with Grotto auspices. Parade was said to be the first in 20 years.

Straw in Rain

Fairmont, W. Va., came up with what the King said was the best matinee of the season, a straw scored despite rain. The night show attracted another big crowd, with all seats except one section of blues being filled. Fairmont was played on Armed Forces Day (16), and the circus

Daytime Rains Hit Kelly-Miller; Evenings Okay

RUSSELLVILLE, Ky., May 23.—Heavy daytime rains hit Al G. Kelly & Miller Bros.' Circus at Russellville and Owensboro, Ky., but in each case, the weather cleared and the show scored at night.

Russellville, on Saturday (16), had a half house in the afternoon and near-capacity at night. Heavy morning rain and earlier weather made the lot soft, with several inches of mud in the rings. Weather was humid and threatening at night, but the people turned out.

Despite daylight rain at Owensboro, the show had close to a three-quarter matinee. Clear weather at night brought a near-capacity crowd for the second show. Elephants were required to move each piece on the lot.

Report Progress On Nat'l Circus Week Promotion

LOS ANGELES, May 23.—Many firms and organizations are co-operating in the plugging of National Circus Week, June 1-7, being promoted by the Circus Clown Club of America, according to Raymond Bickford, NCW chairman. George A. Hamid Jr., of the George A. Hamid talent agency, New York, has been named honorary chairman of NCW.

Co-operating in the promotion, said Bickford, are such organizations as the National Association of Gag Writers, Newsweek, Eastman Kodak Company, Candy Carnival, Station WCAU-TV, Hallmark Card Company, Quaker Oats Company, Laugh Book magazine, Hobbies magazine, White Tops, Circus Saints and Sinners Club, Circus Historical Society, American magazine, General Motors Friend magazine, Clyde Beatty Circus, Mills Bros.' Circus, Museum of American Comedy, King Bros.' Circus and Christian Science Monitor.

Erskine C. York, Camden, Me., reported that his city will observe the week, and Guy E. Leopold, Vancouver, B. C., is sponsoring the week in Canada. Rev. Arthur V. Isenberg, Washington, NCW chaplain, will offer prayers on the final day of the week.

Ind. Towners Fill Rogers Top Despite Rain

PRINCETON, Ind., May 23.—Almost continual rain held Rogers Bros.' Circus to half and three-quarter houses in most towns recently. An exception was Tell City, Ind., on Thursday (14), where the show won two near-capacity houses in wet weather.

Booneville, Ind., on Friday (15), had a one-quarter matinee and three-quarter night with Lions auspices. Bicknell, Ind., the Saturday (16) date, had half and three-quarters under Lions auspices. Soft lot prohibited spotting of the arena truck and the cat act was cut. Rain halted briefly in the afternoon.

In Princeton, another half matinee and three-quarter night house were added on Monday (18). Town had had rain on 14 of the previous 18 days and was recalling a tornado of several years ago. The show has had rain almost daily for more than three weeks.

parade followed immediately after an Armed Forces parade. The combined street attractions pulled one of the city's largest crowds and was credited for much of the circus attendance.

Two more straw houses were rung up Monday (18) at Clarksburg, W. Va., with track-sitters forcing elimination of the spec each time. Matinee started late because of time required to seat the crowds. Lot was soft from the previous day's rain. The Kiwanis Club auspices reported a \$1,100 share in the gate.

Marietta, O., the Tuesday (19) stand, had a three-quarter matinee and near-capacity night house. Threatening weather in the morning probably cut the matinee business. Parade drew well, but it was delayed by mud on the lot. Junior Chamber of Commerce sponsored the stand.

Beatty Business Holds In Chilly California

WATSONVILLE, Calif., May 23.—Business for Clyde Beatty Circus held up well this week despite rain and cool weather.

Half and three-quarter houses were on the boards at Santa Barbara on Wednesday (13), with location of the lot keeping some away.

Cold weather at San Luis Obispo on Friday (15) was offset by the large number of persons

in town for the annual Fiesta de las Flores, and the show came up with three-quarter matinee and near-full night house. Show equipment and elephants paraded downtown.

Playing the Army's Camp Roberts on Armed Forces Day (16), the Beatty aggregation scored two near-capacity houses in overcast and windy weather.

Salinas, Calif., on Sunday (17) had a big matinee and half house for the evening try. Weather was cold. The date was played under Optimist Club sponsorship. In Watsonville, the show had light rain but pulled two three-quarter houses.

Hagen Business Big at Decatur

CHAMPAIGN, Ill., May 23.—Hagen Bros.' Circus played to good business despite weather at two central Illinois cities. This week the show moved toward Chicago suburbs.

At Decatur on Thursday (14), two near-capacity houses were on hand. Bad weather cleared during the morning. The Optimist Club promotion there competed with the Horace Heidt show's appearance on Wednesday (13).

Champaign, on Saturday (16), scored a near-capacity matinee, altho it rained all day. Night house drew one-quarter of capacity. Optimist auspices competed with the Blue Grass Shows and University of Illinois athletic events.

Cole & Walters Cancels Stand

HERMANN, Mo., May 23.—Heavy rain and deep mud forced Cole & Walters' Circus to cancel both performances here Saturday (16). The loss came during a string of rainy days that plagued this and most other circuses.

At Warrenton, Mo., Friday (15), Cole & Walters had a half house for the matinee and three-quarters at night with cool weather. The town had had no circus for 10 years.

Union, Mo., (14) gave a weak matinee and half house at night in cloudy and cold weather. Show used VFW auspices in Union.

Karl Strassburger Drowns in Sweden

TRELLEBORG, Sweden, May 23.—Karl Strassburger, 56, owner of Holland's largest circus, accidentally drowned in the harbor here while supervising unloading of equipment, Thursday (7).

SUN SHINES ON MILLS; PA. TOWN TURNS OUT

ROCHESTER, Pa., May 23.—Warm, clear weather greeted Mills Bros.' Circus here Wednesday (20) to break the stretch of rainy days that marked the season so far. Business was in line with the weather. Matinee was strawed and night house was strong, with too few seats remaining in the top for the evening turnout.

Kiwanis Club auspices at Rochester obtained dismissal of schools in four towns. The sponsor reportedly cleared about \$1,100, after an advance sale of \$7,000.

Soft lot at Rochester was a reminder of earlier stands where weather was bad. Corry, Pa. (14), filled the matinee but had a scattered night turnout. Kiwanis auspices reported a \$749 gross.

Titusville, Friday (15), gave a near-full matinee and three-quarter night gate, with opposition of the Marciano-Walcott fight. In Warren, Pa., Saturday (16), the Mills matinee was three-quarters and the night house was about half filled.

FR. SULLIVAN OPINES:

R-B By-Pass Leaves New Eng. Wide Open

BOSTON, May 23.—New England is wide open for small circuses that can offer good family entertainment, heavy clowning and high-type animal and flying acts, says famed Father Edward S. Sullivan, the internationally-known circus priest, who spent the week with the Ringling-Barnum show at Boston Garden (12-17).

"There is a wonderful opportunity for small shows to make the complete round of New England and stay here all summer and make money," he pointed out. The Big One is skimming thru the territory this season, with only one other date in Massachusetts, Springfield, June 16, Father Sullivan said. New Hampshire had only one date with Ringling-Barnum at Manchester, N. H., June 17; Connecticut has one date, Bridgeport, June 15; and Maine, three dates, Portland, June 18, Bangor, June 19, Lewiston, June 20.

King Christiani, Mills Bros. and Hunt Bros. are the three circuses

usually playing New England, but there is definitely room for others this season, the circus priest says. "Now, more than ever," he said, "there is a crying need for the real, old-time circus, with lots of clowning, riding acts and animal acts. Children get more out of these small circuses than the big ones."

Too Much for Kids

He indicated that since Ringling-Barnum has become a musical extravaganza, much of it is over the heads of children and that by intermission, they are all tired out.

"Children lose interest in big productions quickly, and there is not enough clown work in the big show for them," he said. "People still like the real circus with real circus acts."

Father Sullivan pointed out that his statements were by no means a criticism of Ringling-Barnum, but that he feels that there is a big need for smaller slower-paced shows that can bring to the children and families of New England villages and hamlets the real "old time" circus.

More and more each season, Ringling-Barnum has gone in for elaborate production numbers and musical extravaganzas that have more appeal to adults than to children, the famed circus priest contended. "It is a stupendous show, and the impact on adults is staggering, but the production numbers are lost on children."

Price a Factor

Father Sullivan said that price will be a factor in circuses playing New England. "Money is not too plentiful, but smaller prices will attract many in outlying towns and cities."

Motion pictures, taken by the circus priest last season, were shown by him in the back yard nightly. They were mostly scenes of the back yard and spec. Father Sullivan shot heavy footage at the Garden for his lecture tours. Recently he showed pictures of the circus to civic groups in Concord, N. H.; Hartford, Conn.; Brattleboro, Vt., and Roxbury, Mass.

He expects to visit Ringling-Barnum on all its New England dates and will join the show in Chicago and later in Florida.

Ringling Starts Canvas Trek in Washington

WASHINGTON, May 23.—The Ringling Bros. and Barnum & Bailey Circus opened its first under-canvas stand of the season here Tuesday (19) after a 597-mile jump from Boston.

The single train, bearing the performers and menagerie, made the trip from Boston without mishap and arrived here to find the big top, seat wagons and other paraphernalia at the Benning Road show lot after being brought here from winter quarters in Sarasota, Fla.

The show, which will play here thru Sunday (24) before its departure for its May 25-30 stand in Philadelphia, is enjoying excellent newspaper publicity despite the important news stories that have emanated from President Eisenhower and other top government officials this week.

Weather Variable

Despite threatening weather on several occasions, the show has enjoyed good business in this capital city of fixed incomes. The edge also has not been taken off business possibilities by the visitation of several of the larger carnivals several weeks ago. The

James E. Strates Shows and the World of Mirth Shows both played the same lot but were hit by constant cold weather and rain, which held attendance to a minimum. The World of Mirth, for instance, had six days of rain during its date here.

The Big One, however, will run face-to-face next week with at least three carnivals during its Philadelphia showing. The Strates Shows will be set up near the circus, as will the Penn Premier and Johnny Marks Shows. It will be the first appearance of the Marks Shows in the Brotherly Love city, but it will mark the fourth week that Strates has played Philadelphia this year. City residents have also had an opportunity to visit the Cetlin and Wilson Shows during their two-week stand which ends today, as well as the Buck Model Shows which played a week prior to the C&W arrival.

South Jersey Fair for Hunt

BRIDGETON, N. J., May 23.—A swing from the Philadelphia area to Southern New Jersey gave Hunt Bros.' Circus generally fair business and good lots. But at Bridgeton on Thursday (14), the show had slightly better than one-quarter houses. Weather was threatening and Ringling-Barnum paper was up.

Vineland, N. J. (13), had a full matinee for Hunt and the night house was half filled. Both towns were under Legion auspices.

Diano Loses Day to Mo. Rain; Ia. Skies Clear for Crowds

NEVADA, Ia., May 23.—Diano Bros.' Circus took its share of wet weather at recent stands and lost both performances at Owensville, Mo., Saturday (16). Business, however, has been fair to good.

At Festus-Crystal City, Mo., on Thursday (14), the show won two strong houses when rain slackened after noon. The all-day rain, which, together with an upcoming long Sunday run, forced cancellation of both shows on Saturday, let up at night, and the show gave a sidewall show with free admission to fulfill a contract. Owensville parade was given in a downpour. Both Festus and Owensboro were under Lions auspices.

At Kirksville, Mo., Monday (18), the matinee was three-quarters and the night house was near full as the show got a break in the weather. American Legion was the auspices. Ottumwa, Ia., on Tuesday (19) had half a house for the matinee and near-capacity at night. A truck carrying draft horses overturned and was damaged, but the stock was not injured. Weather in Ottumwa was clear and warm. Junior Chamber of Commerce sponsored the show.

At Nevada, Thursday (21), parade went off as scheduled and the matinee drew three-quarters while the night house was near capacity. Lions Club cleared a reported \$425.

Under the Marquee

Johnny Fulghum has left the Diano Bros. advance and is joining the Kelly-Morris advance: He caught Hunt Bros. at Springfield, Pa., where he visited with Billy Barton... The Neal Walters family, of Eureka Springs, Ark., caught Capell Bros.' Circus at Marshall, Ark., Tuesday (5)... Capt. Eddie Mason, who was with Buck Lucas, has left Diano Bros. and now is horse trainer with Capell Bros.

Al Hiltonsmith and Willard Isley, members of Vic Robbins' band on the Beatty circus, take on all comers in bowling... Recent visitors to the Hunt show included Earl Chapin May, Melvin Hildreth, Dr. William Mann, Tom and Claire Fawcett Conley, James Waldo Fawcett, the Rev. Arthur V. Isenberg, Slim Marshall and Ernie Thompson.

Bill Brinley, Meriden, Conn., operator of a miniature circus unit playing stores, sold the old Columbia tableau bandwagon to John M. Kelley of Baraboo, Wis., Monday (11). Brinley bought the wagon from Cole Bros. several months ago. Kelley plans to place it in the proposed circus museum at Baraboo.

Archie Hendon, Leon Drury, Joe Webb and Doctor Dicks are with it, say the Beatty circus folks. Steward George Davis says Webb is out in front in the race for the cookhouse flag... Mr. and Mrs. Earl Linsey, relatives of Ruby Cutshall, visited her on Polack Eastern at Austin, Tex. They were dinner guests of Bobby Harrison and family... Nate and Harriet Lewis and Mellita and Kurt Wicons, of Polack Eastern, have purchased new trailers.

Mrs. Pete Ivanoff has left Polack Eastern to await the birth of a baby... Carlos Theron has a new car and trailer... Mr. and Mrs. Lou Johnson of Milford, Conn., were guests of clown Jack LaPearl during their visit to Mills Bros.' Circus in Ohio... Bill Johnson reports that John W. Lower Jr., bass drummer in Joe Rossi's Miller Bros.' band, received a classy new drum from Leedy E. Ludwig... Ninette Theron reports that 4-year-old Germaine Theron celebrated a birthday on the Polack Eastern show recently.

Jerome Wilson's Puerto Rican show is winding up its season, and personnel is readying for park and fair dates. Slivers Johnson opens in Texas. Buddy Watkins Chimps go to Tampa. Del and Babs Graham hop to Sarasota. Mell Henry will stay in Puerto Rico for a while. Farrias Duo goes to Chicago and the Tien Sing Lieu Troupe is booked in New York. Jimmy Harrington is going to Milwaukee, and the Wilsons are returning to New Orleans.

Jack Knoll, high act, has been trouping an animal and bird school show. He's with Larry Sunbrock's rodeo and will return to school shows in the fall, handling two units for Rex N. Ningham... The Inghams visited the Eddie Kuhn family with Kelly-Morris circus. Kuhn's animal act is featured and the family does 10 with the show.

Mr. and Mrs. Jethro Almond, retired circus owners of Albenmarle, N. C., now are in the parakeet business. They visited Beers-Barnes Circus at Baden, N. C., recalling days when the Beers and Barnes families were with the Almond rep show. With Rex Ingham they visited the King-Cristiani show as guests of Floyd King and Lucio Cristiani at Danville, Va., and they also caught the Cherokee Ranch Rodeo.

The Arwoods' dog act was held over four weeks at the Tee-Pee Club in Wichita... Bette Leonard, Buster Bernard, Kewpee Russell and Mrs. Al Bernard visited Dee Aldrich, Red Humble, Mrs. Francis Anderson and Shorty Lynn on Wallace & Clark early in the season. They caught the Gil Gray show at Tulsa and visited there with A. Morton Smith, of Gainesville Community Circus; Faith Ryan and others... Jack Harrison is hospitalized at McCook, Neb... Mr. and Mrs. Orazio (Joe) Zoppe are parents of twins.

Clarence Shank, Camden, O., visited the Leonards. Fred Leonard has received credentials for judging horse shows thruout the nation... The Marion Wallick Family is playing clubs and parks around Cleveland... Joe and Bebe Siegrist are with the Burke carnival in Louisiana, doing their high act... The Hartleys are with Bailey Bros... Jimmy Hamiter left Diano Bros., where he was Side Show manager, and joined the Beatty show... Jimmy Troy will play fairs... Art and Marie Henry made the Tulsa Shrine date, visited Cole & Walters and will soon go to Canada with their dog and pony act, reports Bette Leonard.

John M. Kelley, formerly of Ringling - Barnum, reports the move to set up a circus museum in Baraboo is gaining momentum. Plans call for buying the camel, horse, and ring barns at the site of Ringling's Baraboo quarters. Milt Herriott, manager of Cole Bros., is recuperating at Michael Reese Hospital, Chicago, following surgery... Austin, Tex., fans hosted Henry Keyes, of Polack Eastern, at the home of CFA Leland Antes.

Stanley W. Wathon, New York booker, was with the Ringling circus during its Boston run at the Garden there. Wathon returned to New York Friday (15) to continue work on lining up attractions for a new arena spectacle.

Fred Barker, who had the John Robinson opposition brigade and No. 2 bill car for 20 years, is critically ill at Lee Hospital, Johnston, Pa. He has been running a snipe plant and theater since quitting the road some years ago.

Jack Capell, who has been managing rides at a park in Tulsa, Okla., has returned to Capell Bros.' Circus as transportation boss. He takes the place of his brother, Bill, who is moving to the advance with an enlarged brigade.

Clown Roy Barrett visited in Chicago this week. Having closed a 26-week season with Orrin J. W. Hartigan Jr., reports a big crowd for King-Cristiani at Morgantown, W. Va., despite rain... Malcolm M. Fleming, circus contracting agent, reports he expects to remain in the U. S. Veterans Hospital, Erie, Pa., for some time yet. He entered the hospital April 13... Jack S. Smith, formerly with Cole Bros. and Biller Bros.' circuses, has been named a food inspector for

the Ohio Department of Agriculture. He was previously with another Ohio State agency.

Davenport and Frank Wirth shows, he opens Monday (25) at Akron, Ia., with the Art B. Thomas Shows, where he will clown, work an act and handle a concession. In Chicago, Barrett visited Earl and Hattie Shipley. In New York earlier, Barrett caught Ringling-Barnum and visited with Pat Valdo, Merle Evans and Slat's Beeson.

Bill Morris, co-owner of Kelly & Morris Circus, is reported to have ordered a new hippo for his show, with delivery scheduled this week... Clowns with the Beatty show include Eddie Dullum, Duke Law, Gene Warnke, Grace and Koko Fairburn, Dick Lewis, Bob Lorraine, Tommy Sales, Henry Bodow, Mingo, Ernie Burch, Richard Arcand, Liz and Larry Bastian, Karl Waddell, Blinky Hoffman and Paddy Brobson.

Clark Queer, of Mount Pleasant, Pa., formerly associated with Biller Bros., visited King-Cristiani at Somerset, Pa... M. Rosenheim, of the Hagan-Wallace advance, caught King-Cristiani at Latrobe, Pa., where the Seymour Dunns, Pittsburgh circus fans, also were visitors.

A. R. Thompson, 75, formerly known as Aerial Robert, aerialist and wire walker, was hospitalized Saturday (16) for third-degree burns received in a fire at his Mission San Jose, Calif., home. His wife, Ellen, extinguished the flames... Robert N. Mayer, former trouper, now in Venezuela, reports the Royal Dunbar Circus won good publicity breaks in the Caracas newspapers.

Rain ruined the Corpus Christi Shrine date of Polack Eastern May 11-14. Opening show was filled, but others were hit by weather and the Wednesday (13) matinee was lost. Henry F. Barrett handled the promotion.

Si Rubens and Happy Kellems have worked out plans for reopening their minstrel show next winter. The new version will play under canvas.

add to Under the Marquee The Wilmington (Del.) Sunday Star's "Do You Remember?" column reprinted from the May 17, 1903 issue the following: "Wilmington was disappointed yesterday, for the Barnum and Bailey greatest show on earth was here but gave no performance. Many reasons were advanced for this failure to show to the thousands of people who had been anxiously awaiting the circus for weeks, but the most plausible is that James A. Bailey, who is at the head of the big show, has much too large a circus to show successfully at one-day stands."

Grover O'Day, comedy cyclist, who closed recently with Cole Bros.' Circus at the Chicago Stadium Shrine date, will play the Springfield, O., Grotto date, May 27-28, for Loyd Stoltz, and then put in eight weeks with the Tom Packs show, his third season with Packs.

In clown alley on Bailey Bros.' Circus are Buck Leahy, Loretta LaPearl, Vern Colbert and Ted Hodgini.

Bozo the Clown, who recently appeared with Warrent Bros.' Circus in Baltimore and also played the Apple Blossom Festival, Winchester, Va., is planning to take out a midget circus in the fall to play under church and organization sponsorship.

The Clown Club, organized several months ago under sponsorship of the Board of Recreation, Bridgeport, Conn., has been kept busy visiting hospitals and State institutions and entertaining patients. Among places recently visited was the Crippled Children's Home, Newington, and the Southbury Training School. Bozo Kelly, former circus trouper, who now confines himself to private dates, is director of the organization.

Karlo the Clown (Karl Waddell) opened a 12-week run at Circus Gardens, Ocean Park, Calif., May 15... Harry and Ruby Haag, of the Royal Dunbar Circus, writes

Dressing Room Gossip

Siebrand Bros.

Tail-end of the Waco storm struck and had everyone packing and moving trailers to more sheltered spots on the lot. But no real damage was done. Short jump from Roswell to Carlsbad gave everyone a chance to relax and clean up after closing night's dust storm. After everything was loaded for the move, an emergency meeting of the Snakebite Club was held to initiate Charlie Hilderra.

Carlsbad proved to be quite a tourist spot for the personnel, with trips to the famous caverns and picnics at the Pecos River beach. Rehearsals for the new web routine are going well. Bill Jones makes a lot of radio broadcasts, and Walter Fleck and Charlie (Curly) Mason get publicity breaks all along the line. Mr. Pitchell, of the Carlsbad radio station, visited and showed pictures of many of the present Siebrand performers which were taken many years ago. Pitchell was formerly with Billroy's Comedians. — JEO HODGES HODGINI.

Kelly-Miller

Lou Walton and Durwood Fisher joined clown alley at Paducah, Ky. Mrs. Hartzell Wells and sons joined for the remainder of the season. Kelly, Dale and Karen Kay Miller caught up with the show in Scottsville.

Tommy Bentley is holding classes between shows for traps and iron jaw. Donny McIntosh is learning the long mount.

In Paducah many of the Rogers Bros. personnel visited. Other visitors included Happy Loder and Eddie and Helene Henricks and family. — BARBARA

from Maracaibo, Venezuela, that their son, Charles, was married April 23 to Ernestine Mena at Barquismeto, Venezuela. The bride, a native of Ecuador, also is with the circus. The Haags plan to return to the States the middle of July.

Don Taylor, who has recovered from serious injuries sustained in an automobile accident last New Year's Day, rejoined the promotional staff of Polack Bros.' Circus at Las Vegas, Nev., recently... The Kriel Family recently played the Moose Clubs at Gary and LaPorte, Ind. They have played the Gary spot three times in the last six weeks... Lew Kish, clown, after closing at the Chicago Stadium, joined Tom Bucannon's All-Star Circus and TV Review in Nebraska.

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60 FLORIDA EXECS AT SHORT COURSE

J. S. (Doc) Dorton Addresses Group; Federation Re-Elects Lehmann President

GAINESVILLE, Fla., May 23.—Over 60 Florida fair executives gathered here over the week-end to attend the annual meeting of the Florida Federation of Fairs and the second annual short course on fair management. The meeting was held here in the Thomas Hotel, Sunday (17), while the short course was held at the University of Florida, Monday and Tuesday (18-19).

Dr. J. S. Dorton, manager of the North Carolina State Fair, Raleigh, was one of the key speakers at the management course, discussing the place of fairs in the South. Karl Lehmann, president of the fair association, presided.

Other topics discussed included carnivals and concessions with J. F. Sparks and Johnnie Jack doing the moderating; selling and allotting space, Dr. Tom Chaires and Tom Barns; educational and feature attractions, C. T. Bickford and J. F. Higgins; advertising and publicity, Louis Gilbreath and A. G. Driggers; tickets and admissions, Lloyd Rhoden and George Patton. Other speakers included J. C. Huskisson, W. D. Babington, C. W. Reaves, J. E. Pace, J. S. Moore, W. W. Brown and Al Cox.

Social high point of the short course was the Monday night (18) dinner in the Oak Room of the Florida Union Building.

At the Sunday meeting of the Federation, Lehmann was again named president. Other officers elected included T. L. Barrineau, secretary-treasurer; Crawford T. Bickford, ex-officio member;

Harry Jack, first vice-president; Gordon Ellis, second vice-president; Woodrow Glenn, third vice-president; B. E. Lawton, fourth vice-president, and Louis Gilbreath, fifth vice-president. Directors at large are Phil Lucey, K. S. McMullen, H. E. Wood, Lloyd Rhoden, Harper Kendrick and Joe Adams.

Total attendance at Florida's fairs this year was reported as 2,746,763.

CNE to Get New 1,500,000 Food Building

TORONTO, May 23.—Canadian National Exhibition here is to get a \$1,500,000 Food Products Building in 1954, following acceptance of plans by the city's Board of Control.

Structure, covering 130,000 square feet, will hold 50 per cent more exhibits than the present Food Building. Unique feature will be waterway front entrances. Two doors on the building will be reached by bridges arching pools, then cascading waterfalls by way of glass tunnels. Water forming the falls will pour down over slanted windows.

To be built on the site of the present building, the new one will be 300 feet long, with 20-foot ceilings. Across the front will be an immense woman's lounge with a view of the exhibition grounds. Inside aisles will be 17 feet wide.

A ventilation system will completely change the air every five minutes. Contracts for the new building are expected to be signed by August, with work to start as soon as the '53 exhibition is over.

Quitman, Ga., Names Execs

QUITMAN, Ga., May 23.—Roland Dorough, city manager of Quitman, has been named chairman of the 1953 Brooks County Fair. B. H. Romine and B. H. Jones will serve as co-chairmen.

Paul Bennett is in charge of the prizes and premium list. County Agent Charles R. O'Kellely will have charge of the agriculture exhibits, with George C. Currie in charge of the commercial exhibits. Joe Austin will serve as financial agent.

Colo. State Names Talbot

PUEBLO, Colo., May 23.—Ray H. Talbot, this city, has been named president of the Colorado State Fair here by the recently enlarged State Fair Commission. Program plans are the first subject on the agenda, according to Talbot. Dates are September 7-11.

INDIANA STATE HIKES PREMIUM TOTAL TO 412G

INDIANAPOLIS, May 23.—Indiana State Fair this year will offer \$412,219 in premiums and prize money, topping last year's total by \$6,000, John Schermerhorn, fair board president, announced. Total offered in '52 was

1G IN PRIZES

ESE Skeds Fire Muster As Feature

SPRINGFIELD, Mass., May 23.—A firemen's muster—with \$1,000 to be awarded in cash prizes—will be a brand new feature at this year's Eastern States Exposition, it was announced by Jack Reynolds, general manager.

The firemen's muster will be held on the second Sunday of the 1953 event, September 27, and will open with a parade in front of the grandstand.

Invitations to participate have gone out to firemen's companies thruout the Northeast, and it is expected there will be heavy participation.

A single-engine platform will be erected for the event, and each engine entered will be allowed a 10-minute period on the platform. With fire-fighters manning the hand pumps, the object will be to throw the longest stream.

Shelby Mont., Sets Attractions, Special Events

SHELBY, Mont., May 23.—Marias Fair has completed its program arrangements for this year's fair, including its professional attractions as well as its special events, Clifford D. Coover, secretary-manager, announced.

John Tunncliff will produce the stock for the rodeo, while Cy Tailon will handle the mike chores. A total of \$5,500 will be offered at the race program, which will have upwards of 200 horses.

Night grandstand attraction will be produced by Williams and Lee Attractions, with acts to include the Harrison Trio, Morenos, Thomas Charles, the Holidays, Gorden's Pets, and Bennie Victor and Pat King. A 10-gal line will back the show. Northern Exposition Shows will provide the midway attractions for the 9th consecutive year and Thearle-Duffield Fireworks will stage the nightly pyro displays. Harry Roe's sound system has also been contracted.

Plant improvement this year includes the planting of many new trees and much grass. Roads and the midway have been oiled and a new press box has been installed. New race office and a new rodeo office will also be used for the first time this year.

Included among special events is a doll and pet parade, appearance of the Lethbridge, Alta., Scotch Pipers, 4-H dress revue and a 4-H baby beef sale. The 4-H girls will also conduct a tot lot, where parents can leave their babies for an hourly charge.

Charter Ky. Annual

FRANKFORT, Ky., May 23.—Secretary of state has issued a certificate of incorporation to the Green County Fair Board, of Greensburg. It is a non-profit, non-stock corporation. Incorporators are Sam W. Moore, James Monson and Billy Shuffett, all of Greensburg.

\$405,913.86, which included \$7,400 for the derby, which will not be held this year.

Major portion of the money, \$198,000, will be prize money for horse racing. Purses for the night horse show will total \$37,035; beef cattle, \$33,935; dairy cattle, \$20,495; sheep, \$15,523; swine, \$26,507, and agriculture, pomology, floriculture and apiary, \$17,531.25.

Total premium for club work by youngsters will amount to \$31,534.95 and many increases have been made in these

23 Events Represented At Mich. Short Course

TRAVERSE CITY, Mich., May 23.—Representatives from 23 Michigan fairs turned out for the two-day annual short course on fair management held here Friday and Saturday (15-16) by the Michigan Association of Fairs. Business sessions and the annual banquet were in the Park Place Hotel.

The association again used the popular round-table discussion type of session with H. D. Parish, Midland, president of the organization, handling the gavel.

First session on Friday afternoon was devoted to the discussion of Sunday fairs, release of exhibits, entertainment, carnivals for small fairs, uniformity of fair dates, exhibit buildings, sales taxes, tractor-pulling contests, and the exemption of fairs from federal admissions taxes on their grandstands.

Chief Speaker

Charles Figy, Michigan's director of agriculture, was chief speaker at the Friday evening dinner meeting. At the Saturday morning session, Clarence Bolander, chief of fairs for Michigan, gave a detailed explanation of the new judging sheets introduced by the department and went over the accounting system used for fairs. Uniform rules for tractor pulling were proposed by Paul F. Richter Jr., and W. Beatty, and the uniform code will be made available by the association secretary-treasurer, Harry B. Kelley.

Also discussed were sanitation,

entry fees on tractor pulling, membership tickets, organization of fairs and receipts and disbursements. For the first time, a number of the fairs brought photographs of their various activities, which were placed on a bulletin board. In addition, blueprints of buildings and grounds were also displayed.

Fair members on hand for the two-day confab included representatives from fairs at Imlay City, Adrian, Allegan, Alpena, Atlanta, Bad Axe, Big Rapids, Cadillac, Cassopolis, Cheboygan, Corunna, Hale, Hartford, Hillsdale, Jackson, Kalamazoo, Marne, Marshall, Midland, Mount Pleasant, Saginaw, Traverse City and Berrien Springs.

Mich. State To Construct Tabernacle

DETROIT, May 23.—Michigan State Fair this year will construct a new tabernacle that will be used in October by Evangelist Billy Graham for a series of revival meetings, and during the fair as an agricultural machinery building.

The structure will be 300 feet in diameter and will be ready in time for the opening of the fair. The October appearance of Billy Graham will be sponsored by the Michigan Council of Churches.

The fair also has announced that an agreement had been reached with International Harvester dealers to exhibit at the fair for the first time since 1938.

Details of the grandstand program are taking shape. Fair manager James M. Hare announced that circus acts, instead of a rodeo, will be used, but no contracts have been awarded thus far.

As a special event for Saturday, September 12, the St. Andrews Society will present a Scottish Tattoo, as a part of the coronation celebration. A similar program held at a university stadium some years ago, proved a big drawing card.

Jefferson, O., Awarded 10G

JEFFERSON, O., May 23.—Ashtabula County Fair has been granted \$10,000 by the county commissioners for improvements of its fairground, E. F. Walburn, secretary, reports. The grant will be used for construction of new underground water system for fire protection and to improve sanitation.

Other improvements include the conversion of one building to a cattle barn and painting of the grandstand. As a tie-in with Ohio's sesquicentennial this year, the fair will hold a homecoming and a giant parade. Horse racing will be held three days during the five-day run.

Ohio Mgrs. Set June 16 Meet

COLUMBUS, O., May 23.—Ohio Fair Managers' Association will hold its summer conference here June 16, it was announced at a meeting of the executive committee here Wednesday (20).

Former Gov. Myers Y. Cooper, honorary president of the organization, spoke, and Russell S. Hull, president of the Ohio association, reported on pending State legislation that affects fairs. Howard S. Foust, director of agriculture and manager of the Ohio State Fair, was on hand, and will be one of the speakers at the June confab.

BAINBRIDGE, INDIANA, STREET FAIR
June 3, 4, 5, 6, 1953
BANDS AND FREE ENTERTAINMENT
NIGHTLY 12,000 Free Kids' Tickets
out for Thursday afternoon.
Want Concessions of all kinds; flat rate
\$15.00 plus \$1.00 cut-in. Wire or write
G. Kilgore—Wayne Marks Jr.

CARNIVAL WANTED
for
CAMBRIDGE, NEBRASKA
BIG ANNUAL LEGION CELEBRATION
August 7-8-9
DON HARPST, Commander

RIDES and CONCESSIONS
Wanted for
WINNEBAGO COUNTY FAIR
August 21-22-23
Address: **TOM RAFFERTY**
Pecatonica, Illinois

CARNIVAL WANTED
For County Fair for Polk County, Oregon,
on August 28-29-30.
A new building on new grounds. Large
crowds expected with exceptional program.
Inquiries accepted by
GILBERT F. LOY
Independence, Ore.

WANTED CARNIVAL
UNION COUNTY FAIR
For Week September 7-12, 1953.
UNION COUNTY RURITAN CLUB
GARLIN C. BRIDGES, Chairman
Maynardville, Tennessee

DISPLAY FIREWORKS
of Distinction
Whether your Fair, Celebration or Event
calls for a \$50 display or a \$5.00 spectacle,
you will find CONTINENTAL
equally interested in giving you the most
and best for your money. We carry
adequate insurance. Send for our free
catalog NOW. Write, wire or phone.
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R. R. #6 Jacksonvillle, Ill.
Phone R-4913 or 1351

Perry County Fair Association
Wishes to contract a small
CARNIVAL
for County, week of Aug. 31-Sept. 5.
Call: Telephone 2431, day, or write
MRS. CHAS. ARY, Secy.-Treas.
Linden, Tennessee

EAGLE GROVE DISTRICT JUNIOR FAIR
AUGUST 24-25-26—EAGLE GROVE, IOWA
This is strictly a 4-H & FFA Fair with Barnes-Carruthers entertainers; no Carnival.
Want Independent Concessions only. Lots of shade and good water.
GERHARD HANSON, Sec.

Cetlin-Wilson Clicks In Philly; Predicts Prosperous Season

Bigler Street Lot Pays Off Despite Pre-Dating, Three Weeks of Shows

PHILADELPHIA, May 23.—Although the battling weather, a train mishap and pre-dating, officials of the Cetlin & Wilson Shows are highly pleased with operations in this third week of their current season. C&W moved on to the location at 10th and Bigler streets on the heels of the O. C. Buck-Model Shows, and the assumption had to be that business would suffer as a result. On the contrary, according to Co-Owners Issy Cetlin and Jack Wilson, business has been quite good. Conceivably, it could have been even better if the pre-dating hadn't taken place.

While a happy feeling prevails among the personnel, it is not yet time for handsprings. William Moore, concession manager, opined that the season should work out all right, as did Cetlin and Wilson. The date here is a new one for the show. The lot, located in South Philadelphia and close to Municipal Stadium, is on the fringe of a thickly settled residential district. There are literally hundreds of thousands of persons living within easy traveling dis-

tance and C&W has done a big job in attempting to reach them with its advertising. Some 50 24-sheet boards were used.

The good business registered here last week on the heels of the Buck showing was termed a pleasant surprise, the show owners said. While this is the third week that a show has been on the same lot, business continues good and there is promise of a big wind-up today.

The rides and concessions were doing particularly well here, with the shows, strangely enough, finding the least favor. It may be that the proximity of shore spots may have educated the public in favor of the concessions and rides.

At Petersburg, Va., its winter home and opening date, the show bucked bad weather. In addition, the soldier population of adjacent Fort Lee was reported less than a year ago and business was only fair. The lengthy rail jump here was costly and another hefty moving bill will have to be met this week when the show jumps 350 miles to Uniontown, Pa. The show will move fast into its Western territory and early fairs.

Two of the shows' cars were derailed in a switching accident in making the move here. While the Merry-Go-Round was involved, it was in operation here this week.

The construction of a new marquee is under way under the direction of Charley Sheesley. It will measure about 72 feet in length and include six pylons. The show title and slogans are lettered in neon. The superstructure could not be erected here because of overhead power lines.

Moore credited much of the success of the date to Honey and Louis Schlesinger, members of the sponsoring Veterans of Foreign Wars committee. Schlesinger is first district commander and national assistant inspector.

The publicity department is functioning under the direction of Herb Pickard, formerly with the Royal American Shows. Radio and the neighborhood papers have been used extensively.

TOURING SHOWS FLOCK TO PHILADELPHIA LOTS

Major Carnivals, Circus Are Set To Show Ten Full Weeks in City

PHILADELPHIA, May 23.—This City of Brotherly Love is getting reciprocal treatment from the carnival brethren this year. Managers and agents have demonstrated their love for the metropolis by setting their major units for no less than 10 full weeks of operation on lots within the city.

Their love is such that railroaders have day and dated, and next week, when the Ringling Circus moves in, three big units, one a railroader, will set up alongside to turn the South Philly area into a virtual outdoor show convention center.

The James E. Strates Shows have the prize lot for the circus stand. The show, playing this week in the Frankfort section, will truck in rides and selling

concessions to make tomorrow's opening.

Big Concentration

Scheduled for adjacent lots are the Marks Show, operated by Art Lewis, and the Lloyd Serfass' Penn Premier Shows. In addition, judging by past experiences, there is likely to be an influx of independent concessionaires that will rival the largest of fair layouts.

At the conclusion of the circus date, Strates will have played a total of four weeks here. The O. C. Buck Shows played two weeks, one in the South section and the other in the North, and the Cetlin & Wilson Shows today will round out two weeks on the same lot, 10th and Bigler Streets, in South Philadelphia.

C&W moved onto its lot on the

heels of the Buck Show. As a result, the lot has harbored a railroad show for three full weeks and the location has taken on the appearance of a permanent amusement park.

In addition to the big traveling units, a large number of area operations are also scheduled for the city. Despite the heavy influx of shows, all units have reported fair business.

FIRST 3 DAYS AT ST. LOUIS BIG FOR RAS

Record Attendance Follows Drenching At Memphis Opening

ST. LOUIS, May 23.—The Royal American Shows, which had been given a thoro drenching at the Memphis Cotton Carnival, their opening stand, caught good weather the first three days here at Grand and Laclede and pulled excellent crowds. In fact, Thursday night (21), at the end of the three-day period, the office wagon tape showed the best attendance the RAS has ever registered for the corresponding period here.

Leon Claxton's "Harlem in Havana," always a hot favorite here, scored bang-up business to pace the back-end units. Leon Miller's "Moulin Rouge" was holding down second spot. Closely bunched for third were Bill Kemp's Motordrome, Bobbie Hasson's Side Show, and Walter Kann's Strangest Married Couple. Nat Rodger's Life Show, new to the RAS line-up, registered good business in its bow here.

The RAS made the move here from Memphis in ample time for the opening, despite the fact that it tore down Saturday (17) at Memphis during a heavy wind and rain storm.

New Peoria Lot Gets Break-In By Cavalcade

PEORIA, Ill., May 23.—Cavalcade of Amusements, which caught considerable rain at Evansville, Ind., where it closed Tuesday (19), moved in here Thursday (21) to open a 10-day stand at the far south end of the city. Site is new as a show lot.

Amusement Company of America, which earlier had been skedded to show this city, altered its route and as a result will pass up this city.

The Blue Grass Shows were slated to play East Peoria this week but changed plans at the 11th hour, passing the stand up for one in Terre Haute, Ind.

Mo. Towns Good For Evans United

MARSHALL, Mo., May 23.—Evans United Shows are here this week for their third stand in Missouri and business thus far has been good. Unionville, played last week, was a big winner despite rain one night and cool temperatures several other evenings. Org bowed in Richmond to fair takes.

Week here started out good and thru mid-week business was ahead of a year ago. Given good weather for the week-end, show execs looked for a good average business for the period.

Luck, Planning Aid Manning Unit Dates

Show Escapes Some of the Bad Weather Prevalent in the East at First-In Stands

POUGHKEEPSIE, N. Y., May 23.—A combination of luck, good weather and astute planning has brought the Ross Manning Shows thru the first month of its season in good shape. While there is considerable room for improvement in terms of crowds and earnings, the personnel has not yet had to resort to the crying wails.

Opening in the Carolinas, Manning has journeyed north at a

fairly rapid pace. The movements have enabled him to be first in at several spots, and good booking is responsible for this. A couple of questionable dates proved out better than expected, with the element of luck responsible. Luck again had a hand in protecting the show from the large number of washouts experienced by most other traveling units in the East.

The show is well organized and equipped to get money, with newcomers Maxie Sharp, business manager, and Toby Turbin lodged in the front end. Sharp's department has worked consistently, and the heavy losses confronting the show last year at this time are lacking.

Newburgh, N. Y., last week was good, and Jersey City, N. J., the week before turned out a surprisingly good date, despite the political turmoil of election week. Down yonder, High Point, N. C., was good, giving the show a welcome early boost. Last year Manning started off with a red one, but it worked into a kind of mirage as successive weeks faded and the show had to dig deep for operating money.

Assuming that the show can scurry thru its still dates in fair shape, then it will likely be headed for a banner season. Some 12 fair dates are carded, beginning with Red Lion, Pa., and the promise fair returns, since, Manning says, he has shied away from monster guarantees.

The show made a nice appearance here, with a new marquee mesmerizing the customers. The equipment is fresh and neat looking and the lighting good.

Tatham Org Adds Circus To Back-End

MONTICELLO, Ill., May 23.—Tatham Bros.' Shows has added a circus to its back-end as an added attraction, according to K. W. Tatham, show's manager. The new unit will give two shows per day.

Special paper has been ordered to feature the show. Acts will include Coonie Maloon with his dogs, comedy mule, ponies and monkeys. Betty Lunsford will do ladders, web and work in a trampoline number. Paul Zallee will do comedy juggling and produce three clown numbers, and Irene Benner will have a second dog act and the pony drill. For the fair season two wild animal acts will be added, Tatham said.

Top will seat 1,000 and will go for 25 and 50 cents. Edna Earl will handle banners and candy. Hoppie Gardner is in charge of equipment.

Rains Take Toll of WOM Dates; Show Fashions Strong Back End

Bergen Unit Fights Mud at First 3 Dates; Many New Show Features Have Been Added

CHESTER, Pa., May 23.—A moist, tho untearful, atmosphere is prevalent on the World of Mirth Shows. At the three stands played to date, Washington, Wilmington, Del., and here, the decision has been won by the weather. In between the rain there were indications that each of the dates would have been good, and last week at Wilmington the show blew what appeared to be shaping up as one of the best kiddie Saturday matinees it has ever had.

While it is difficult to hazard a guess on the future in view of the inadequate sampling period, Frank Bergen, general manager, and Bernard (Bucky) Allen, concession manager, are unperturbed.

Pointing to the opening dates as a shakedown period, they wryly add that the cruise language is better suited this year than ever before. At Washington, six of the 10 scheduled days were lost. At Wilmington, Old Man Weather claimed four. Much of the damage here was done in advance, with the heavy rains turning the lot into a gluey mass of mud necessitating the actual dragging of wagons on to the lot. This is the same lot that it once took the show 17 hours to get wagons off, and the lot crew has its fingers crossed as it looks to tonight's teardown.

As always, the current planning and talk around this show revolves around its fairs. Beginning next

week, when the show moves in for its annual Decoration Day stand at Plainfield, N. J., major back-end attractions will be added. The planned line-up promises to be among the best the show has ever had.

Many New Units

New units will include Fred Keating's Illusion Show, Eddie Gillen's Water Show with 10 girls plus features, Snapp Wyatt's Wax Show, and Duke Jeanette's Life Show. Others are Hermine's Midgets, returning after an absence of a year; Dixie Gordon's Club 18; Zeke Shumway's Motordrome, Dave Wild's Minstrel Show, Carl Lauther's Side Show, George

(Continued on page 67)

LION STORY

Purtle Buys 3 R-B Cubs For Dromes

NEW YORK, May 23.—Earl Purtle, operator of Motordromes at Palisades (N. J.) Amusement Park and on the Cetlin & Wilson Shows, bought three cub lions from the Ringling Bros. Circus while it was showing Madison Square Garden here.

The lions were needed to replace animals lost in recent weeks. One lion, trained to ride a miniature car on the straight wall, failed to regain consciousness after it was given 35 sleeping pills so that its injured tail could be repaired.

BILL MOORE REPORTS:

Miami Group Aim Is 2,000 Members, 50G Fund in '53

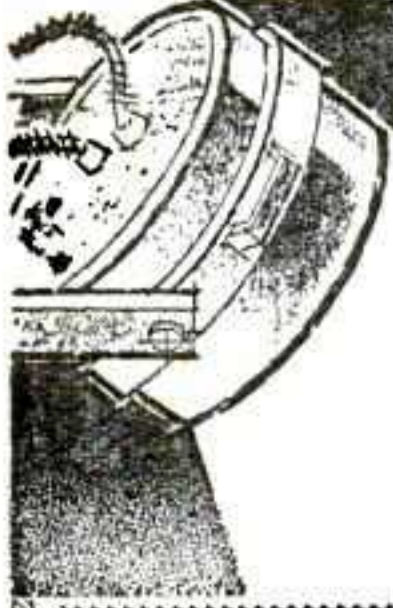
PHILADELPHIA, May 23.—A paid-up membership of at least 2,000 was predicted for the Miami Showmen's Association before the end of the current outdoor season by William B. Moore, first vice-president of the Florida show group and concession manager of the Cetlin & Wilson Shows.

Moore also said here this week that the current fund-raising campaign would net the club as much as \$50,000. The money, earmarked for the building fund, will be raised thru ticket books, jamborees and other promotional endeavors. Moore said that the early reports are encouraging, despite the slow start encountered by most shows, indicating that the goal is not far-fetched.

With work already begun on the construction of new home for the Miami group, the enthusiasm among the membership is at its peak, Moore said. The membership is currently around the 1,200 mark and a dozen or more applications are being received each week. The bargain rate, which eliminates the initiation fee, will remain in effect until the Chicago outdoor meetings, after which the full rate, \$25 initiation fee plus \$10 annual dues, will prevail, Moore said.

Moore was visited here by Phil Cook, executive secretary of the show group. Cook is en route to Miami from New York, where he attended the unveiling of a monument at his mother's grave.

Cook reported that the building plans had been delayed temporarily and additional cost accrued



Here's your shot at the **BIGGEST**
FOURTH OF JULY CELEBRATION in the nation—sponsored by the WALKER-ROGERS POST #662 V.F.W. and staged on the common at **LOWELL, MASS.**
 Celebration starts at 11 a.m. Friday, July 3, and runs straight thru midnight, Saturday, July 4, and features a mammoth fireworks display.

Decatur, Ill., Gives Weather Break to ACA

DECATUR, Ill., May 23.—The Amusement Company of America moved into a clear weather area here this week after taking a drubbing from rain last week at Washington Park, near East St. Louis, Ill.
 The Washington Park engagement was hit almost daily by rain, and the show experienced considerable difficulty in moving off the lot, one not used before. Business the first three days of this week here was reported as satisfactory, with show execs looking for a strong wind-up if given weather today.
 Show's route has been shifted. Originally set to go into Peoria, the show is passing up that city.

HAVE OPENINGS FOR:

- **SHOWS**
 All kinds, but must be high class and in keeping with this traditional New England Event.
- **RIDES** All kinds.
- **CONCESSIONS**
 All kinds of games, including Hanky Panks and Stock Concessions. All kinds of Eating and Selling Stands.

EVERYTHING OPEN—FIRST COME, FIRST SERVED
NO SPACE HELD WITHOUT DEPOSITS
 Address all inquiries to . . .

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 103 Walnut Ave., Revere, Massachusetts
 Phone REVERE 8-3525

Percell's PIONEER SHOWS
high class midway attractions
WATSONTOWN, PA., JUNE 1 TO 6. GALA WEEK—MONSTER CELEBRATION
 Plenty of factories working full blast. Under strong auspices. Several more to follow.
WANT Shows of merit with own equipment. **WANT** legitimate Concessions. Ride Help, semi drivers preferred. All replies **MICKEY PERCELL, Gen. Mgr.**
 900 Main St. Phone 34010, WMSPT. Williamsport, Pa.

SHOW T-E-N-T-S
 Concession—Circus—Carnival
AMERICAN TENT & AWNING CORP.
 132-4 W. Main St. Norfolk 10, Va.
BILL SANDERS

TWO BIG ONES
 WEEK AT WEBSTER, PA., AND 8 DAYS AT BEAVER COUNTY EXPOSITION AT AMBRIDGE, PA. JUNE 6 THRU JUNE 13.
 Want Hanky Panks and Legitimate Concessions—Popcorn, Floss, Apples, Waffles, Age, Scales, Photo and Jewelry, Kiddie Rides, Wild Life, Mechanical, Monkey and Side Shows.
 Want Foremen for Wheel and Merry-Go-Round. Charlie Hodges, contact me. No Mitt Camps or Flat. Contact **JOHN R. LEWIS**
 Ph.: Zelenople 461-R-11 or at the lot at Webster, Pa., May 25 thru May 30.

IDEAL RIDES
 Concessions—If you have anything I haven't got on the midway in the way of Hanky Panks, I can use you. Limit, two of a kind at all times and mostly one. No racket or gypsies.
 Can use small Mechanical or other clean Show that can set on streets. No Girtles. Ride Men—Who are you and what can you do well? No floaters, would be, or winos welcome here.
 Playing Celebrations, Fairs and Centennials in Indiana, Illinois, Iowa, Mississippi and Georgia. Booked solid till November 21st. None pending.
 Gorgeous "Whiz Bang" George and wife, come on.
 Greenwood, Ind. (Race crowds), May 26-31; North Salem, Ind., June 2-6; Eaton, Ind., June 9-13.
 P.S.: L. H. Hardin wants Agents.

HOWARD BROS.' RIDES
 Want Shows and Concessions for All Firemen's Celebrations and County Fair Dates
 All good dates, with Charleroi, Pa., veterans' week July 4, a real one. Legitimate Concessions of all kind. Want to book Octopus and Rolloplane for entire season. New Salem, Pa., May 25-30; New Kensington, Pa., June 1-6.

100% LOCATION
 Alongside Ringling Bros.' Circus June 4-5-6
 Day and Date with Ringling Bros.' Circus—69th and Marshall Road, Upper Darby, Philadelphia, Pa.
WANT Rides and Shows not conflicting. Few good locations left. Act at once! Contact **HARRIS NOVELTY CO**
 Phone: Walnut 2-6970 or Market 7-9848

METROPOLITAN SHOWS
 AMERICA'S NEWEST AND MOST MODERN RAILROAD SHOW
 On account of dissatisfaction can use Organized Girl Review. Also Posing Show. Want Man to handle Monkeys or will turn Monkey Show over to right party. Have equipment and large Snakes. Want capable person to handle.
 J. J. McCALL wants to hear from Tony Paparello (the welder). **JOHN BURNS, COME BACK.**
 Want **ELECRICIAN** who can handle Caterpillar. Foremen for Rolloplane and Caterpillar. Also 2nd Men on all rides.
All replies to SHIRLEY LEVY, BRISTOL, VA.

PLAYLAND SHOWS
CONCORD, N. C., MAY 25 TO 30
 Right Downtown
WANT HANKY PANKS of all kind. Popcorn and Cookhouse sold. Only one of a kind. Can use limited number. Can use **RIDE HELP** who can drive Semis. **BILL EHLIRT**, come on; Ricky is here. Celebrations start around Washington. D. C., middle of June. Can use small Show.

Cumberland Valley Shows
 Opening in South Pittsburgh, Tenn., June 15th
 All legitimate Concessions open except Cookhouse, Bingo, Photo, Popcorn and Custard. Want Shows: Motordrome, Glass House, Fat Show, Midget Show, Monkey Circus or any other Show with own outfit except Girl Show. Ride Men on all Rides. Earl Coffman, Victor Pinkerton, answer. Independent Free Act (Aerial), answer. This show is booked solid from June 15th until October 10th. Show moves on lot June 1st. Address all mail to **LAVOY WINTON, South Pittsburgh, Tenn.**

HARRY BURKE SHOWS
 "Louisiana's Own Show"
WANT SHOWS with own outfits and transportation on liberal percentage. **GLASS HOUSE, FUN HOUSE, ILLUSION SHOW or SNAKE SHOW.** (Harry Harris, come on.) Will give ex. on shows to man with two good Grind Shows.
CONCESSIONS—Coke, Milk Bottle, Cigarette Pitch, Live Duck Pitch, Glass Pitch, Scales and Age, Short Range, Ball Games or Hanky Panks not conflicting. No drunks, Hats or gyps. Can use good Ride Help. **AMITE, LA., week of May 25th; LAKE ARTHUR, LA., first week in June. FIREMEN'S CELEBRATION** in the heart of town in **FRANKLIN, June 8th to 14th.** First show in twenty-five years. Have eight contracts for Fairs and Celebrations. All replies to **EDDIE SCHULTZ, Manager.**

SWINGER AGENTS WANTED
 A. C. Riley can place two Swinger Agents for excellent route of Celebrations and Fairs in Kansas, Nebraska and Oklahoma. Boozers, don't bother me. Wire or Phone
A. C. RILEY, ROCKWELL SHOWS
 Kingman, Kans., May 25-30; Juniata, Nebr., June 1-3; McCook, Nebr., 4-6.

WANT OUTSTANDING FREAK TO FEATURE
 Salary no object if you have drawing power.
BOB HASSON
 c/o ROYAL AMERICAN SHOWS St. Louis, Mo., until May 30.

BEAM'S ATTRACTIONS
 CONCESSIONS—Want Novelties, Hi-Striker, Hoop-La, Cigarette Shooting Gallery. SHOWS—Freak to feature in Side Show. **HELP**—Experienced Help for Spitfire, Little Dipper, Kiddie Rides. **ASSISTANT MANAGER for BINGO.** Griddle Man. Can always place capable Show People in all departments. Contact **STEVE DECKER, SOUTH FORK, PA., this week; Lions Club-V.F.W. Community Week, Hollisopple, Pa., next week. Parades—Fireworks—Free Acts.**

FOR SALE
 Beautiful ultra-modern Restaurant, Bar, Night Club. 2-story and basement building, 100x125 ft., 5 years old. Air conditioned, gas heated. Dining room seats 300. Prominent corner East St. Louis, Illinois. Five minutes from downtown St. Louis. Being sold to settle estate. Write **BOX 530, c/o Billboard, 390 Arcade Bldg., St. Louis, Mo.**

VETERANS' UNITED SHOWS
WANT WANT WANT
 For long season in North Dakota, Minnesota and Nebraska.
 Concessions—Photo, Hoop-La, Custard, Glass Pitch, Cork Gallery, Long and Short Range, Fish Pond, Hats, Coke Bottles and any other Hanky Pank that does not conflict. SHOWS—Mechanical, Girl, Athletic, Illusion or any Show of merit. Ride Help—Need Second Men on all Rides. Men who have worked for R. L. Sinderson, come on. Dick Millard wants Agents for Ball Games, Buckets, Milk Cans and other Hanky Panks. All replies as per route.

FLOYD O. KILE SHOWS
LAST CALL—Open Hammond, La., June 6th. One more in Louisiana, then Aurora, Mo., July 4th. All Fairs and Celebrations to November 15th.
 Want Foremen and Second Men for El, Merry-Go-Round, Chairplane, Kiddie Autos: \$50.00 and bonus. Come in now. Want Custard, Water Games, Coke, Ball Games, Concessions of all kinds. Can place Shows. Opening for Grind Shows, Funhouse, Motordrome, etc., good percentage, long route. Mr. Strickland, you are counted in. All contact **FLOYD O. KILE, care Western Union, Baton Rouge, La., Winter Quarters, Open Livingston, La.**

Strange Animal Shows
 Walk Thru on 22-ft. Fruehauf Trailer; '47 Chev Tractor, new motor, new front; 5 healthy animals. Monkey Motor Drome with or without transportation. Cheap for cash.
JAMES KELLAR, GOODING'S SHOWS
 59th and Woodland, Cleveland, O., May 24-29.

TENNESSEE VALLEY AMUSEMENTS
 Portland Strawberry Festival, Week of May 25th. Tennessee's Biggest. Want Hanky Panks, Long and Short Range, Coke Bottles, String Game, Mitt Camp, Nickel Roll Down, Darts, Bumper, Cork Gallery, 6 Cats, Buckets, Country Store. Good opening for Grind Stores. Lee Hos, contact, have opening you want. Agents for Hanky Panks, come on. Book Shows with own equipment, Girl, Snake, Geek, Animal or what have you. Low percentage. Book, buy or lease Merry-Go-Round or any ride not conflicting. Help on Rides, Second Man on Wheel, Over and Under and Pea Pool open. Book or Agents; Don Prentiss and Bill Kreiger, contact. Wire, write, phone or come on, will place you. **THEODORE MEADOWS, Mgr. Portland, Tenn., week May 25; LaFayette, Tenn., week June 2.**

RIDE HELP WANTED
 Especially need Merry-Go-Round Foreman. Beautiful ride and best transportation. Also want good Second Men on all Rides. Only experienced, sober, industrious help who appreciate working on the very best rides and driving good transportation equipment need apply. Regular pay day, plus bonus at end of season.
HARRY LOTTRIDGE, Manager, Unit #7, Gooding Amusement Co., Inc.
 This week, E. 59th and Woodland; next week, E. 31st and Superior, Cleveland, Ohio.

CARNIVAL WANTED
 For Fourth Annual Fat Steer Show
 Avon, Illinois, August 13-14-15.
 CONTACT: **Nick Vaece**
 Town Tavern, Avon, Ill.

WANTED WANTED WANTED
 Ride Help on all Rides, must drive semis. (Red and Curly, come on in.) Also want Hanky Panks, Milk Bottles, Punk Rack, Photos, Scales and Age.
BIG FOUR AMUSEMENTS
 Berwyn, Ill., until May 31; Berkeley, Ill., June 1-7.

KLENKE AMUSEMENTS
 Can place for Fairs and Celebrations Hanky Panks not conflicting. Want Novelties, Hats, Fish and Duck Pond, Balloon Dart, etc. Want Fun House, Glass House or Mechanical Show and Shows of all kinds. Ride Help. Foremen and Second Men on all rides. Top salary and bonus. No drunks or chasers. Agents for office owned Concessions. Sol Rosenfeld needs Concession Agents. Want to buy Grab on trailer.
 Wellston, Ohio, May 25-30; So. Point, Ohio, June 1-6.
 P.S.: Concessions, contact Ken Klawitter.

FOR SALE
 Complete Dramatic End Tent Show Equipment, 60 with a 30-foot middle and 44-foot end. Heavy canvas, used only 20 weeks; 10-foot wall, 400 chairs, 6 lengths 8-high blues, stage, lights, etc.; 34-foot Gramm van; 1952 Chev. tractor, 1200 miles; '51 Chev., 16-foot straight job; 12-foot straight job Chev. Everything ready to set up and open. Will sell without trucks or complete.
ROLLARENA CORP.
 1107 W. Illinois St. Evansville, Ind.

FRAMES GREATER SHOWS
 Want Hanky Panks of all kinds, Octopus, Roll-o-Plane, Chairplane. Ride Help who drive. Shows with own equipment except Girl or Posing. Jack Wilcox, come on; also Red Kangaroo Man.
 Chicora, Pa., May 25-30; Wampum, June 1-6.

SUNSET AMUSEMENTS CO.
FAIRS AND CELEBRATIONS START WEEK JUNE 22
 Exclusive Short Range, Derby and Hats open. Want dependable and competent Octopus Foreman. Can place Animal Show, Mechanical, Monkey and Fun House. Harry Harrison, contact.
 Burlington, Iowa, this week; Fort Dodge next.

Midway Confab

Thomas Di Certe, 2-year-old son of Mr. and Mrs. David Di Certe, of Page Bros.' Shows, celebrated his birthday recently with a big party. A buffet lunch was served by the ladies. Those on hand for the festivities included Phyllis Setliff, Mary Ann Setliff, Katherine Bellows, James Brewer, Louie, Sonia, Peter, Walter, Mary, Elizabeth, Ann, Diana, Mena and Sara Johns, Mr. and Mrs. W. E. Page, Mr. and Mrs. James Shroul, Mr. and Mrs. A. E. Setliff, William Turner Jr., Vernice Miller, Mr. and Mrs. Dick Palmer, Shirley Hoffman, Mr. and Mrs. Eli Johns, Mr. and Mrs. Johnny Johns, Mr. and Mrs. Peter Johns, Stephen Johns, Mr. and Mrs. George Christensen, Mr. and Mrs. Kenyon, Frank Kenyon, Mr. and Mrs. James Brewer, Mr. and Mrs. Alan Bellows, Mr. and Mrs. James Grant, Mrs. Cora Kirbyson and G. W. Setliff.

Edwin Smith left Page Bros.' Shows to join Johnny Denton's Gold Medal Shows. Dick Palmer has added another show to the Page back-end. Mrs. George Christensen is agent for the Di Certe balloon darts.

Andy Markham, back at River-view Park, Chicago, for the 40th year, has 13 concessions in operation. His son, Jack, continues as his aid, with Mabel Wright as secretary. Included among concessions working under the Markham banner are Whitey Runge, Charlie Fisher, Bobbie Sugar, Bill Yohan, Irving Seiff, Louis Stone, Tom Zolon, George De Gionno, Irving Zaitshik, Leo Sennett, Barney Colt, Mr. and Mrs. Don Coulston, Anston Ackley, Sol Wasserman, Whitey Woods, Jimmie Clair and Bo Diddle.

Frank J. Lewis, last year with Bob's Modern Shows and formerly with the Gold Medal Shows, Badger State Shows and Ellman Shows, is confined to a hospital in Fort Worth... Ross Sinderson is now with the Veterans' United Shows. He has booked his set of rides with Rocco & Sons at Bird Island Amusement Park, St. Paul. The rides are managed by Bob and Evelyn Hill.

Vivona Bros.' Shows were hosts to 60 children from the Immaculate Conception Orphanage May 13 while the show played Lodi, N. J. John Vivona acted as host.

Bill Thompson provided popcorn and floss, Floyd Matter supplied the orangeade, and Mrs. Catherine Vivona amply provided the orphans with custard. Jimmy Padgett, wheel foreman, also purchased boxes of candy for the children, which his daughter, Lida, presented to the youthful guests... Vic Palmer, billposter on the Vivona Bros.' Shows, has returned to his duties after a short vacation.

Following the close of the Los Banos (Calif.) May Day Festival and Merced County Spring Fair and Livestock Show, where he served as co-ordinator, Art Craner went to Sacramento again to look after the amusement industry's interest in the State Legislature. Craner said the law-making bodies have 175 bills dealing with many phases of the fair and festival business under consideration.

At the close of the legislative term, about June 1, Craner will take up his duties as general manager of the Tracy, Calif., Diamond Jubilee that will be held for five days, starting September 3. He expects to spend the late fall and winter in Los Angeles where he will look after his proposed motion picture production, "It's May Day in Los Banos." Scripts, he said, had been submitted to two major studios. He expects the project to jell before January.

Frank W. Babcock, owner of the Frank W. Babcock United Shows, who is in Acapulco, Mex., on a fishing trip, writes that the angling is not too good there. While enjoying his vacation, Babcock took time out to see the Muchacho do his dive and also visit what the showowner said was the most picturesque night club he had ever seen. He expects to return to his home in Los Angeles soon to ready his show for dates, including the Orange County Fair in Santa Ana.

Harry (Polish) Fisher left San Francisco for Portland to join the Cavalcade of the West Shows as legal adjuster.

Frances and Harry Seber, and Mel Smith are working in Oakland with the Catholic Youth Organization on the UPC tickets for the Clyde Beatty Circus, due to play four days in the city. (Continued on page 66)

W.G. WADE SHOWS

SAULT SAINTE MARIE, MICH., June 1 to 6
NEW LOT, FIRST IN! PLENTY FREE PARKING SPACE.

CAN PLACE now and for an unprecedented tour of this excellent show territory in the heart of the Copper and Iron Mines, where money reigns supreme! Followed by a top-notch Railroad Show Fair Route. Have openings for Hanky Panks of all kinds. Can also use a few out-and-out sales privileges. Fine opportunity for Caterpillar and Flying Scooter.
RIDE HELP: Can still use two or three good reliable Men, for long season, who are able to drive semis.
SHOWMEN NOTICE! Contact us now to get booked with an excellent State Fair and Railroad Show route. Must be of high caliber and capable of getting substantial grosses.
Charles H. Hodges can use Girls and outstanding feature names for two big Girl Revues. Also working act for Side Shows.
WRITE OR WIRE NOW! W. G. WADE SHOWS, Battle Creek, Mich.

JOHNNY T. TINSLEY SHOWS

America's Most Modern Midway

"AMERICA'S MOST MODERN MIDWAY"
GREENSBORO, N. C. THIS WEEK—3 BLOCKS OF MAIN STREET
MANY MORE DOWNTOWN LOCATIONS TO FOLLOW
WILL PLACE FLASHY WALK IN BINGO
Also Basket Ball, Ball Games, Fish Pond, Balloon Darts, Long and Short Range Galleries, Hoop-Las, String Game. Good route for all Hanky Panks.
WILL BOOK FLASHY GRIND SHOWS—
GEORGE WHITESIDE and BILLY BREECE, CALL ME
YES! WE HAVE A 4TH JULY SPOT

ROSS MANNING SHOWS

KINGSTON, NEW YORK

CONCESSIONS: Ball Game, High Striker, Novelty, Photo, Age and Scale or any Hanky Pank. Toby Turbin can place Agents for Count Store and Peek Store. Will give head of newly framed Bowling Alley to capable man with crew. This show works every week. Write or wire Kirkland Hotel.
RIDES: Will book Tilt or buy same, or any Flat Ride. Can place Sky Fighter.
SHOWS: Monkey Show, Crime Show. Have complete set up for Colored Show. Must have own transportation.
Have four top weeks in July—Ridgewood, N. J., July 4th week; Livingston Manor, N. Y.; followed by Hammonton, N. J. (Feast), July 13th, and Red Lion Fair, July 20th.
Write or Wire: ROSS MANNING KIRKLAND HOTEL, MAX SHARP, Bus. Mgr. KINGSTON, N. Y.

WORLD OF PLEASURE SHOWS

MICHIGAN'S FINEST MIDWAY

JACKSON, MICHIGAN, all this week; ALBION, BATTLE CREEK, MICHIGAN, and ANGOLA, INDIANA, to follow.
WE HAVE AN OUTSTANDING JULY 4th CELEBRATION
Can use well framed and cleanly operated Hanky Panks and Shows.
Have for sale seven car Tilt. Can be seen in operation on the Show. Also two 25-kw. Generators mounted on a semi; cheap.

RANEY UNITED SHOWS

Minnesota's Finest Midway

WANT FOR 22 FAIRS AND CELEBRATIONS
SHOWS: Snake, Fun House, Hillbilly, Mechanical or any other well-framed attraction that meets our standard.
ATTENTION: Want Motordrome Riders or Manager with crew. Have complete drome and cycles. Loads on one semi. Everything in A-1 condition.
CONCESSIONS: Hanky Panks of all kinds, Live Ducks, Glass Pitch, Hi-Striker, Derby, Custard, Bowling Alley, Milk Bottles, Cork Gun Gallery, or any other not conflicting.
RIDE HELP for 15 rides, drivers preferred. Foremen for Dipper and Octopus, Second Men on other rides. Spittire man with crew to operate ride on fifty-fifty basis.
This show plays nothing but a tried and proven route. Get with it!
ALL ANSWERS TO
ROY RANEY, 3650 Humboldt Ave., No., Minneapolis 12, Minnesota

ATTENTION—SHOOTING GALLERY OPERATORS!

IF YOU NEED GALLERIES ACT NOW!



Due to unsettled conditions and present controls we cannot guarantee availability on Evans' Galleries later this year! This is the time to get set for the long haul. Do as many successful operators do... assure your future with Evans—the Gallery built to last.

Complete details in our **FREE CATALOG**
Parts and Targets also available
Write Today
H. C. EVANS & CO.
1556 W. CARROLL AVE.
CHICAGO 7, ILLINOIS

IMMEDIATE DELIVERY—NO WAITING for These EVANS' Quality LONG RANGE GALLERIES
GALLERY "L"—8 ft. high, 10 ft. wide. One of the best small units. Good assortment bull's-eyes, moving and stationary targets, spinners. With or without motor and bell.
GALLERY "E"—10 ft. high, 12 ft. wide. One of the most popular medium sizes, with plenty of targets of every kind for real appeal! With or without motor and bell!

ANCHOR TENTS



CONCESSION, BINGO TENTS, RIDE TOPS, MOTORDROMES, SHOW TENTS
ANYTHING IN CANVAS
Manufacturing Show Canvas for Over Fifty Years.
Underwriters' Approved Flame Resistant Materials Available.
5 DAYS' SHIPMENT ON MOST SIZES.
ANCHOR SUPPLY CO., INC. EVANSVILLE, INDIANA

You'll get more return for your money... show more profits... with our RIFLE SPORT and CHALLENGER.
Write Today!
A.B.T. MANUFACTURING CORP.
715 N. Kedzie Ave., Chicago 12, Ill.



Rains Take Toll of WOM

Continued from page 63

Marshall's Snake Show and Fat Show, Eddie Dyer's Monkey Show and Charlie Holliday's Laffland and dark ride.

No Posing Show unit will be carried this season. Club 18 and the Water Show, which will also have a bevy of girl performers, will be sufficient, Bergen said. Other special features will be added for fairs, including a California-type kiddie zoo, Bergen said.

The show's work program has been curtailed because of the inclement weather but there remains ample time for its completion before fairs. The building policy of the show is to do all but the biggest jobs while it is playing still dates.

Wilmington Washed Out

At Wilmington, the weather gave the shows a rough time of it Saturday (16) with an afternoon shower and an evening cloudburst. The lot at Price's Corner was muddy when the Strates Shows left it recently. Rain nearly every night during the WOM stand did not improve its condition.

Sponsored by the Tall Cedars of Lebanon, the show was backed by a heavy promotion campaign highlighting radio and local store tie-ups. Richmond Cox, publicity director, set a deal with Hearn Bros.' five super food markets, which

gave away ducats for two bicycles awarded Saturday afternoon, with the drawing conducted by WILM deejay, Leslie (The Great) Scott. Coupons included a free ride on the Silver Streak. Hearn and B. D. Jester, Inc., distributor for Dulaney's frozen food products, turned over a good proportion of their newspaper and radio advertising to WOM.

Cox appeared on three half-hour WDEL radio programs with radio station staffers Byron I. Millenson, commercial manager, and Tom Greer, deejay, who interviewed Al Golden, Club 18 emcee; Siska, and the show's talker, Lou Stratton.

The Wilmington News-Journal newspapers co-operated, using mats of midway scenes and a three-column shot of Siska and her macaw. Cox also planted an illustrated story on show kids in the Sunday Star.

Television sets showing the Marciano-Walcott fight were strategically located all over the midway.

Carnival Routes

Continued from page 58

Holly Am. Co.: Brookhaven, Ga.
Holtie, Buff: Ottawa, Ill.
Howard Bros.: New Salem, Pa.; New Kensington June 1-6.
Ideal Rides: Greenwood, Ind.; North Salem June 2-6.
Imperial: Dowagiac, Mich.; Buchanan, June 1-6.
Interstate: Providence, Ky.
Johnny's United: (First & Spring Sts.) Nashville, Tenn.
Keystone Attrs.: Clarence, Pa.; Rebersburg, June 1-6.
Key City: Harvey, Ill.; Wilmington June 1-6.
Klenke Am. Co.: Wellston, O.; South Point June 1-6.
Lagasse Am. Co. No. 1: Drocot, Mass.
Lagasse Am. Co. No. 2: Ludlow, Mass.
Lagasse Am. Co. No. 3: Amesbury, Mass.
Lane, Leo: Savannah Beach, Ga.
Les United: White Pigeon, Mich.; Grand Ledge June 1-6.
Manning, Ross: Kingston, N. Y.
Marks, John H.: (Pattison & 10th) Philadelphia; Camden, N. J., June 1-6.
Merriam's Midway: Denison, Ia., 27-30;
Albia, June 1-3; Colfax, 4-6.
Merry Midway: Sharon, Tenn.
Metropolitan: Bristol, Va.
Midway of Mirth: Auburn, Ill.

Mighty Hammonree Midway: Livingston, Tenn.; Albany, Ky., June 1-6.
Mighty Hoosier State: Muncie, Ind.
Milliken Bros.: Cobbtown, Ga.
Moore's Modern: Okmulgee, Okla.; McAlester, June 1-6.
Moshier Amuse.: Algonac, Mich.; Auburn Heights 2-6.
Motor State: Inlay City, Mich.
Mullens Royal Pine: Saco, Me.
Nolan: Nelsonville, O.; Obetz June 1-6.
Oklahoma Expo.: Eufaula, Okla.
Page Am. Co.: Newton, N. C.
Page Bros.: Princeton, Ky.; Morganfield June 1-6.
Parada: Cushing, Okla.; (Brookside) Tulsa June 1-6.
Park Am. Co.: Collinsville, Okla.
Paul's Am. Co.: Stigler, Okla.
Penn Premier: Philadelphia, Pa.
Pioneer: Williamsport, Pa.; Watsontown June 1-6.
Playland: Concord, N. C.
Playtime: Stoughton, Mass.; Norwood June 1-6.
Powelson Greater: Tuscarawas, O.
Prel's Broadway: Winchester, Va.; Reading, Pa., June 1-6.
Rainier: Raymond, Wash.
Redwood Empire: Kennewick, Wash.
Reid, King: Calais, Me.
Rockwell Mike: Kingman, Kan.; Juniata, Neb., June 1-3; McCook 4.
Rogers Bros.: Jamestown, N. D.; New Rockford June 1-3; New Salem 5-6.
Rose City Rides: Ellington, Mo., 27-30; Iberia, June 3-6.
Royal American: (Grand & LaCledde) St. Louis; Davenport, Ia., June 3-14.
Royal Crown: Shelbyville, Tenn.
Royal Midwest: North Vernon, Ind.
Royal United: Osceola, Ia., 25-27; Creston 28-30; Clarinda, June 1-6.
Schafer's Just for Fun: Vandalia, Ill.
Shan Bros.: Waverly, O.
Slebrand Bros.: Las Vegas, N. M.
Skerbeck: Stephenson, Mich.
Smith, George Clyde: Lonaconing, Md.; Meyersdale, Pa., June 1-6.
Snapp Greater: Pittsburg, Kan.
Southern Valley: Monroe, La.; Bastrop June 1-6.
Standard: Edgerton, Wyo.
Stephens: Centerville, Ia.; Eddyville, June 1-6.
Stephens, C. A.: Ellijay, Ga.
Sterling Crown: Etowah, Tenn.
Strates, James E.: Philadelphia.
Sunset Amuse. Co.: Burlington, Ia.; Fort Dodge June 1-6.
Superior: Red Bluff, Calif.
Tall American: Kingfisher, Okla.; Hennessey June 1-6.
Tatham Bros.: Newman, Ill.; Georgetown June 1-6.
Tenn. Valley Amuse.: Portland, Tenn.
Thomas Joyland: Clarksburg, W. Va.
Thunderbird Am.: Thermopolis, Wyo.
Tidwell, T. J.: Delta, Colo.
Tinsley, Johnny T.: Greensboro, N. C.
20th Century: Lyons, Ill.
United Expo.: Rockford, Ill., 25-27; S. Beloit, Ill., 29-June 6.
United States: Bradshaw, W. Va.
Veterans United: Watertown, S. D.; Canby, Minn., June 1-3; Odessa, 4-6.
Virginia Greater: Dover, N. J.
Vivona Bros.: Pringle, Pa.
Wade, W. G.: Battle Creek, Mich.
Wallace Bros.: Terre Haute, Ind.
Wallace Bros. of Can.: Winnipeg, Can. (St. James) 24-30; Winnipeg (West Kildonan) 31-June 6.
Wallace, I. K.: Amelia, Va.
West Coast: Willits, Calif.; Eureka, June 1-6.
West Coast Expo.: Auburn, Calif., 25-31.
Western: Bremerton, Silverdale, Wash.
Wilcox, Dick: Pittsfield, Me.
Williams, Ray: Salem, O.
Wilson Famous: Silvis, Ill.; Rock Falls, June 1-6.
Wilson Greater: Oraibi, Ariz.
Wolf Greater: Otumwa, Ia.; Blue Earth, Minn., 5-7.
Wolfe Am., Gordonsville, Va.; Shenandoah June 1-6.
World of Pleasure: Jackson, Mich.
World of Today: Topeka, Kan.; Leavenworth June 1-6.

WANT CONCESSIONS

for

JULY 27-AUGUST 1

KNOX CO. FAIR—MT. VERNON, O.

Games only—no Confections. Lead Galleries, Photos, Eats, Drinks. Must be approved Ohio games. Very limited space.

—ALSO—

JULY 28-29—COLUMBUS, O.

BIG ANNUAL BEAN DINNER AND CELEBRATION. NEED ALL GAMES, CONFECTIONS. NO EATS OR DRINKS NEEDED.

Contact

Concession Dept.

GOODING

AMUSEMENT CO., INC.
1300 Norton Ave., Columbus 8, O.
UNIVERSITY 1193

WANT WANT AGENTS

For the following Concessions—Raffles, Pin Store, Roll Down, Slum Bowling Alley, Bear Pitch, Little Baskets, Pitch Till You Win and Slum Stores. Also General Concession Help.

FOR SALE

4 Skillos, one Coke Store, one Bird Cage, one Hand Binger.

Liberal reward will be paid for information whereabouts Robert E. Brooks and Charlie Ridings.

SAM WEINTROUB

Care Grand American Show
Newton, Iowa, May 25th to 30th.

Huff's Greater Shows

Want Man to operate Chairplane. Also Rides not conflicting. Shows and Concessions, burr \$12.50.

Elwood, Kansas, week of May 25; other spots to follow as per route.
ROY HUFFT, Mgr.

WANTED

Rides and Concessions for

4th and 5th of July

POTOMAC AMVETS

Potomac, Ill.

PAUL BORROUGHS

Concession Mgr.

WANTED

FERRIS WHEEL OR MERRY-GO-ROUND FOR TEN SOLID SPOTS. GOOD PROPOSITION. WIRE OR PHONE COLLECT.

J. E. KENYON

WASHINGTON MILLS, N. Y.

BILL CHALKIAS

WANTS

Inside Man, good proposition; Novelty Acts, Freaks, Red Friend, Bill Sullivan, Keno, wire me.
Chattanooga, Tenn., this week.

WANTED

A-1 Ferris Wheel Man, top wages, must be sober. Also can book several Concessions that don't conflict, and Grind Show. All week-end celebrations and some 2 a week. Week of May 25th, Opera, Wisc.; week of June 1st, Mercer, Wisc.

GEORGE GREASER

C/O GREASER'S AMUSEMENT CO.
Box 153 Dorchester, Wis.

CETLIN & WILSON SHOWS

WEEK JUNE 1, ERIE, PA.

FAIRS START WEEK AUGUST 3d AND END MIDDLE OF NOVEMBER, AS FOLLOWS:

IONIA FREE FAIR, IONIA, MICH.
MISSOURI STATE FAIR, SEDALIA, MO.
INDIANA STATE FAIR, INDIANAPOLIS, IND.
GREAT READING FAIR, READING, PA.
VIRGINIA STATE FAIR, RICHMOND, VA.

PIEDMONT INTERSTATE FAIR, SPARTANBURG, S. C.
GEORGIA STATE FAIR, MACON, GA.
EASTERN CAROLINA FAIR, FLORENCE, S. C.
SUMTER COUNTY FAIR, SUMTER, S. C.
WINTER QUARTERS, PETERSBURG, VA.

ANDERSON FAIR, ANDERSON, S. C.

CAN PLACE—Spitfire, Rock-o-Plane, Little Dipper, Fly-o-Plane. Will furnish wagons. WANT: Large Circus Side Show with own equipment. Will furnish wagons for same. CAN PLACE ALL LEGITIMATE MERCHANDISE CONCESSIONS AND HANKY PANKS.
All address this week, Uniontown, Pa.



WANT FOR COLORADO SPRINGS, COLORADO—CAMP CARSON, SOLDIERS' PAY DAY. ALSO AIR BASE PAY DAY—JUNE 1-6.

CONCESSIONS: Will book Lead Gallery, Scales and Age, Fish Pond, Balloon Darts, Coke Bottles, Ball Games, Custard, High Striker or any legitimate Concessions. No exclusives. SHOWS: Will book Side Show with or without banner line or top. Also want Motordrome, Snake Show, Fun House, Wild Life or any Show of merit. Hedy Joe Starr wants Girls for two Girl Shows. Salary no object if you can produce. HELP: Mrs. Ruth Dunn wants Cookhouse Help (Roy Ray or Andy, come on). RIDES: Will book Boat Ride, Octopus, Rock-o-Plane, Spitfire and Coaster.

THIS SHOW HOLDS CONTRACTS FOR 15 FAIRS AND CELEBRATIONS, WITH LANDER, WYO., JULY 4, ON THE STREETS.

ALSO NORTHEAST NEW MEXICO STATE FAIR, ROSWELL, N. M.
ALL WIRES OR CALLS TO H. P. HILL, Mgr.
Walsenburg, Colo., this week; then Colorado Springs, Colo.



YORK, PA., JUNE 1-6—FIRST IN DOWNTOWN

RIDES—Any flat Ride not conflicting. Will book one more Ferris Wheel for Cahill Field Fair Philadelphia; Spring Mills Fair and a strong route of Pennsylvania Fairs to follow, including Kutztown, Indiana; Ebensburg and Ephrata. Al Camin, Speedy Sayres, Dick Dillon and other first-class showmen, wire me. SHOWS—Want Girl Show with own equipment, Arcade, Drome, Mechanical and Funhouse. Independent show owners, we have the Pennsylvania route you want. Lew Alter's Side Show has never had a spring like this. CONCESSIONS—Want Wheel and Grind Store, Six Cats. Will book Pill Pool and other percentage with Hankies, Scales, Age, Glass Pitch, Photos, Jewelry, Ball Games and all Hanky Panks. HELP—First-class Ride Men who drive, come on; will place you. Capable Bingo Help in all departments. Now selling space for Lebanon County Firemen's Convention and Cahill Field Fair, Philadelphia. Both in June.

All replies by wire to MORRIS HANNUM, Tamaqua, Pa., this week. Concessions telephone BEN HERMAN, Necho-Allen Hotel, Pottsville, Pa. Then York, Pa., next week, Yorktown Hotel, June 1-6.

WANTED

Ride Foreman, Merry-Go-Round, Ferris Wheel, Octopus. Must drive semi and have license. If you cannot handle these rides do not answer. Top wages.

C. S. PECK

Key City Shows
Harvey, Ill., this week; Wilmington, Ill., June 1st-6th.

Moore's Modern Shows

Want Fourth of July spot in Missouri, Arkansas, or Illinois.

This is a ten ride show. Okmulgee, Okla., this week; or per route.

STOCKTON, ILLINOIS ANNUAL STREET CELEBRATION

Want Concessions and Platform Acts. July 16-17-18. Sponsored by Stockton Lions Club. 20 miles west of Freeport on Route 20. Frank C. Niemeyer, Sec'y Stockton, Ill.

3 BIG HOME COMINGS IN OHIO

Waco, June 16-20; E. Canton, July 8-11; N. Industry, July 21-25. Want two Educational Shows, Photos, Cork Gallery, Jewelry, Scales, Salt Water Taffy, Novelties and Games for Merchandise.

GEORGE MARLOW

911 Payne Ct., N.E. Canton 5, Ohio

Lew "Blinky" Bernstein

Contact me immediately, c/o Billboard, Cincinnati 22, O. Place 300, manage Concessions, Patch, Eighteen Fairs and Celebrations as explained in Chicago recently. Unable to contact you.

JERRY GOLDSMITH

GIVE TO THE RUNYON CANCER FUND

STANDARD SHOWS

12 Rides, 3 Shows, playing Montana, Wyoming and Idaho. 12 Fairs, and Celebrations, starting June 1. The biggest Northwest 4th of July Celebration at Glendive, Montana.

Want legitimate Concessions, Short Range, Long Range Galleries, Duck Ponds, Bumpers, String Game, Coke Bottles, Bingo. Agents for Six Cat, Pin Store and Skillo and Shows that do not conflict. Cheere, get in touch. Have all the rides we can use. Can use Ride Help on all rides. Raymond Johnson, Red Cuning, contact Lloyd Lea. Concessioners, contact Charles Thompson; all others contact V. C. Johns, Edgerton, Wyoming, May 25-30.

PARADA SHOWS AMERICA'S FINEST MIDWAY

TULSA, OKLAHOMA—TWO CELEBRATIONS Right Downtown, 38th and Peoria, Fred Jones Used Car Lots, June 1 to 6. East Queen and Sheridan Road, July 8-13.

We played them last year and they are big. Then to the Strawberry Festival in Missouri, Buffalo Homecoming; then to our Big 4th of July Celebration. Want Concessions that work for stock. Second Men on all Rides. Agents for Mouse Game, Ball Games, Stock Concessions. Can place two small Shows. P.S.: Committee Men, sorry but we are all booked this season.

All Address: H. C. SWISHER Cushing, Okla., this week.



All this week Gordonsville, Va.: Shenandoah to follow Can place the following Concessions—Fish Pond, Ball Games, Glass Pitch, Mitt Camps, Short Range Gallery, Candy Floss, Photos and all Hanky Panks at reasonable prices. This show has 9 Fairs in North Carolina and four Celebrations in Pennsylvania. Will book Snake Show or will finance reliable party. Want Free Act starting Labor Day week for 9 weeks. Must have photos and matts on signing contract. CAN PLACE GIRL SHOW OPERATOR for 2 Girl Shows. Must be sober and reliable. You must have wardrobe and sound systems, we have the rest. All wires and mail to BEN WOLFE, Gordonsville, Va., all this week.

From the Lots

Club Activities

Page Bros.

LA CENTER, Ky., May 23.—Show moved here this week as the Benton, Ky., celebration was called off due to heavy rains.

The new Merry-Go-Round top arrived from the American Tent & Awning Company. Dick Palmer was elected president of the Page Bros. showman's club. Shortie Baker is sporting new tops on his two concessions. Tommy DeCordie, 2-year-old son of the concessions manager, was guest of honor at a birthday party.

Mr. and Mrs. Earl Carpenter came on recently with age and scales. Mrs. Carpenter is assisting on the pitch-till-you-win. Mrs. James ShROUT, wife of the chief electrician, has her penny pitch operating with Mrs. Johnny Howard as agent.

Mr. and Mrs. Dick Palmer have strengthened their Girl Show by the addition of Shirley Hoffman, exotic, who joined after playing Chicago spots.

American Eagle

ALAMO, Tenn., May 23.—Org trucked here this week after the Strawberry Festival in Humboldt, Tenn., last week proved to be anything but a winner. Rain ruined many of the strawberries and also slugged business. Total business this year is behind the same period last year.

Mr. and Mrs. Eddy Tubbs joined to run the jewelry store for Glen Hackett and Mrs. Danny Arnett. Mrs. Arnett will soon open her new bingo. Hackett recently added two new concessions.

Mr. and Mrs. Louie Cutler visited the show in Humboldt. Mrs. Glen Hackett is handling mail and is agent for The Billboard. Dad Wright has the cookhouse.—CHINA WRIGHT.

Hellman United

MORGANZA, La., May 23.—After playing New Orleans' lots for over a year, Owner Maurice Hellman now has the shows on the road, playing celebrations and fair dates in Louisiana only.

Shows consist of 5 rides, 3 shows and 20 concessions. Concession owners and operators are Bob Shelton, James Russell, Allen and Jim Watts, Mr. and Mrs. Chester Erickson, Dan Daniel, Phil Syrax, C. A. Williams and Sherman Norton. Naren Mullanix has the Snake and Animal shows; Paul Russell, Five and One; George King, Ferris Wheel foreman; Frank Webber, Mix-Up; Charles Olden, Merry-Go-Round; Walter Reed, Rolloplane; Dutch Gress, Kiddie Ride; Mrs. Murrell Hellman, secretary-treasurer; E. H. Adams, general agent; Ivy West, publicity and The Billboard sales agent; Bill Coleman, cookhouse.—IVY WEST.

Ray Williams

SPRINGFIELD, O., May 23.—Despite bad weather, the shows' opening stand at Detroit produced good business for the rides and other attractions. In the lead was the Ferris Wheel, followed by the "Cat," Merry-Go-Round and Swings. Concessions also had a satisfactory week. Cliff Patton's Girl Show led the back end, and other shows also did okay business.

Shows' executive roster includes Buck Denby, legal adjuster; Paul Greeley, secretary; J. C. Admire, publicity and promotions; Joe Crognale, lot superintendent, and Ray Higgins, superintendent of rides.

In the concessions line-up are J. Duffy, six; Red Burton, six; Earl Kenny, six; Jack Reed, bingo; R. Saunders, jewelry; W. Pickett, three; M. Peters; J. Dillam, three; S. Miller, mitt camp; Mr. and Mrs. Sam Nein, cookhouse; and Joe Grognale, lead gallery.—PAUL GREELEY.

Drago No. 1

PLYMOUTH, Ind., May 23.—Grosses at Kokomo, Ind., our opening spot, were far above those of last year.

Personnel: Paul Drago, owner-manager; Mac McCarty, advance; Kenneth Ritchie, ride superintendent and lot man; Elmer Martin, electrician; Nora Ritchie, The Billboard and mail, and Capt. Eugene Christy, whose lion act is the free attraction.

Rides: B. Ross, foreman, and Frank Wills, Merry-Go-Round; D. Name, foreman, and R. Spangler, Ferris Wheel; E. Mofield, foreman, and B. Dague, R. Dye and P. Fowler, Tilt-a-Whirl; I. Mofield, foreman, and Bill Matthews, Octopus; Mr. and Mrs. Bill Pratt, kiddie rides; Al Blue, boats and hot-rod cars; Mr. and Mrs. Cliff Barr and R. Beavers, ponies, and Jess Shod-owens, Chairplane. Billie Harvell has the Girl Show, Walter Johnson the Funhouse, and Al Blue the two-headed baby.

Concessionaires include Bill and Margie Root, bingo; Pat Harvell, basketball, balloon dart; Mr. and Mrs. Courtney, live ducks, age and weight; Bing Randolph, six cats, buckets, basketball and bang joint; Pappy Reese; Nora Ritchie, photos; Mrs. Betty Johnson, balloon dart; Wayne Eades, popcorn; Esther Trent, ball games; Mrs. I. Mofield, cookhouse and snow cones; Mrs. Reese, fish pond and high striker; Leo Zeko, mitt camp; W. S. Lites, coke and cork; Mr. and Mrs. Fryou, Derby; Mrs. E. Martin, cotton candy; Don Wright, lead gallery, and Whitey Name, fish pitch.—NORA RITCHIE.

JONESBORO, Ind., May 23.—The No. 2 unit opened on the streets here Monday (11) under auspices of the Veterans of Foreign Wars. Altho the first three nights were cool, attendance, nevertheless, was good. Chet Pierce is managing the unit. W. Martin is electrician and Lowell Fullhart is billposter.

Shafer's Just for Fun

EAST ST. LOUIS, Ill., May 23.—Show opened here May 15 after moving in from Madison, Ill. Business was fair considering the rainy weather. Recent visitors included Noble Fairly, Jesse Wrigley, Art Signor and M. Marschano.

Jimmie Archer, who has been in Veterans' Hospital, Shreveport, La., is back with us. He is the son of J. V. (Whitey) and Evelyn Archer. Joining the show recently were Mr. and Mrs. R. J. Stalcup, balloon darts, and El Burto, coke bottles and milk cans.

In the Side Show line-up of Lola Conklin, bearded lady, are Faye Bennett, smoke pictures; Angus Oofus, fire manipulator; Mr. and Mrs. Rex Harrison, knife throwing; Betty Barnes; Mrs. Billie Richards; Jeanie Ross, smallest girl; Phillipino Jimmie, magic; Sam Marlowe, strong man, and Buddy Leroy, torture boy.—LENA PANTHER.

Model of Canada

BELLEVILLE, Ont., May 23.—Show's opening date was April 28-29 in Collingwood, Ont., winter-quarters city, and no one got much money because of cold weather. Fine weather at the next stand, Guelph, Ont., May 4-9, produced business good enough to get most of the spring stock bills paid. The Belleville stand, May 11-16, gave early indications of fine takes, as railroad workers were expecting to get back pay.

Personnel line-up includes F. W. Rome and J. C. Harris, owners; Charles Billington, secretary, and Robert Armstrong, advance.

Concessions: Cats, Margaret Gorean; milk bottles, Joe Medynski; cookhouse, Frank Solata; hoops, D. Berman and F. Hayes; Arcade, D. Berman and Leonard Mavor; dart blocks, D. Berman; grab joint, Louis Rivard; age and scales, J. Wilson; coke bottles, Mike Mahony; rolldown, B. Mullins, Joe Sobal, Johnny Roscoe and Al Krantz; razzle, Mike Sobal, George Lake, Johnny Ford and Frenchy Bello; blowers, F. Kurin, W. Sobal, Skippy Skippinski, Red Morgan and Leo Alberts Sr.; candy floss, taffy apples and The Billboard agent, Nick Sims Jr.; novelties, Joyce Clark; duck pond,

Miami Showmen's Association

3170 S.W. Eighth St., Miami

Ladies' Auxiliary

A fund-raising card party and supper was held recently by Ann Whitehead and Elsa Bryant at the Bryant home. They were assisted by Bea Truesdale and Freda Wilson. Prizes were won by Judith Solomon, Jeanne Katz, Freda Wilson, Ethel Weer and Florence Badanes.

Others attending the affair were Elsie Keeler, Hilda Roman, Clara Dunn, Doris Kimmerer, Dora Pierson, Judith Brooks, Lucille Leonardson, Sarah Peddrick, Alberta Mack, Myrtle Finn, Jeanne Lampelle, Rebecca Castle and Eva Daniels. The cake donated by Caesara Buzzella was raffled and won by Jeanne Katz.

Another similar party was given by Judith Solomon and Dora Pierson at the Solomon home. Gifts were donated by Ann Whitehead, Rose Bennett and Germaine Caiburri, and a cake was donated by Caesara Buzzella. Prizes were won by Louise Endy, Hilda Roman, Ann Whitehead, Clarice Dunn, Millie Finn, Sarah McCafferty, Caesara Buzzella, Jeanne Lampelle, Alberta Mack and Freda Wilson. Others who attended were Mrs. Leonard Finn, Mrs. Woody, Bessie Katz, Ethel Weer, Myrtle Brooks, Kay LaCardo, Gay Mackell, Shirley Lyons, Sadie Goodman, Gussie Lieb, Doris Kimmerer, May Nelson, Frances Williams, Letha Fleeman, Elsie Keeler, Lucille Leonardson, Sarah Pianck, Lola Alma, Mae Levine, Jeanne Katz, Florence Badanes, Irene Moore, Eva Daniels, Rose Lang and Bea Truesdale. Next party will be given by Gay Markell and Shirley Lyons.

Showmen's League of America

54 West Randolph Street, Chicago

CHICAGO, May 23.—Morris A. Haft, League counsel, turned over a \$1,000 check to the club, the life insurance of the late Arthur R. Hopper, who named the League the beneficiary. Late reports are that Robert MacDowell is in Ward 75 of the men's section of the County Hospital here.

Sam J. Levy, general chairman of the 1953 Banquet and Ball, has ordered letterheads and program contracts. Jack Kaplan will soon start work on the program. First release on the ways and means committee's Miss Outdoor Show World contest will be out in the near future.

Bob Sugar, Chester Taylor and Tom Zolun are here to work at Riverview Park. Mel Harris is back from Memphis. Charlie Levine is working local lots. Callers at the rooms included Dwight Peple, Arthur Hockwald, Charles Zemerer Sr., Chick Bohdan, Henry Polk, Sam J. Solomon, Dave Goldfen, George B. Flint, Harry Duncan and Jack Hawthorne.

Ladies' Auxiliary

Mrs. Mae G. Taylor, president, was in the chair at the final meeting of the season. Other officers present included Mrs. Lucille Hirsch, first vice-president; Mrs. Viola Moore, second vice-president; Mrs. M. Richard Horan, treasurer, and Mrs. Robert

A. Principe; big six, Leo Alberts Sr.; balloon darts, Roy Coveney; glass pitch, Leo Alberts Jr. and Joe Hobbs; corn, cream and chips, Barney Wilson and Hank Zimmerman; short range gallery, Jerry Caron; panda doll wheel, darts and coke bottles, Boots Marbella; cigarette dice, Jockey Monroe; big six, Joe Hobbs; bingo, Baby Thor; mouse game, Paul Moran; cigarette gallery, Therise Lake; mitt camp, Maria Montez; swings, Sam Snare, Alex Lazarus and Patsy Infelise; country store, Mrs. Sam Snare; photos, Mr. and Mrs. Bernie Trone.

In the back end are a 10-in-1, F. Robbins, manager; Shorty Clark, talker, and Albert Albertine, feature. Evening in Paris is managed by Frances Miller, and a Fat Show features Jolly Jenny Brooks.

Rides and their foremen: Merry-Go-Round, John Manko; Ferris Wheel, Ken Elliot; Tilt-a-Whirl, Speedy Robertson; Caterpillar, Pete Reddick; Rocket, Leo Joly, and kid rides, Leo Dussault. Haps Offen is chief electrician and mechanic. On the front gate are Bummy Andrews and Patty Wilkinson.—NICK SIMS JR.

H. Miller, secretary. Mrs. Lucille Hirsch, chaplain pro-tem, delivered the invocation.

Three awards are set for the summer fund drive which is under the chairmanship of Secretary Miller and is for the benefit of the Cancer Fund. To be given away were a woman's and man's wrist watch and a deep fryer.

Following the business session, the 35th anniversary of the club was celebrated with a party. President Taylor was presented with a gift from the ladies. Sandwiches, cake and coffee were then served. Dorothy Dodge attended her first meeting.

Edith Streibich is at her Delavan Lake, Wis., summer home. Ann Sleyster is in Florida. During the summer period all communications are to be addressed to Mrs. Elsie Miller, 3852 West Irving Park Road, Chicago 18.

National Showmen's Association

1564 Broadway, New York

NEW YORK, May 23.—Approved by the eligibility committee for membership are Tom S. Slater, sponsored by Vice-President Gerald Snellens, and Percy Drillick, sponsored by Abe Steinberg. A membership application has been received from Paul J. Goldfarb, sponsored by Aaron Hymes, and will be acted upon at the next eligibility committee session.

Julius Roth is on the sick list and is currently in Midtown Hospital, 309 East 49th Street. Others still on the list are George D. Hensley, Edgewood Division of Pilgrim Hospital, West Brentwood, L. I.; Jack Rose, Veterans Hospital, Coral Gables, Fla., and Irving Udowitz, Wards Island, New York.

Our sympathy is extended to Saul Wahnish, whose mother died May 15. As is the usual custom, all the graves in the National Showmen's Association plot at Ferncliff Cemetery, Hartsdale, N. Y., will be decorated on Memorial Day (30). No services will be held there that day due to members being on the road, but the memorial services will be held, as usual, the Sunday before our banquet in November.

Word has been received of Tommy Pell's recent marriage. Recent clubroom visitors included Harry Schwartz, Frank Capell, Frank Schlizzi, Harry Weinraub, Martin Ranno, Sam Weisser, David Solomon, Dan Thaler, Harry Levine, Emanuel Silver, Arthur E. Campfield, Stanley W. Wathon, Louis Light, Leonard Traube, Frank Meyer, Edward McKeon, J. J. Kline, Frank Ross and Phil Cook from Miami.

Delinquent members will be reinstated for \$10, for which they will receive a paid-up card to July 15, 1954. Kindly send in your address if it is not already in our files, as mail is being held for many members.

WANTED

Agents for Six Cats, Pitch-Till-You-Win and Buckets. Curley Smallwood, contact. **R. T. DUFFY** c/o Ray Williams Shows Salem, Ohio

OCTOPUS FOREMAN

WANTED

Must know the Ride and be licensed semi driver; \$50.00 per week, every week. **LOUIS CUTLER** c/o American Eagle Shows Huntingdon, Tenn., this week

AGENTS WANTED

For Six Cats, Buckets, Swinger and Coke Bottles. 15 Fairs starting in June. Address: **JOHN DELAPORTE** c/o SCHAFFER'S SHOWS Vandalia, Ill., May 26-31; then per route.

COOKHOUSE HELP

WANTED

Good Griddle Man, one who can drive semi. Two Waiters and a Dish Washer. **SAMMY CALDWELL** c/o GREAT SUTTON SHOWS Bowling Green, Mo.

FOR SALE

Super ROLL-O-PLANE With transportation, \$2,500.00 cash. Want First and Second Men on Tilt and Octopus. Want Shows and Hanky Panks of all kinds. Address: **C. A. GOREE** Rocky Ford, Colo., now; then four big weeks in downtown Denver.

MIGHTY HAMMONTREE MIDWAY
Want legitimate Concessions of all kinds. Good proposition for flashy Bingo. High Striker and Lead Gallery. Will place Grind Shows with own equipment not conflicting. Want Foreman and Second Man on Chairplane, Second Men on all Rides. Lewy Duchene wants Girls for Girl Show. Mack Hoge wants Blackie Krim to contact. Sam Housner wants Agents for Count Stores and Griddle Man. Henry Wilson and Whitey Jordan want Agents and Help for Skillo and Count Store. Tom Coleman, Rudy Johnson, Gene Jones, all others we know, contact; we need you. Jeff Kaiser and Deep Sea Red, contact. All wires and replies to **WILLIAM O. HAMMONTREE, General Manager; BOBBY SICKELS, Assistant Manager; HENRY J. WILSON, Business Manager.** Livingston, Tenn., this week; Albany, Ky., next week.

GEM CITY SHOWS
Those joining now will be given preference at our Fairs
SHOWS: Complete Side Show or Side Show Operator, Glass House, Fun House, Wild Life or any worth-while Animal Show. PAY COMMITTEE MONEY ONLY.
RIDES: Live Pony Ride or any Major Ride not conflicting. Would consider leasing or buying Eli No. 5 Wheel.
CONCESSIONS: Will sell exclusive on Long or Short Range Gallery, Hanky Panks of all types.
HELP: Second Men who can drive, with license, on all rides and other useful Help who are with it.
All-replies to TOM HICKEY or DON GRECO, Hotel Owensboro, Owensboro, Ky.

GOLD BOND SHOWS
WANT WANT WANT
CENTENNIAL, OSKOSH, WIS., EIGHT BIG DAYS, JUNE 27 THRU JULY 4.
CONCESSIONS—Hanky Panks of all kinds only. Want Jewelry, Spindle, Custard, Fish Bowl, Fish Pond, Duck Pond, Bumpers, Cigarette Pitch, Add-Em-Up Darts, Novelties, Ball Games, Slum Blower, Bowling Alley, Hoop-La and Pitch-Till-U-Win. SHOWS—Monkey, Mechanical, Illusion, Snake. Want Side Show Help. Ride Help on all Rides, must drive semis. All replies by wire only to **MICKEY STARK, Mgr.** Camanche, Iowa, May 25-31; Rockford, Ill., June 2-6.

CARL D. FERRIS SHOWS
WANT FOR DUNKIRK, N. Y., ON FAIRGROUNDS, JUNE 1-6, AND FOLLOWED BY A ROUTE OF CENTENNIALS, OLD HOME WEEKS AND FAIRS. PARADES, FIREWORKS AND GIVEAWAYS EACH WEEK.
Concessions of all kinds, Duck Pond, Fish Pond, Balloon Darts, Cigarette Gallery, Pitch-Till-U-Win, Ball Games, Short Range, Photo Gallery, Jewelry, Novelties and Hi-Striker. SHOWS—Wild Life, Unborn, Penny Arcade, Monkey Circus, Side Show, Mechanical City or any Grind Show. Willie Lewis wants Agents. CALL WESTERN UNION, WARREN, PA., THIS WEEK.

TATHAM BROS. SHOWS
TWO BIG TOWNS A WEEK
Want Concessions—Hanky Panks only. Ride Help, who are semi drivers, on all rides. Foremen, \$80.00; Second Men, \$50.00 and we pay every Thursday. J. D. Jack Davis, come on. Can place one Ride, Rolloplane or Spitfire. Can place Shows with own outfits. Get with a show that plays two spots a week and you make money! All replies to **BILL TATHAM, Newman, Ill., this week; Georgetown, Ill., June 1-3.**

County Fair Shows

WANT
For Rapid City, S. D., June 1-6
Then 8 big days at Spearfish,
South Dakota
Need Concessions of all kinds.
Need capable Girl Show Operator
with talent or any worthwhile
Shows.

Del-Flore Amusements

WANT FOR YOUNGSTOWN, OHIO,
ARCO CLUB SPRING FESTIVAL, JUNE 1-7
Will book Concessions of all kinds.
Want Ride Help on all Rides.
RAVENNA, OHIO, this week.

Royal Midwest Shows

Can place for balance of season Bingo
and Stock Concessions. Wire
ROXIE HARRIS
General Delivery North Vernon, Ind.

WANT

Count Store Agents, Skillo Agents.
BILL HARRIS
Royal Midwest Shows
General Delivery North Vernon, Ind.

PALMER SHOWS

Charlotte, N. C., choice locations five
more weeks.
Want legitimate Concessions of all kinds.
Shows that can get money. Ride Help in
all departments. Top salary.
This week, Mint St. lot.
Address: J. I. PALMER.

COOKHOUSE FOR SALE

Complete, ready to work. 1949 International
Truck KB-5, long wheel base, 21
ft. van body with tandem wheels, in perfect
condition. Cookhouse and Truck,
complete, ready to go, \$2,500.00. Contact
MRS. WHITIE BUTLER
c/o Dyer Greater Shows
Cantwell, Mo., this week

WANTED

Man for Popcorn and Candy Apple
Wagon. Must be sober and dependable.
Good proposition for Man and Wife.
Address:
AL WAGNER
CAVALCADE OF AMUSEMENTS
Peoria, Ill., this week

BOB YOUNG, Mgr.

PARKERS BEACH, NORFOLK, VA.
Wants Foremen for Ferris Wheel, Merry-
Go-Round, Chairplane, Ride-O, Tilt;
Second Men on all Rides. You don't have
to tear down and put up every week.
Good pay, good treatment for good, sober
men. All replies: **BOB YOUNG**, Western
Union, Norfolk, Va.

AMERICAN BEAUTY SHOWS

WANT WANT
Foremen for Ferris Wheel, Merry-Go-Round and Spitfire. Will book Arcade. Have
opening for a few more Stock Concessions. All replies to
JOE SHART
MOBERLY, MO., THIS WEEK; THEN PER ROUTE.

Maple Williams Wants Agents

Need Agents for Coke Bottles, Fish Pond, Bear Pin Concession
and Glass Pitch. Also want Man and Wife for nicely framed Grab.
Agents who have been with us, get in touch. Long season of best
Fairs in Texas and the West. Opening June 1 at Enid, Okla.,
Airbase. Contact Portland, Texas (Phone 3476), until May 29.
P.S.—Have one Chatillon Scale for sale; cheap.

BARNEY TASSELL SHOWS

Want Concessions of all kinds, including Popcorn, Candy Apples, French Fries,
Snowcones and Floss, for all season's work on proven spots. Small jumps. Can place
Ferris Wheel, Tilt-a-Whirl, Roll-o-Plane, Spitfire and Merry-Go-Round Foremen and
Second Men. Top salaries if you can deliver. Wire
BARNEY TASSELL SHOWS, Quantico, Va., this week.

FOR SALE—No. 5 ELI

In wonderful shape, or will trade for Late Model Tilt and pay the
difference. No junk wanted.
Box D37, c/o Billboard Cincinnati 22, Ohio

KEN-PENN AMUSEMENT CO.

WANTS AGENTS for office-owned Concessions, good opportunity for husband and
wife. Need Agent for Stock Wheel. Best of treatment; if you drink, don't apply
as drunks are not tolerated. Can use Second Men on Rides. Foreman to handle four
Kid-Rides, Ferris Wheel Man that can handle Twin Wheels. Kittanning, Pa., this
week; Verona, Pa., June 1-6.
RALPH D. SANDERS, Manager
619 EARL AVENUE NEW KENSINGTON, PA.

**I. T. Grosses
Continue 15%
Ahead of '52**

NEW YORK, May 23. — Business continues about 15 per cent
ahead of 1952 for the I. T. Shows, despite considerable adverse
weather, Phil Isser, general manager,
reported here this week.

The show is routed thru Long
Island where large crowds and
brisk spending have been the
rule. With several large fairs
added to its route, including Mid-
town, N. Y., and Danbury, Conn.,
Isser said that present indications
are that the season will be a
banner one.

Expansion plans are being
carried out. Tony Marino is ready
with two new shows, an illusion
unit and a Mickey Mouse. They
will be housed in new canvas
purchased from Arthur E. Camp-
field, Inc.

New Wax Show

Marino will also manage a new
wax show purchased recently
from the World of Mirth Shows.
The unit will be picked up next
week when the World of Mirth is
showing Plainfield, N. J.

Isser said that a new tank ride
will soon be picked up at the
Allan Herschell factory in North
Tonawanda, N. Y. A new kiddie
train purchased from Max Gruber
will also be added.

**Cavalcade of West
Opens Big at Cele**

NANAIMO, B. C., May 23.—
Cavalcade of the West Shows
had a strong opener here Monday
(18) due to the big holiday celebra-
tion. Large crowds came into
town and rides, shows and con-
cessions got more than their
share of the business. Org moved
here after its first Canadian stand
last week in Victoria, B. C.

**American Midway
Inks Charro Days**

FORT WORTH, May 23.—
American Midway Shows have
again closed to provide midway
attractions at the 1954 Charro
Days Fiesta, Brownsville, Tex.,
Don M. Brashear, manager, an-
nounced. Org will play the event
for the seventh straight year.
Dates are February 20-28.

A BIG ONE

**Jeff Harris
Awarded 4th
Cele at Lowell**

LOWELL, Mass., May 23.—Jeff
Harris, Eastern promoter and
co. ssionaire, this week an-
nounced that he had been
awarded exclusive booking privi-
leges for the annual Fourth of
July Celebration on the Com-
mon here. The event, over 100
years old, has long been credited
with being one of the biggest cele-
brations of its kind in the
nation.

Harris returned to full activity
in the outdoor field with the se-
curing of the contract for the lo-
cal cele. He had been only par-
tially active for the past three
years as the result of injuries re-
ceived in an automobile accident.

Harris said that the event
would go into full action at 11
a.m., Friday morning, July 3, and
continue thru midnight, Satur-
day, July 4, without interruption.
Independent shows, rides and
concessions will be booked in.
Harris said that the space avail-
able is limited because much of
the ground has to remain free to
accommodate the huge crowds.
No gate admission is charged.

**Dem and GOP
Support Asked
For NJ Bingo**

TRENTON, N. J., May 23.—A
proposal that Republican and
Democratic parties in New Jersey
become joint sponsors of legisla-
tion permitting a bingo referen-
dum this year was made this
week by Robert B. Meyner, Dem-
ocratic nominee for Governor. He
said he wanted a bill legalizing
bingo, if the public approved, in-
troduced by representatives of
both parties in the State Legis-
lature.

He further recommended that a
special session be called, if time
did not permit enactment of the
bill in the regular session, so an
adequate legislation would be
ready for the November election.
He said that careful considera-
tion of a measure by the entire
Legislature should produce legis-
lation containing proper safe-
guards against commercial ex-
ploitation and limiting legal op-
eration of the game, which now is
illegal in the State, to bona fide
religious, fraternal and charitable
organizations.

Meyner asserted that State Re-
publican leaders had refused to
let the people decide on legaliza-
tion of bingo for six years.

**Northern Spots
Pay Off Good
For Manning**

POUGHKEEPSIE, N. Y., May
23.—Ross Manning Shows, first of
the Southern-based organizations
to invade New York State this
season, are racking up fair business
here this week. The weather has
been warm and mostly clear, giv-
ing the Manning organization a
weather break that the Continental
Shows failed to get when they
showed here a couple of weeks ago.

Manning bagged some pretty
fair business in Jersey City,
N. J., a spot he has had on his
route for several years. While
many shows have cut their Jersey
bookings, Manning held on to Jer-
sey City and it paid off. The
weather again aided in part with
the first seasonal warmth arriving
to provide balmy nights and get
people outdoors.

Manning opened in South Caro-
lina, where he moved his winter
quarters several years ago, and
worked his way north slowly.
While the early dates were said to
be fair, the weather took its toll at
most stands.

THOMAS Land JOY SHOWS

HELP: Want Ride Men who drive semis. Also want Agents for
Count and Peek Stores, office owned. Ted Snyder wants Drome
Riders, Lady and Man; good salary. SHOWS: Can place Fat, Illu-
sion, Animal, Side Show, Unborn, and Arcade. CONCESSIONS:
Want Long Range, Short Range, Custard, French Fries and Hanky
Panks of all kinds.

WANT TO BUY UNBORN SPECIMAN

All wires
L. I. THOMAS, Mgr.
Clarksburg, W. Va.

BAKER UNITED SHOWS
"A CLEAN MODERN MIDWAY"

Want Photos, Ball Games, Bumpers, String Games, Jewelry, American Palmistry, Short
Range, Cork Gallery, Hi-Striker, Scales and Age or any Merchandise Store not con-
flicting. Can place one Major Ride for season. SHOWS—Need clean Shows for good
route. Want Girl Show week of June 22, Spencer, Ind., and week of July 6, Franklin
Fair. All replies to

ERNIE ALLEN

Wabash, Ind.; then as per route, or Tom L. Baker, 2257 Madison Ave., Indianapolis,
Ind. Phone: CAfield 4584.

RIDE HELP WANTED

Can use Foremen for Roll-o-Plane, Tilt-a-Whirl, Merry-Go-Round, Big Eli Wheel; also
expert Fun House Operator who drives semi. Otherwise have sufficient Foremen.
Have opportunity for a few more good employees who are not foremen but are anxious
to advance to this capacity, semi-drivers preferred. Must be sober, reliable and
industrious. Wages good and sure pay, best of treatment, finest equipment in
show business.

Opportunity to get set with an old reliable concern, season runs until November and
we have year-round employment if you have ability to work in winter quarters.
If you drink or drift from one show to another, please by-pass this ad.
Armand Millette, still expecting you. Come at once.
Address inquiries to

GOODING AMUSEMENT COMPANY

1300 NORTON AVE., COLUMBUS 8, OHIO Telephone: UNiversity 1193

Business is good. Can place a few Hanky Panks.

Waverly, Ohio, the atomic city, this week;

Wellston, next week.

Shan Bros.' Shows

AGENTS—WANTED—AGENTS

Will open season officially June 8 with John Robinson Shows,
Muscatine, Iowa. Have 14 Fairs in Iowa, Missouri and Oklahoma.
Out until November 1. Agents who have contacted me before,
call me again. Can use three more Grind Store Agents. Only three
Grind Stores on the Midway. Also want Hanky Pank Agents and
Workingmen.

DAVE PICARD

Lincoln Hotel Phone MOhawk 4-3040 Chicago, Ill.

**WILLIE LEWIS and JACK PERRY
WANTS FOR CARL D. FERRIS SHOWS**

Heads of stores for Six Cats, Buckets and Razzle. Also Agents for
same. Will book Swinger, Nail Game and Hanky Panks of all
kinds. Can use Ten-in-One or Five-in-One and Wildlife Show.
Warren, Pa., this week.

THE JOLLY SHOWS

Will book 2-Abreast Merry-Go-Round, Octopus or any Flat Ride. This is a bazaar-type
show playing the best dates in and around Washington. Week of June 1 thru 6, Sacred
Heart Church in Reisterstown, Ind.; followed by the strongest route of celebrations and
church dates in this vicinity. If you want money, here it is. Write, wire or call

BILL ENFANTE, THE JOLLY SHOWS

47 CRITTENDEN ST., N.E. TUCKERMAN 2-4942 WASHINGTON 11, D. C.
P.S.: Have Sunshine Choo-Choo for sale.

WANTED FOR MID-SOUTH FAIR

MEMPHIS, TENN., SEPT. 24 TO OCT. 3 INCLUSIVE

Neat appearing African Dip, to operate on percentage basis. Can also place
3 or 4 outstanding Stores that work for stock.

CHARLES (CHUCK) MOSS, 5210 Longview, Dallas, Texas

A.M.P. SHOWS

Want Concessions—Devil's Bowling Alley, String Game, Dart Store, Pitch-Tilt-U-Win,
Hi-Striker, Lead Gallery, others not conflicting. Agents for Pin Store and Razzle.
SHOWS—Girls Show, Snake, Monkey, Animal and other Grind Shows.
Help—Tilt and Rollplane Foreman who drive semi. Also want Ferris Wheel, Chair-
plane and Kiddie Ride Foreman for No. 2 Unit. Ed Durham, contact. All replies to
A. M. PODSOBINSKI—A.M.P. SHOWS, ELKINS, W. VA.

**WANTED FOR
C. A. STEPHENS SHOWS
FOR LOWDEN, TENN.**

Concessions—Lead Gallery, Photos, String Game, Ponds, Ball Games, Novelties, Age
and Scales, High Striker, Custard. Shows—Side Show, Monkey Show, Grind Shows,
Rides—Place Live Pony Ride, Kiddie Auto.
ELLIJAY, GEORGIA, THIS WEEK.

when answering ads . . .
SAY YOU SAW IT IN THE BILLBOARD!

BLUE RIBBON SHOWS WANTS WANTS

One More Clean Show

CAN USE Several Hanky Panks
Concession Agents
Several Ride Foremen
Other Ride Help

Top Wages . . . best of treatment.

OCONTO FALLS, WIS. This Week; JAMESVILLE, WIS. June 2-7

WALLACE BROS. SHOWS INC.

WANT WANT

HELP—Foremen for Tilt, Merry-Go-Round and Little Dipper. Second Men for Tilt, Little Dipper and Dodgem.

SHOWS—Can place Fat Show, Wild Life, Drome, Mechanical (Adam Teska, wire).

CONCESSIONS—Can place Cookhouse, Custard, Grab, Bingo and all Hanky Panks.

All replies E. E. FARROW, Mgr.
West Terre Haute, Ind., this week.

I. T. SHOWS -WANT-

Merry-Go-Round Foreman, Caterpillar Foreman, Octopus Foreman. Second Man on Ferris Wheel. No drunks or chasers need apply.

Long season on Long Island—First Fair August 10. Middletown, N. Y. Season closes end of October.

Elmont, L. I., N. Y., this week; Glen Cove, L. I., next week.

Wire or Call
Phil Isser, Gen. Mgr. 1539 East 29th St., Brooklyn, N. Y.
Phone: NAvarre 8-8960

"CONCESSIONAIRES, THIS IS IT"

24 DAYS—JUNE 12TH THRU JULY 5TH—24 DAYS

150 Years OHIO SESQUICENTENNIAL CELEBRATION 150 Years

Held in Toledo's Largest Recreation and Picnic Park.

Backed by all civic organizations and city officials. Free Acts three times daily. Army show daily, exhibits, etc. This is bigger than a fair. Exhibits change every day. Special parking grounds built, with bus service to and from grounds.

20 Rides Booked—still can use Cat, Tilt or Moon Rocket. Concessions Wanted—A few Stock Stores to grind 25 and 50 only. You must throw stock—no beef or you're closed for good. Hanky Pank heaven. Ball Games, Fish Pond, Duck Pond, Coke Bottles, Cig. Gallery, Dart Games all kinds, Huckly Buck, Milk Cans, Clothes Pin Pitch, Hoop-La, Cat Rack, Basket Ball, Bumper, Slum Spindle, Jewelry Spindle, Jewelry, Hat and Pennant Novelties, Age, Scale, Tattoo, French Fries, Eats, Drinks, Custard, Ice Cream. Any light Hanky. Privilege is for 24 days, including 4 Fridays, 4 Saturdays and 4 Sundays, or weekly. Every school in near-by counties is sending buses of children salore. Reserve space—call or wire.

CONCESSION MANAGER, 810 BROADWAY, TOLEDO. AD 7512.

JOHNNY'S UNITED SHOWS

"HONESTY IS OUR POLICY"

PLAYING TELL CITY, IND., WEEK OF JUNE 1-6; THEN MADISON, IND., FOLLOWING.
HOPESTON, ILL., FOURTH OF JULY.

CONCESSIONS—Want Custard, Ice Cream, Dip, French Fries, African Dip, Short Range, Basketball, Bumper, Clothes Pin Pitch, Balloon Darts and Cork Gallery.

SHOWS—Want Funhouse, Snake, Monkey, Mechanical and Drome (Flash White, contact). Side Show Help wanted (Hoppy wants Tex and Frances Lee, bearded lady, to wire collect good proposition). Joe Saladino wants Griddle Man who can drive. Also Six Cat Agents.

All replies to John Portemont
First and Spring Sts., Nashville, Tenn., this week.

WANTED—WANTED

CONCESSIONS—Can place all kinds of legitimate Concessions, also some P.C. if you have Hanky Panks.

HELP—Want to join immediately Help for Tilt, Octopus and Kiddie Rides; must drive semis. Will pay top salary if you can handle job. No drunks. Slim Gillespie, come on home and take Foreman's job.

SHOWS—Can place Man with three or more girls to handle Girl Show. Must have sound equipment. Address all phone calls and wires to

LLOYD D. SERFASS, PENN PREMIER SHOWS
Sylvania Hotel, Philadelphia, Pa., this week; Wilkes-Barre, Pa., downtown, next week.

CAVALCADE OF AMUSEMENTS

Can place capable Operator for Drome; we have complete Drome with cycles. Good proposition for right party. (Travis Ward, contact me.) Want Operator for Snake Show, we have complete outfit except banners. Also want Union Billposter, we furnish truck. Union scale.

Address AL WAGNER, Mgr.
Peoria, Ill., this week; Rockford, Ill., to follow.

WANTED—HANKY PANKS OF ALL KINDS—WANTED

FOR BONA FIDE CELEBRATIONS STARTING MAY 30, CHAFFEE, MO.

Then into Illinois—Parades—Bands—Free Acts. All live-wire committees. Have plenty of Ride Help; thanks, boys. Concessions, come on to Chaffee, Mo.

F. & M. AMUSEMENT CO.
3210 ST. LOUIS AVE. (Phone: Jefferson 7095) ST. LOUIS, MO.

STOCK TICKETS	We Manufacture TICKETS	SPECIAL PRINTED Cash With Order. Prices
One Roll \$ 1.50	of every description	2,000 \$ 6.90
Five Rolls 4.50	Wheel tickets carried in	4,000 7.90
Ten Rolls 6.50	stock for immediate ship-	6,000 8.70
100 Rolls 40.00	ment.	8,000 9.40
ROLLS 2,000 EACH	THE TOLEDO TICKET CO.	10,000 10.50
Double Coupon	Toledo 12, Ohio	30,000 15.50
Double Prices		50,000 20.50
No C.O.D. Orders		100,000 33.00
Size: Single Tkt., 1x2		500,000 133.00
		1,000,000 250.00

Parks See Big Potential

• Continued from page 55

companies with picnics for a minimum of effort and dollars. In 1950, he said, his firm substituted a self-staged picnic and found the cost was about 10 times as much.

Gately said picnics may be paid for by the company or the fund may be raised thru selling tickets to employees or thru other employee events. Several members speaking from the floor said their employee association funds were augmented by profits from vending machines in the plants. Humphrey pointed out that one way to make company picnic budgets go further was to distribute to employees the number of tickets the fund could handle and allow employees to pay cash for additional tickets at the park.

Talent Topics

• Continued from page 56

ritory. . . . After closing with Orrin Davenport Circus winter dates in Canada May 23, **Josephine Berosini** opens May 31 at Pontchartrain Beach Park, New Orleans, with dates in Dallas, to follow. **Papa Berosini** is recovering from a heart ailment at his Miami home.

Eric Erickson, high performer, has been signed to play the Huntington, Ind., street fair, July 27-August 1, and the Lema, Ill., Lion's club cele, September 10-12. **Los Aeros**, high act, also will play the former with bookings handled by **Tommy Sacco**, Chicago.

Pedro and Durand are set for two weeks in Canada, May 18-24 at the Gayety Theater, Montreal, and May 25-30 at the Ball Tabarin, Quebec.

Bill Silbert will broadcast his WMGM radio show every Saturday from the Palisades (N. J.) Park amphitheater. The show will feature **Joel Herron** and his orchestra plus top show business names.

Sol Solomon, high diver, is the subject of a story appearing in the June issue of Real magazine.

The **Cepler Family**, high-wire act, spent a few weeks fishing at Lake of the Ozarks after playing the St. Louis Police Circus. They resume work May 27-28 for **Ben Truex** at the Anthony, Kan., circus.

Billy Outten and the **Diving Sensations** will be the high diving free act at Palisades (N. J.) Park for two weeks, beginning Monday (25).

Other points brought out in the discussions included:

Most firms have a single picnic for both hourly and salaried employees, but some stage separate events. Often the latter set up is encouraged by unions.

About half of all company picnics have some form of financial aid from the company, ranging from full backing to underwriting of any loss. Employee recreation clubs usually handle plans and finances.

In more than half of the cases, no charge is made to those who attend a company picnic. Either the company or the association pays the full cost.

Departmental Outings

Some firms put on separate outings for supervisors as well as a main event for all employees, and some stage departmental picnics.

One-third of the companies putting on picnics buy out the park for the day, excluding the general public. One-fourth of the firms issue some type of tickets to employees, while 75 per cent open the gates to all comers.

Those issuing tickets face complicated problems in issuing the ducats and determining who is to be included in a worker's immediate family for ticket purposes. Almost all companies have beer at their picnics, but only a few

Outlook Good

• Continued from page 55

tion by groups who are chartering a bus for the first time.

All charter bus firms have been miffed by the recent edict that prevents charter buses from stopping at New Jersey Turnpike rest stop facilities from Friday noon thru Monday noon of each week. This ruling, which runs into September, is already in effect. The bus firms are endeavoring to seek a solution to the problem, and may combine their efforts to obtain relief.

Some charter buses, on the New York-Atlantic City run, for instance, do not remain on the Turnpike long enough to make a rest stop necessary. Other charters, however, which bring passengers from the Camden, N. J., Trenton, N. J. and Philadelphia areas to New York amusement parks, and vice versa, make the majority of their run on the Turnpike, and a rest stop becomes necessary. The alternative, should rest stop regulations not be relaxed, would be for the buses to leave the Turnpike at one of its many exits, make a rest stop, and then return to the pike for the completion of the journey. Another alternative would be for the buses to run a predetermined distance on the Turnpike and then leave it to continue the trip on non-toll highways.

The reason given for the no-stopping rule for the charters is the over-taxing of present rest room and refreshment facilities that would result in buses discharging their 40-50 passenger loads on the week-ends when the highway is subjected to its heaviest traffic. The bus firms, however, are hoping that the ban will be relaxed and a solution obtained so that they will be able to utilize freely the Turnpike's facilities during the summer.

Seek Clear Skies

• Continued from page 55

of Howell's broad experience as a rain maker, but that his precipitation-decreasing activities are still in an experimental stage, therefore they are interested in clearing the way for an actual test performance in the greater New York area a few days prior to Memorial Day. If the test benefits the outdoor amusement industry in this area, Hamid said that "we would negotiate with Dr. Howell and his organization to shoo away rain thruout the country, wherever the American public would be apt to seek outdoor amusement and recreation."

If the experiment is carried out and produces favorable results, it is logical to assume that the costly methods of providing fair weather could be shared among varied interests, such as amusement parks, circuses, carnivals, baseball clubs, drive-in theaters, and fairs. Thus the individual cost would be low, were several interests in the same area to purchase Howell's service.

Park's 50th Year

• Continued from page 55

time was made, Bill Schmidt explained, because, besides listeners at home, the program would catch many automobile radio listeners.

Uses 50,000 Watter

Use of a 50,000-watter is in line with the park's policy of recent years to make an intensive play for patronage beyond Chicago's city limits. The fun spot in late years has been getting an increasingly larger percentage of its patronage from suburban and rural areas and use of potent WGN is expected to further increase that percentage.

In the pre-opening publicity built-up, George Schmidt, the park's president and founder, who is now 69, was given featured profiles by Chicago dailies and also was interviewed over TV.

Besides the atomic exhibit, other additions to the park's attraction line-up are two kiddie rides, Jeep and Rodeo. Dick Best again has the Side Show.

PLAYTIME SHOWS
12 RIDES
New England's Finest

NOW BOOKING FOR Redmen's Pow Pow

GLOUCESTER, MASS.,
JUNE 15-20
Fireworks, etc.
Biggest June Event in East.

Also
Big 4th of July Week
OPENS JUNE 29
BRISTOL, R.I.

Firemen's Muster, Parades, Fireworks. No grift, gypsies, Girl Shows.

Write—Wire
ED BURR
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ALL TYPES OF WHEELS

Mds. Wheels
Big Sixes
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Ask for 1953 Catalogue

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430 Keap Street Brooklyn, N. Y.
EVERgreen 7-5027

BIG STATE SHOWS

DE QUEEN, ARK.

WANTS—ANNA MOORE—WANTS

Will book Bingo, Popcorn, Snow, Cotton Candy or any kind of Hanky Pank. Will book Monkey Show and Girl Show with or without equipment. Want Agents for Six Cats. Hawkshaw needs Agents for Count and Skillo. The following people contact or come on—Jimmie White, Gene Burleson, Eddie Clark, Buster Ellis, Tom Fleming, Harry White or any capable sober Agents. Will frame Hanky Panks for responsible people. Will buy two Skillos, no junk.

WANT CONCESSIONS
OF ALL KINDS

No Exclusive. Want Bingo especially, Man and Wife for complete Cookhouse, fully equipped with Butane gas. Want Legal Adjuster who can handle concessions and knows the Northwest. Owing to disappointment from factory will book or buy two abreast 32 foot Merry-Go-Round with or without transportation. Can use Foreman on Ell Wheel. This show is going into wheat belt Dakotas and Colorado for wheat harvest. This week Kingfisher, Oklahoma; Hennessey, and Woodward to follow. All uptown on the streets.

GEORGE HALL
TALL AMERICAN SHOWS

THANK YOU
JOE PANKIN
Life Show Owner for your Chevrolet Tractor purchase.

JOHNNY CANOLE
CANOLE BUICK
Monessen, Pa. Phone 2500.
Altoona, Pa. Phone 9347

AGENTS WANTED

For Six Cats and Buckets. Bill Boswell, get in touch.

LUKE BOLENBARKER
c/o Parada Shows, Cushing, Okla., this week; then two weeks in Tulsa.

RIDES, SHOWS AND CONCESSIONS FOR SPECIAL EVENTS

W. B. J. SHOWS

Swanton, Ohio, opens for season 1953, May 23-30, winter quarters; Sidney, O., June 2-7.

CARNIVAL WANTED
PLAY WAYNE COUNTY FAIR

One of first three weeks in September. Write or call H. S. Cassell, Manager, Waynesboro, Mississippi

BEAUTIFUL CROSS

MIRACLE CROSS
When you place the center to your eye you can see the LORD'S PRAYER clearly and distinctly.
RETAILS UP TO \$6.95 EACH
OUR PRICES TALK !!!
\$999-N. Set with 12 brilliant cut stones, Chain and Cross in beautiful white finish, soldered links.
\$4.25 Doz. | **\$48.00** Gross
\$999-G. Same as above, heavier chain, in beautiful gold finish.
\$6.00 Doz. | **\$66.00** Gross

Sensational Profits !! EVERY DAY !!

No. 877
A Real Money Maker
\$4.50 doz.

No. 877—Heavy mounting. Sparkling. It's a beauty. Gold finish.

No. 185
Full of Life! Fire! Brilliance!
\$3.85 doz.

Gold finish. White brilliant center. Red sides.

No. 1098
NEW FLASH!
Copy of a \$500.00 Ring
\$4.75 doz.

Set with 3 all-white brilliant cut rhinestones or white center, red sides. Gold finish.

Deposit with all C.O.D. orders. Please state your business. Rated wholesalers, write for samples.

PROVIDENCE RING CO.
49 Westminster St., Providence, R. I.

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A MARKET PLACE FOR BUYERS AND SELLERS

REGULAR CLASSIFIED ADS... Set in usual want-ad style, one paragraph, no display. First line regular 5 pt. caps. RATE: 15c a word — Minimum \$3 CASH WITH COPY.

DISPLAY-CLASSIFIED ADS... Containing larger type and white space are charged for by the agate line, 14 lines to the inch. No illustrations or cuts can be used. RATE: \$1 a line—Minimum \$6.

FORMS CLOSE
THURSDAY NOON IN CINCINNATI
FOR THE FOLLOWING WEEK'S ISSUE

To insure publication of your advertising in the earliest possible issue arrange to have your copy reach the publication office, 2160 Patterson St., Cincinnati 22, early in the week.

ACTS, SONGS & PARODIES

ACTION COMEDY PARODIES, INTRODUCTIONS, song titles, MC patter, gimmick gags, stories, single gags; \$1 complete. Sebastian, 10934 Hamlin, North Hollywood, Calif. jn20

A PERFECT LOVE SONG! "A MOST PERFECT NIGHT." Publishers, bands, singers, copy free. John Mohler, Middleport, Ohio.

ASTOUNDING GAG COLLECTION—PARODIES, Adlibs, Hecklers, intros, etc. Limited offer, \$2. George Schneider, 1613 E. 29th St. Brooklyn 29, N. Y. jn6

"EMCEE" MAGAZINE—CONTAINING Band Novelties, Parodies, Monologues, Comedies, Jokes; subscription, \$2; add \$1 for four gag-packed back issues. Emcee-B, P.O., Box 983, Chicago 90. my30

PIANO VOCALS—LEAD SHEETS, ORCHESTRATIONS and band scores arranged. Val's Arranging Studio, P. O. Box 1906, Sarasota, Fla. jn13

SONGS FOR SALE—AVIS RODRIGUEZ, Raeceland, La.

AGENTS & DISTRIBUTORS

AGENTS—GOOD PROFITS; LOW PRICED Ball Point Pens; short line of fast sellers; samples on approval; free list. Crescent Sales Co., 150-B Broadway, N.Y.C.

AGENTS, DISTRIBUTORS—MAKE BIG PROFITS; sell our quality colognes and perfumes. Limited quantities below factory cost. Send \$5 for 15 original samples postpaid. Lido Products, 126 Bleecker St., New York 12, N. Y.

ASSORTED WHITE SUMMER EARRINGS— Gross, \$15; 3 dozen assorted samples, \$5 postpaid. Cash with order; direct from manufacturer. Jacobi, 1715 E. Mercer, Seattle 2, Wash. jn6

ATTENTION, HOSIERY—LOW PRICES FOR jobbers, pitchmen, and salesmen: complete line Ladies', Men's, Children's Hosiery, Nylons, \$1 dozen up; sample order one dozen slightly imperfect Nylons, packed beautiful cello bag, \$3; prompt shipments and satisfaction guaranteed or money refunded. S. F. Pollard Mfg. Co. (5-1741), 1238 Market, Chattanooga, Tenn. np

ATTENTION SALESMEN, WAGON JOBBERS, demonstrators, organizations, advertising jobbers. Free catalog. Select Shaker, 16147 Segundo, San Lorenzo, Calif. jz25

BARGAINS—TERRIFIC SAVINGS; JOB lots, closeouts; also save up to 50% on dry goods, clothing, hosiery, notions, drugs, toiletries, gifts, jewelry, television, etc. 2000 items. Send 25¢ for wholesale bargain catalog with special "get acquainted" offer which includes free \$1 merchandise shipments. Reliable Buyers, 311 H-36 North Deshaines, Chicago 6. np

BASKET EARRINGS—TINY WOVEN Straw Baskets, Hat-Baskets, Crystal-Glass Baskets, colorful Shell Baskets, Earrings, Necklaces, Bracelets, \$6 doz. Special closeout; \$2 Moonstone Necklaces, \$48 gross; \$1 Moonstone Earrings, \$38 gross. Try 4 doz. Necklaces, 4 doz. matched Earrings, \$30. J. J. Lastufka Dist., Box 10248, Tampa, Fla.

BEAUTIFUL CHENILLE BEDSPREADS with one and two peacock designs; just "it" for bingos and premium stands. Stylecraft, Dept. B, Cartersville, Ga. jn6

BEAUTIFUL PINS AND EARRINGS CLOSE- outs. Many styles in tailored and stoned earrings, \$1.25 and \$1.50 per assorted dozen respectively. Also attractive tailored and stoned pins at \$1.25 and \$1.50, respectively, per assorted dozen; men's gold-plated 3-stone rings, \$3 per dozen; men's and ladies' aluminum identents, \$12 per gross. Sample dozen regular price, 25% deposit, balance c.o.d. No catalogs. New England Jewelry, 9 Empire St., Providence, R. I.

BE INDEPENDENT! BE IN A BUSINESS OF your own! Sell our beautiful ladies' and men's heavy rayon suitings at the low price of \$3.50 per yd. length, 45 in. width. Our customers earn an excellent livelihood by selling to the consumer or to direct selling specialists. Why not try a sample order of a dozen pieces in assorted colors? Money back guarantee if not fully satisfied. Send 1/3 deposit on order, balance c.o.d. to I. Teitelbaum, 487 Broadway, N. Y. C.

BIG SELLER—5 IN 1 SCREW DRIVER KITS with chuck handle, American make; price \$6.20 doz., samples \$1 postpaid. Money back guarantee. Gameiser, 23 Frankfort St., N.Y.C. 38.

BILLFOLDERS—PRISON HAND TOOLED, genuine leather, divider, secret pocket, sets, any designs, \$5 value, sample \$2 postpaid. Quantities cheaper. Write S. W. Hobbs, Box 23A, Rt. 3, Ashok, N. C.

COLONEL STRING BOWS, PURE SILK Bows, \$6 per dozen; samples, 3 for \$1.75. Delmar Ties, 267 W. Federal, Youngstown, Ohio.

DISTRIBUTORS-PITCHMEN! RED HOT item; best since screen joint; PC47; million potential buyers; good profit; samples, full information. How Corp., 1521 Boren, Seattle, Wash.

EARRINGS FROM \$2 DOZ.; PIERCED, \$3 doz.; Chalk White Earrings, \$3 doz.; ass't 3 doz., \$8.50 prepaid. S & E Sales Co., 2007 S. K St., Tacoma 3, Wash.

FIREWORKS—BUNDLE OF 40 PKGS., 90 to pkgs.; 3000 1 1/2 inch Chinese Flash Firecrackers, extra loud, \$9.95 cash with order. Danielson Fireworks Co., Danielson, Conn. jn20

FOR advertising that SELLS and SELLS and SELLS
Try Billboard classified ad
see first page this section

FULL FASHIONED NYLON HOSIERY— Thirds, \$1.25 doz., minimum order 10 doz.; Cotton Pillow Cases, \$3.50 doz.; Chenille Bedspreads, \$36 doz. 20% deposit on c.o.d.'s. Premier Sales, Box 8177, Chattanooga, Tenn.

GENUINE WOODEN NICKELS—WONDER- ful souvenir, novelty store and advertising novelty. Samples, wholesale prices, 25¢; 100 for \$22.25. Woodnie, Box 9001, San Antonio, Tex.

HULA-HULA SHADOW DANCER—FAST- selling best-pocket Fun Novelty for men, 50 for \$1 postpaid. Cosmo Service, 370 Beach St., West Haven 16, Conn., Dept. BB-12. jn6

JOKERS FUN SHOPS—FULL CREDIT AL- lowed on items returned. Jobbers offer same terms to Dealers. Engie Specialty Co. Akron 14, Ohio. jn6

E-X-P-A-N-S-I-O-N Nickel SILVER IDENTENTS \$6 Doz.

bulk min. order 1 dz. gold over nickel silver, \$7 doz. bulk.

Gift Boxed \$7.50 Doz.
In nickel silver. Yellow gold plate over nickel silver, \$8.50 doz. gift boxed.

NOTICE! Boxed copy in our May 23 ad was incorrect and should have read as shown herein.

*Nickel Silver Plaque and Chrome Expansion Bracelet

Low Priced—Ready for Engraving

Genuine Nickel Silver, so stamped on every plaque. You get top profits. Sells faster than any other style of ident made. Heavy-weight plaque stands engraving and hard wear without discoloring. No latrises, every I.D. is finished beautifully perfect for engraving.

Order today. Nickel Silver is in scarce supply. 25% deposit with order, balance C.O.D.

\$20 min. on all orders from Canada and other foreign countries.

ALSO LADIES' STYLE NICKEL SILVER—\$7 DOZ. GOLD FINISH, \$8 DOZ.

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PHONE: ADAMS 4621 44 E. LONG STREET, COLUMBUS, OHIO

Send for our Price List of Nationally Advertised Appliances, Tools, Jewelry, Watches, Sewing Machines, Chrome Dinettes Sets, Clocks, Silverware, Sporting Goods... and Hundreds of other items at ROCK-BOTTOM PRICES!

A RED HOT NATURAL SELLER!

FIBER-GLASS 5-FT. FISHING ROD

- Stainless Steel Guide Lines. Palm-Fitting Grip with Handy Finger Grip.
- You Can't Sell 'Em, You Don't Own 'Em! Money Cheerfully Refunded!

LIMITED SUPPLY! 25% Dep., Bal. C.O.D. F.O.B. Chicago

Packed 50 to a case. Min. trial order 2 dozen.

\$18.00 DOZ.

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DIRECT FROM MANUFACTURER \$6.00 PER DOZEN BOXED

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OTHER SENSATIONAL ITEMS:

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- Beautifully engraved Heart Lockets, \$5.50 per doz. Necklaces, Bracelet, Earring Sets, \$4.25 each. Single Strand Simulated Pearl Necklaces (filligree clasp), \$1.40. Triple Strand, \$4.20 per doz. 4-pc. Pearl Sets per doz. Double Strand, \$2.80 per doz. Ladies' and Men's Watches, Rhinestone and Plain Crosses Sets, \$2.00 and \$2.75 each. Ladies' and Men's Watches, Rhinestone and Plain Crosses on chains, Scatter Pin Sets, \$2.50 per doz., \$3.50 and \$6.00 per doz. Adjustable Ladies' Rhinestone Rings, \$3.50 per doz. Scatter Pins, \$3.50 per doz. ALL SETS HANDSOMELY GIFT BOXED. Send for latest GIANT 1953-4 CATALOG!

PACKARD JEWELRY CO. 220 Fifth Ave., New York, N. Y.

FREE! FREE!

LATEST GIANT WHOLESALE CATALOG

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 for FREE catalog today!

Novelties • Jewelry • Carnival Mds. • Leather Goods • Toys • Premiums.

GEM SALES 533 Woodward Detroit 26, Mich.

BRONZE WESTERN SADDLE HORSES

Height and Dozen Price:

10 1/2"	8 1/2"	5 1/2"	4 1/2"
\$16.80	\$13.80	\$6.00	\$3.60

SPECIAL! Key Chain Charms, asstd 1 gr. to box @ \$1.75 per gross. Palomino-Style Hand-Painted 2 1/2" Western Horse... \$9.00 Gr

COOK BROS. 916 S. Halsted St. Chicago 7, Ill.

LADIES' IDENT. EXPAN. BRACELET NICKEL PLATED, will not tarnish. \$4.25 doz. NOT ALUMINUM. Full line chain ident Bracelets for men, women. Engraving specials. Send for \$3.00 sample order.

BAY STATE NOVELTY CO. 33 Congreve St. Boston 31, Mass.

GIVE TO THE RUNYON CANCER FUND

ART PHOTOS

Clear and sharp. No harsh shadows. All art poses. Gorgeous models.

4x5 GLOSSY BLACK & WHITES	\$35	per thousand assorted
3x2 KODACHROME SLIDES	\$45	per thousand assorted
KODACHROME STEREO SLIDES...	\$50	per thousand assorted
SAMPLE ASSORTMENT.....	\$5	

(Cash With Order)

Shipped by R. R. Express

50% Deposit on C.O.D. ORDERS

F.O.B. St. Louis
IMMEDIATE DELIVERY

DEMUN PRODUCTS CO.
1010 DeMun St. Louis, Mo.

Bubble Boy FOR YOUR BAR

NEW! NEW! NEW! Brussels Boy Fountain comes to "Automatic" Life!

MYSTERIOUS—MAGIC—ACTION No gears, no pump, no charged water. Works in regular faucet water for 10 to 30 minutes.

Confuse Your Friends with a phoney Action Hi-ball.
Greatest Bar Gadget ever invented.

Send \$1 for sample
10 day Money Back Guarantee
1 doz. \$6.50—Gross \$78 P.P. Prepaid

HOLLYWOOD HOUSE, Mfg. 2262 Norwic PL. Altadena, Calif.

Continued on page 72

IT'S NEW! WOW! WHAT A HONEY!
CUDDLE BEAR
PUT HIM ON YOUR SHELVES AND
WATCH THE ACTION YOU'LL GET!

ORDER A SAMPLE DOZEN TO BE FIRST WITH IT!

F.O.B. East **\$39** DOZ.
 F.O.B. Milwaukee **\$44** DOZ.
 SAMPLES **\$5** EA.



"I'm going out on a limb with this one by predicting it will be the hottest money maker of the season."—Ned.

WISCONSIN DELUXE CO.

1902 N. Third Street Milwaukee, Wisconsin Phone: Locust 2-5431

ANIMALS, BIRDS, PETS

Continued from page 72

FOX PUPS, DESCENDED SKUNKS, BADGERS, RACCOON COATIES, LYNX CATS, MONKEYS, BEAR CUBS, WOODCHUCKS, CHIPMUNKS, PEAFOWL, PHEASANTS, OWLS, CROWS, PARAKEETS. Other animals, birds. Charone Animal Ranch, Burlington, Wis. Telephone Wheatland 93.

INQUIRIES INVITED—ALTENBURG BROS., wild animal dealers, trainers and exhibitors; no animal too large or too small; we handle them all. 3404 W. Wells St., Milwaukee, Wis.

LARGE SHIPMENT OF BOAS JUST RECEIVED from South America. Mother and baby combinations; babies, \$12 per dozen: 4 foot, \$8; 5 foot, \$9; 6 foot, \$11; 7 foot, \$17.50; 8 foot, \$35; 9 foot, \$48; 10 foot, \$60; 11 foot, \$75. Ross Allen's Reptile Institute, Silver Springs, Fla.

MEXICAN BURROS—YOUNG, TAME, for children to ride on for breeding. Mexican Saddles for burros or ponies. If interested send stamp. General Mercantile Co., Box 617, Laredo, Tex.

NOW THAT YOU READ ALL THE ADS, write to Tropical Hobbyland for new spring price list. Here is a sample of what it contains: 6 young Cinnamon Ringtailed \$135; 5 young Squirrel Monkeys, \$100; 10 (S.A. Calman) baby Alligators, \$85; Boas from \$1.50 ft. Live delivery guaranteed. Tropical Hobbyland, 1525 N.W. 27th Ave., Miami, Fla.

ON HAND—KING VULTURES, FULL COLOR— Roseate Spoonbills, Jabiru Storks, Troupials, special, \$10 each; Jaguar, young; Giant Anteater; young Ocelots, \$65; Marmosets, Ringtail and Spider Monkeys, Iguanas, Tegus. Southern Pet Supply, 5135 S.W. Eighth St., Miami, Fla.

PEKIN DUCKINGS MAKE BIG PROFITS for arrival men. Everybody from \$10 to \$60 will pitch for the cute yellow baby ducklings. Can supply immediate weekly shipments, \$25 per hundred. Write or phone us today. (Phone Vanlue, Ohio 32A.) Hilie Duck Hatchery, Dept. 4, Carey, Ohio.

PEKIN DUCKINGS FOR YOUR DUCK pitch; thousands available weekly at \$25 per hundred; shipped prepaid to any town. Write, wire or phone DeVries Poultry Farm, Zeeland, Mich. jn6

READY NOW—A FREE PACKAGE OF reptile literature, including our New Spring Price List for reptiles and birds. Exhibitors, Snakes, lizards, turtles, reptile dens, wild animals, equipment, publications, reptile products and many other items now in stock. Send request, along with your name and address. Ross Allen's Reptile Institute, Silver Springs, Fla. jn13

SHETLAND PONIES AND MIDGET MULES. We cater especially to circuses and shows; purchase stock that will train; home of those pure white ponies and mules. Fred Wilmot, Richards, Mo. my30

SMALL SNAKES FOR GEEK SHOW—18 inches to three feet, mixed kinds, 40 cents per foot. Write for snake catalog, 18 inches to three feet, 25 cents each. Ross Allen's Reptile Institute, Silver Springs, Fla.

SMALL BLACK MULE—7 YEARS OLD; kicks large balls; can be used for bucking mule. Paul M. Lewis, 1895 Fox Rd., Jackson, Mich. jn6

1953 CUBS FOR OCTOBER DELIVERY—3 Brown Bears, 2 Lions; inquiries invited. Atwood Bros., 3404 W. Wells St., Milwaukee, Wis. jn6

RHINESTONE FASTENER SET—AT- taches rhinestones to costumes, dresses, etc. Complete with 300 sparkling, brilliant rhinestone-settings, \$3.95; size 16 rhinestone-settings, \$1.75 gross; 5 gross, \$7.50; size 20, \$2 gross; 5 gross, \$8.50 postpaid. Amo-Lite Co., 21 Parsons, Columbus 15, O.

WHITE SHAWL FORMAL COATS, \$5 each; Tuxedo Pants, \$5. S. Kaluzna, 1210 S. Jefferson, Chicago, Ill. jn20

FOOD AND DRINK CONCESSION SUPPLIES

PRE-POPT POPCORN, "READY TO EAT," shipped everywhere. New popcorn Machines, Supplies, Carmel Corn, terrific seller. National Pop Corn Supply Co., 107 Commonwealth, Buffalo 16, N. Y. jn6

SALTED TEENY ALMONDS 720 count, 85¢ per pound, Minimum shipment, 3 pounds. Write for prices on Gum, Candies, Churns and Salted Nuts. ACE HIGH PRODUCTS CO., 1811 S. 14th St., St. Louis, Mo.

FORMULAS & PLANS

FOR SALE SECOND-HAND GOODS

ANY FORMULA, \$3. FORMULA CATALOG and Chemical Instruction Sheet, 10¢. Joseph H. Belfort, 216 W. Jackson Blvd., Chicago 6.

ABOUT ALL MAKES OF POPPERS, CARA- mel Corn equipment, Ploas Machines, replacement Kites and all Poppers. Krispy Korn, 120 S. Halsted, Chicago, Ill. jn6

FOR SALE—PORTABLE RINK, 50x138, fully equipped, ready to operate, very good condition; highest offer. E. C. Heitshusen, P.O. Box 482, Iowa City, Iowa. jn6

M. WELTE & SOHME ELECTRIC ROLL Pipe Organ needs new belts and bellow repairs; pipes and mahogany cabinet perfect condition. Elks' Club, Bethlehem, Pa.

SHOOTING GALLERY—20 FEET WIDE, 10 feet high, 6 good rifles, \$300; \$350 with Duck Pond. L. Brikom, 2522-23 Ave. S., Minneapolis 4, Minn.

8 MECHANICAL HORSES FOR SALE— Reasonable. Rubob Amusement Corp., 2140 E. 34th St., Brooklyn, N. Y. Cloverdale 2-4339.

FOR SALE—SECOND-HAND SHOW PROPERTY

ALL 16MM. SOUND—WESTERN, \$18; Features, \$21-\$24; Serials, \$5 episode. Used Projectors cheap; programs rented reasonably. Roshon, 128 N. Court, Memphis 3, Tenn.

BLEACHERS, ALL TYPES; STADIUM Cushions, Folding Chairs, Screens, Theater Chairs, Projectors, Tents. Lone Star Seating Co., Box 1734, Dallas, Tex.

BUILD KIDDE RIDES FROM TESTED Plans: Auto, Airplane, Boat, Rocket, Carousel, Flying Horses, Hoppie (like Buick), \$100 Chairplane, Handcar, Swan Swings, \$5 each; free 42 Plan Circular. Brill, Box 875, Peoria, Ill.

CONCESSION TRAILER FOR SALE—ALL aluminum construction, 20 feet long, 6 feet wide. Opens all around, has ground counters. Brendle Enterprises, Middletown, Pa.

Doesn't this ad GET YOUR ATTENTION? It's called a **DISPLAY CLASSIFIED** and you can use it to increase sales results, see first page this section

DOUBLE LOOPLANE—WILL TRADE for Sunshine Train or Rollawhirl; good late model for trade. Thomas Mfg., R. 1, Box 50, Springfield, Mo. jn6

ELECTRIC GREASELESS DOUGHNUT MA- chine, used one month, weighs sixty pounds. First \$100 takes it. Apt. 1E, 128 West 102 St., New York, N. Y. Mo 2-2511 between 5 and 8 p.m.

FOR SALE—ALLAN HERSHELL MAJOR Rocket, 30 horsepower motor and controls, ready to operate, \$3500; C-Cruise, gas driven, 4 tubs, 4 boats, ready to work, \$3200; gas driven Train for children and adults, 2100 feet of double track; switches, ready to go. \$2500; 13-car Mangels Whip, \$3500; 35x70 Lusse Portable Scooter with cars, \$2700. Sam Edelstein, 1200 4th Ave., Asbury Park, N. J. Asbury Park 2-3152.

FOR SALE—1 KIDDE AUTO RIDE, 1 Trolley Street Car complete with track, \$75 for cash. W. F. Culver, 2800 N. Water St., Corpus Christi, Tex. jn6

HEAVY HITTER, PONY EXPRESS, DROP- cars, machines, Droych, Kid Merry-Go-Round, Handcar, Wand Loofer or what? F. Shafer, Washington, Ind.

KIDDE AIRPLANE RIDE—12 CAPACITY, 1 H.P. factory reconditioned. Like new picture on request; \$925. Hurwood, 714 Fairfax Ave., Norfolk, Va. my30

KIDDE MERRY-GO-ROUND, READY TO Go. Bacon, 2026 France, New Orleans, La.

LITTLE DIPPER RIDE—IN GOOD CONDI- tion, with or without transportation; cheap for cash. W. F. Culver, 2800 N. Water St., Corpus Christi, Tex. jn6

LIVE PONY RIDE—FOUR NICE YOUNG ponies, seven saddles and bridles and go around sycops to work eight ponies, \$600. Twelve foot covered tandem wheel trailer to haul ponies and ride, \$300. Pony Ride, Beach Park, Pascagoula, Miss. Phone 9108.

LORD'S PRAYER MACHINE—2 DIES, slug, Stamping Press, \$150; Name Plate Machine, \$100. W. R. Kellton, Chelsea, Okla. my30

MANUFACTURE, REPAIR, TRADE ANY- thing canvas. Any size, good as new tents. What do you have or want? Smith Tent, Auburn, N. Y. jn20

MERRY-GO-ROUND—28 HAND-CARVED Liberty Horses; good running condition; horses newly decorated, no jumper. Write Elmer B. Davis Jr., 61 Hampton St., Bridge-ton, N. J.

MIDGET CITY MECHANICAL SHOW— Proven money maker, almost given away, act of age. Capt. Elton Denham, Box 2773, Little Rock, Ark.

MINIATURE TRAIN—GOOD CONDITION; suitable adults, children; passenger capacity 50, with track; bargain, cash deal. Kozynok, 33 Winthrop, Rehoboth, Mass.

NO. 2 LIVE PONY RIDE—4 MARE ponies, 4 new saddles and turning table, all for \$650. Contact P. L. Cobb, Hotel Pander, Amite, La.

BUSINESS OPPORTUNITIES

ALL SNOWBALL FLAVORS AND SUP- plies, \$7 buys Ice Shaver that shaves into paper cups and enough flavor and cups for thousand snowballs. Electric shaver and flavor and cups, \$75; other outfits, \$25.00 up. Free illustrated circulars. Snowball Co., 9534-C Lemturner, Jacksonville 8, Fla. my30

BE A PROMOTER!

Interview newspaper (business opportunity) applicants by appointment from leading hotels. If you think you can qualify for earnings of \$300-\$500 every week, have a car and a telephone and many intangible sales pitch for a new field. Call **W. KATZ**, WI-7-5691, 110 W. 42 St., N. Y.

BUY FROM MANUFACTURERS, WHOLE- salers, branded merchandise; thousands of items; mail order, direct selling, personal use. Business Guide, 1153 Broadway, N.Y.C. If

EARN \$15,000-\$30,000 ANNUALLY—FRAN- chise protected. Guaranteed minimum \$12,500 or money back. Live at home. No merchandise to buy. Self-employed. One of most exclusive and non-competitive businesses in United States and Canada. Send 50¢ for explanatory book. Money refunded when book returned. Harrell & Co., Box A-14, Louisville, Ill. jn6

EVERLASTING STAR FLOWERS WITH LYCOPODIUM. Fast selling, low priced carnival item. Enclose \$1.00 for color Catalogue. Lycopodium Foundation, St. Paul 13, Minn. my30

FOR SALE 40"x100" Portable Floor Skating Rink—now operating in Girard, Ill.; #1 maple floor, nearly new. Contact **MEARL DENTON**, Box 484, Girard, Ill.

FOR SALE—CHILDREN, ADULTS DANC- ing studio; spacious, modern, fully equipped; less than one year old; 200 active accounts; ideal location in large city; reasonable. Contact S. C. W., Inc., 46-48 Church St., New Haven, Conn.

HAVE YOU TRIED MAIL ORDER? EASY sales, big profits. Spare or full time. Stand-out, 3414 W. Magnolia Blvd., Burbank, Calif. jn6

MANGELS TWENTY FOOT GALLERY— Permanent resort location; twelve rifles; equipment ready new. Spineer Brookway, 112 Broadway, Seaside, Ore.

NEW INVENTION REQUIRES SMALL amount of capital. Huge returns. Write Haylin, 402 Ten-Ten Euclid Bldg., Cleveland, Ohio.

PITCHMEN-SALESMEN—RUSTOFF IS A new chemical, mixes with water, takes rust off like magic. Fascinating demonstration item; send for free information or send \$1 for prepaid sample and demonstration kit. Jewell Engineering Laboratories, 905 S. 16 St., Lincoln, Neb. jn6

PROFIT WITH GARDEN GOLF. HOW TO locate, build and operate. S. Brockway, 228 N. W. 22d Ave., Portland, Ore. my30

SIZZLING HOT POPCORN BUSINESS in Green Bay, Wis.

2 Coach type buses, fully equipped for lunch, popcorn, caramel corn and caramelized apples. Real money makers; have been operating in Green Bay adjacent to Packers Stadium and at other sports and social activities with tremendous success. Can be bought separately or together. Priced right, reasonable terms. For details, contact Arthur C. Remus, Broker.

GREEN BAY SALES CORPORATION Phone: Adams 336, Green Bay, Wis. **START VENETIAN BLIND LAUNDRY—** Profitable lifetime business. New machine. Free booklet. L. B. Co., 442 N. Seneca, Wichita 12, Kan. jn6

WORLD FAMOUS NATIONALLY ADVERTISED Throwing Knives, \$1.75 retail, \$12.50 doz.; Wham-O Hunting Knives, \$1.50 retail, \$10.80 doz. Wham-O Dueling Swords, \$4 pair retail, \$28.66 doz. pair f.o.b. Samples prepaid retail price. Dutz Enterprises, Box 284, Lincoln 2, Ill. jn6

COSTUMES, UNIFORMS, WARDROBES

BALLY CAPES, \$7; TEN DIFFERENT CUR- tains (7x15), each \$10; nine beautiful Gowns, \$15; Orchestra Coats, \$8; Clown Bundle, \$7; Chorus, Minstrel, Wallace, 2453 N. Halsted, Chicago.

WORLD'S GREATEST PHOTO BOOTH CAMERAS

Dependable — efficient. Makes DIRECT POSITIVE pictures in 3 minutes. Cameras in 21 styles for any size photo. Booths are attractive, easy to transport and quickly assembled. Simple instructions. Fully guaranteed.

Also portable cameras. Write for details. **P D Q CAMERA CO.** 1165 N. Cleveland Ave., Chicago 10, Ill.

JOBBERS! ANOTHER HIT... HOBO BAR NOVELTY

12" high, beautifully hand painted. Made of durable rubber plastic. Sample—\$3.50 each, \$36.00 doz. With Swiss music, \$6.00 each, \$60.00 doz. We manufacture 24 new Joker and Fun-Making Novelties—Send \$10.00 for assorted Samples—No C.O.D.'s. Jobbers; Write for Quantity Discounts and New Catalogue.

HAWAIIAN NUDIE DOLL

Soft, flesh-like plastic rubber, life-like, over 7 1/2" high. Wiggles, ahimmies, bumps and grinds, \$12 Dz. Without costume, \$9 Dz. Sample—\$1.25, 3 for \$3.50.

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7 & 10 Color Specials 4-5-6 & 7 ups Midgets 3,000 series—7 colors Paper & Plastic Markers Wire & Rubberized Cages Pencils—Crayons—Clips 5x7 Heavyweight Cards Electric Blowers & Flashboards Lapboards made to order

JOHN A. ROBERTS CO. INC. 817 Broadway, Newark, N. J.

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- #5 DART BALLOON, assorted bright colors. Special long necks. All factory tested, guaranteed no seconds. Special price, 85¢ per gross. In 10-Gross Lots, 90¢ per gross.
- #7 ROUND BALLOONS, Per gross, \$2.50
- #9 ROUND BALLOONS, Per gross, 3.00
- #12 ROUND MOTTLED BALLOONS, Two sides printed. Tillotson brand. Per gross, 6.00
- #15 Giant Paddle New Look Round Balloon, Per gross, 6.00
- #15 Kathedon Balloons. New look pastel shades. Per gross, 6.75
- Special Giant Demonstrator, Each, .40

You Can't Beat BRODY for Merchandise...

We Carry a Complete Line of TOASTERS—Kitchen Utensils—ALUMINUMWARE—Irons—GRIDDLES—Waffle Irons—BABY DOLLS—Boudoir Dolls—PLUSH ANIMALS—Plastic Goods—HORSES—Toys—CLOCKS—Dolls—CARNIVAL GOODS—Plastic Dolls—BALLOONS—Noise makers—PREMIUM GOODS—Decorations—WATCHES—Glassware—ASSORTED NOVELTIES—Household Goods—HATS—Lamps,

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M. K. BRODY 1116 S. Halsted St., Chicago 7, Ill. L. D. Phone: MOnroe 6-9520 In Business in Chicago for 37 Years

INFLATE RUBBER ELEPHANT

\$2.40 Doz. \$27.00 Gross

- 15" Inflate Rubber Horse, \$33.00 Gr.
- 12" Inflate Rubber Horse, 27.00 Gr.
- Jumbo Squeaky Rubber Monkey, 4.80 Dz.
- Medium Squeaky Rubber Monkey, 3.50 Dz.
- Jumbo Squeaky Rubber Clowns, 6.00 Dz.
- Medium Squeaky Rubber Clowns, 3.50 Dz.
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- Rubber Lapel Monkeys, 18.00 Gr.
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SEND FOR 1953 CATALOG 25% W/Order, Balance C.O.D. SCHARTER NOVELTY CO. 144 Park Row New York 7, N. Y.

Bulova • Waltham Elgin • Benrus Green Watches

for men and women \$9.95 EA. Yellow Expansion Band, 95¢ add. **SPECIAL \$50 DEAL** 6 new, above Watches & 6 Exp. Bands to match. You save an extra \$14.00. All model watches, case and dials. Reconditioned and guaranteed like new.

New Big 1953 Wholesale Catalog, 25¢ Wholesale only—\$1 additional for samples. 25% with order, balance C.O.D. 5-day money-back guarantee if not satisfied.

Joseph Bros. 55 Wabash Av. Dept. B-30 Chicago 10, Ill. "The Watch and Diamond House"

1,000 PIECES OF SLUM TOYS ONLY \$6.75

ASSORTED TOYS GIVE AWAY ITEMS FOR ADULTS AND CHILDREN

IDENTIFICATION BRACELETS Highly Polished Aluminum Men's Bracelet, Polished, Gr. \$9.00 Ladies' Bracelet, Polished, Gr. 12.00 Ladies' Double Heart, Gr. 18.00 Gold Plated, Gr. 18.00 Men's Expansion Bracelet, Dz. 3.00 Signal Rings, Adjustable, Gr. 5.50 Anklet, Double Heart, Gr. 27.00 Burgess Vibro Engraver, Ea. 6.50 25% deposit with order, bal. C.O.D. Send for FREE C-53 Carnival Catalog.

OPTICAN BROTHERS (SINCE 1909) 300 W. NINTH ST., KANSAS CITY 6, MO.

Men's IDENT. BRACELET Smart, Flashy, Quality Merchandise

Per Doz. \$9.00 Gift Boxed \$11.00 Plus postage

Write for New '53 Ident. Catalog! Heath Distributing Co. Manufacturers and Distributors 3252 Vineville Ave. Macon, Ga.

INSTRUCTIONS BOOKS & CARTOONS

LEARN VENTRILOQUISM IN ONE LESSON; big demand, including comedy act; \$2. no stamps. Ward, 624 Clinton St., Brooklyn 31, N. Y.

YOU CAN ENTERTAIN FOR ALL OCCASIONS with our Trick Drawings and Rag Pictures. Catalog 10¢. Balda Art Service, Oshkosh, Wis. my30

MAGICAL APPARATUS

A BRAND NEW #23 CATALOG—MIND-reading, Mentalism, Spooks, Hypnotism, Horoscopes, Crystals, Palmistry, Buddha, Graphology, Magic; 144-page illustrated catalog Buyer's Guide, both 50¢ wholesale. Nelson Enterprises, 336-B, S. High, Columbus, Ohio. jn20

DOLL HOUSE ILLUSION—GOOD CONDITION, easily packed, \$50. f.o.b. Syracuse. Rodney Swift, 616 Velasco Road, Syracuse 4, N. Y.

SUB MINIATURE RADIOPHONE FOR Mentalists; weighs less than note; easily concealed; illustrated brochure, specifications, price. Nelson Enterprises, 336 S. High, Columbus, Ohio. jn20

MISCELLANEOUS

MINIATURE STEAM TRAIN, LIKE NEW, for transportation or amusement; featured January Popular Science. For particulars write Mary Martin, 166 So. Lemon, Orange, Calif. my30

PERSONALIZED PHOTO STAMPS—REAL photographs in stamp form. Paste them on your stationery, cards, belongings, luggage, etc. Send your photo or negative with order; 100 for \$2, 50 for \$1. Mersal Co., 5713 Euclid, Cleveland 3, Ohio. jn6

YOUR NAME IN HEADLINES ON STANDARD newspaper page; make up your own headline; 3 different, \$1; not over 36 letters each; headline blanks, \$30 per thousand. Andrew Quirk, Box 1351, Dept. 14, Hartford 1, Conn.

MUSICAL INSTRUMENTS, ACCESSORIES

ANYONE INTERESTED IN BUYING Hammond Organs, B 40 Speakers or Leslie Vibrator Speaker, check my ad on the Rink Skaters page. Don McElhinney, Box 207, Marion, Iowa. my30

PARTNERS WANTED

GIRL 19 WISHES MALE PARTNER AND catcher for trapline aerial team. Box 859, The Billboard, 1584 Broadway, N.Y.C., N.Y.

PERSONALS

PAUL LEMERY (HAS ANIMAL ACT), write me at my home. Bill Green, Orford, N. H.

22 WEST 56TH STREET, N. Y. C. (NEAR 5th Ave.), ideal location; 2 1/2 room apartment, semi-furnished, suitable for business women or couple. Call Digby 4-1057, 9 to 5.

PHOTO SUPPLIES DEVELOPING-PRINTING

AT LAST IT'S HERE! THE NEW VICTOR portable direct positive Camera. Compact, light in weight and amazingly simple to operate. Write for details. Benson Camera Co., 166 Bowery, New York 12, N. Y. jn27

CARNIVAL PHOTOGRAPHERS — PIED-mont Direct Positive Cameras and largest stock Eastman D. P. Paper, chemicals, supplies. Write for catalog. Memphis Photo Supply, 123 S. Court, Memphis, Tenn. my30

COMIC FOREGROUNDS & BACKGROUNDS—Direct Positive Cameras, Paper, Chemicals, Mounts, Glass Frames, Photo Novelties. Miller Supplies, 1535 Franklin, St. Louis 6, Mo. jn27

HELP WANTED

DISPLAY-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 can be used. RATE: \$1 a line—Minimum \$6.

Forms Close Thursday for the Following Week's Issue

ANN KAHLE WANTS MAN TO WORK Dark Room in Mug Joint, also Agent for Short Range, Midway of Mirth Shows, Auburn, Ill.

DRUMMER — IMMEDIATE OPENING ON territory band. Guaranteed salary. Send full information in first letter. Cliff Kyes Orchestra, Box 611, Mankato, Minn. my30

COMBO, TRIO, DANCING—SUMMER Resort July-August Trade vacation for room, meals and half of gate. Inn Hotel, Okoboji, Iowa. my30

GIRL OR MALE DRUMMER IMMEDIATELY. Steady location, 6 nights; good salary; no shows. Write Corinne, General Delivery, Selma, Ala. my30

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. jn

EASTMAN DIRECT POSITIVE PAPER, cameras, lenses and accessories. Marks & Fuller, Inc., 70 Scio St., Rochester 4, New York. my30

PHOTO BOOTH OUTFITS CHEAP—ALL sizes; drop in and see them; latest improvements; real bargain. PDQ Camera Co., 1161 N. Cleveland Ave., Chicago, Ill. jn

SHOW PEOPLE BUY PIEDMONT D.P. Camera for dependable service; ground glass for precision focusing. Our cameras are also sold by Memphis Photo Supply Company, Memphis, Tenn. Piedmont Camera Mfg. Co., 425 S. Worth St., Burlington, N. C. Phone 6-2701, day or night. jn20

PRINTING

ALWAYS SPEEDY, RELIABLE SERVICE, lowest prices, 14x22 three-color window card for all indoor and outdoor amusement purposes, \$8 hundred; larger 17x26 size, \$12.50 hundred. Bumper cards. Tribune Press, Dept. BB-M2, Earl Park, Ind. jn6

ATTENTION!

If you want to **INCREASE RESULTS** use this eye-catching **DISPLAY-CLASSIFIED** style of ad see first page this section

PROCESS EMBOSSED BUSINESS CARDS, Black or blue ink, \$3.95 1000 postpaid. Fast service. Standard Specialties Co., Box 4382-B, San Francisco, Calif.

SUPER EMBOSSED BUSINESS CARDS with calendar on back, \$8.95 per 1000. P.P. or 1/2 with order, balance c.o.d. Dickerson Printing Co., P.O. Box 133, Marion, Ind.

WINDOW CARDS—14x22 AND 11x14. The Bell Press, Winton, Pa. jn27

1000 BUSINESS CARDS, \$2.95 PREPAID; simulated engraved, \$3.50, seven lines. Sample free. Normandie Business Service, 406 S. Spring, Los Angeles 13.

SALESMEN WANTED

ANYONE CAN SELL HOOVER DUPONT Nylon Uniforms for beauty shops, waitresses, doctors, nurses, others in white and colors. Exclusive styles. Top quality. Low priced. Exceptional income. Real future. Equipment free. Write fully, Hoover, Dept. M-109, New York 11, N. Y. jn27

SALESMEN REPORT BIG MONEY SELLING our home-size fire insurance policies. Abstract security vaults. Hamilton Safe Co., Beloit, Wis. jn6

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. jn4

BEST LOCATION IN SOUTHWEST for good elderly tattooer. No letters please; come on if sober. Playmart, 1111 Main St., Fort Worth, Tex. my30

LEARN TATTOOING—15 BASIC LESSON types, \$25. Illustrated brochures of course and tattooing supplies. Zeis Studio, 728 Lesley, Rockford, Ill. au15

PROF. TATTOOING OUTFIT FOR SALE—Act quick. G. S. Matthews, 3131 Inman, Ferndale, Mich.

WANTED TO BUY

ARTISTIC ITEMS FOR LAWN AND HOME; specialties for mail order. A. K. Schmid, 331 Rider Ave., Lancaster, Pa.

CONCESSION TENTS, CARNIVAL Wheels, Hobby Horses, Kiddie Rides, Candy Floss Machines. What have you? Write details. Well's Curiosity Shop, 20 South Second St., Philadelphia 6, Pa. jn

USED TRAMPOLINE FOR USE BY BOYS' club. Write information on size, condition, price. Jefferson Athletic Club for Boys, 35th and Lincoln Sts., Savannah, Ga.

WAX FIGURES FOR CRIME SHOW—Dillinger, Hauptman, Jesse James, Dalton Boys, etc. No junk. State full description and lowest cash price. Globe Sales, Box 279, Danville, Ill.

GIRL FOR CONCESSION—\$50 PER WEEK and transportation. Telephone Pittsburgh, Pa., Emerson 1-4460.

GOOD MUSICAL TRIOS WANTED—ALL types of combinations. Send 8x10 photos with references to Phillip Bernard Agency, 2306 Westfall Rd., Rochester, N. Y. my30

ORGANIST (WITHOUT ORGAN) FOR understanding show at fairs, Williams and Lee, 464 Holly Ave., St. Paul, Minn.

ORCHESTRAS, COMBOS, TRIOS, SINGLES; wanting engagements Florida Gulf Coast; send full particulars, photos. Gulf Attractions, Rt. 2, Box 502, Pensacola, Fla.

TELEPHONE SALESMEN

Experienced on Radio Promotions. Former NRP and ARP men preferred. Good commission and year 'round work. Write

RADIO & VIDEO PRODUCTIONS 111 West Washington St. Greensboro, N. C.

TENOR MAN, TRUMPET MAN FOR MID-west territory orchestra. Guaranteed weekly salary. Contact Jess Gayer, 2023 N. Huston, Grand Island, Neb.

TRUMPET PLAYER FOR SOCIETY combination. Must read as well as know "standard" tunes; play good rumba; prefer some vocal or entertaining. This is steady location work for a sober, reliable musician. Lushes, please lay off! Write Box C-337, Billboard, Cincinnati 22, Ohio. my30

WANT—FIRE EATER, GUITAR PLAYER, Sword Swallower, Pin Cushion, others. Salary P.C. Miller, Continental Shows, Oswego, N. Y.

WANTED—STEEL GUITARIST; EXPERI-enced, for Western band; good salary; steady work; start June 1 or 15. Write Box C-338, c/o Billboard, Cincinnati 22, Ohio. my30

WANTED—ALTO OR TENOR SAX, DOU-bling clarinet; also a first Trumpet Man for old-time band; modern band; \$65 and up per week; year 'round job on location in winter; home every night. Write or call in forenoon. Johnny Haider's Orchestra, Box 113, Mandan, North Dakota. Tel. 2434.

NEW! The Official Howdy Doody Sailor Hat

on TV for next 4 Months!

Worn and featured daily by Cost and Kids in "Peanut Gallery"

DON'T WAIT, DON'T DELAY — PLACE YOUR ORDERS TODAY!

\$5.00 doz.—minimum order 2 doz. In gross lots—\$57 gross.

Terms: 25% with order —balance C.O.D.

F.O.B. Long Island City

Bona fide jobber inquiries invited.

- ★ To be featured on the Howdy Doody TV show for four months starting May 15th.
- ★ Millions of Howdy Doody fans will want these hats—stock 'em, show 'em and you'll sell 'em!
- ★ Ready made sales for you by America's super-salesman—Howdy Doody
- ★ Sturdy white drill sailor with eye-catching red trim and red pompom.

Howdy Doody and Name stenciled in blue on brim.

SILVER-RICH CORP. 40-24 22 Street, Long Island City, N. Y.

A PROFITABLE BUSINESS FOR YOU!

WITH THE NEW PORTABLE DIRECT POSITIVE **VICTOR CAMERA**

Compact! Light! Simple to Operate!

(weighs 7 lbs.)

No photographic experience needed. Follow the simple, illustrated instructions and produce sharp and brilliant pictures, both indoors and outdoors within 2 or 3 minutes. Your customers are everywhere. TREMENDOUS PROFITS on a small investment. . . . Finished photo, including frame, costs you 2c. Write for free circular. . . . Don't hesitate. . . . Orders are coming in fast.

BENSON CAMERA CO.

Dept. W, 166 Bowery, New York 12, N. Y.

Mfrs. of quick finishing cameras for over 40 years.

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Merchandise Topics

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New York

Exhibitors at the first semi-annual market week, sponsored by the Costume Jewelry Manufacturers' Association of New York, announced that the supply of rhinestone jewelry would be tight by late fall. The supply of rhinestones is adequate at present, but replacements are difficult to obtain. Formerly imported from Czechoslovakia and Austria, the rhinestone supply has been cut off from the former country, and the latter, altho increasing production, will not be able to meet the demand by the end of the year.

The Preston Company, wholesale jobbers of gifts, toys, souvenirs and novelties, formerly of New York, has moved its complete organization to 54 North Street, Burlington, Vt. The shift, said the firm's Jack H. Press, will permit better coverage of the company's accounts in Vermont, New Hampshire and Northern New York State. . . . Parisian Art Products, now manufacturing a complete line of soft vinyl plastic novelties, announces a new catalog featuring 20 fast-selling plastic novelties, such as the Hobo and Nudie Doll.

Stephen Products claims that more profits and more sales will be made when agents show the new Stephen catalog of over 200 fast-selling jewelry items at lowest

factory prices. Stephen's catalog was designed especially for its agents. No wholesale prices are shown—only the selling prices. A white space is reserved on the front cover for the agent's name and address. The firm name does not appear anywhere in the catalog. The agent has his own catalog to show a prospect. Stephen has also added a custom line of jewelry to its nationally advertised religious line. The firm asks that agents write for a free copy of the catalog and a confidential price list.

Pittsburgh:

Gus Miller Sr., proprietor of Miller's Wonder Store, has celebrated his 72d birthday and the 43d anniversary of his store, a novelty outlet. Miller was head usher at Forbes Field for 38 years. . . . Preferred Distributing Company has taken on a line of aluminum ware that includes pots, percolators and whistling teakettles. . . . Incrocci Novelties Company has come out with a collie this season to add to the spitzes, bulls, boxers and terriers it makes. . . . Coin Machine Agency offers a wide variety of costume jewelry from a dime upwards. . . . A. H. Rapport Company is completing its new catalog which this year will be better co-ordinated, and carry more items.

Coney Island, N. Y.

Continued from page 59

sellers; Al Kantor, ticket taker; Justin Wagner and Harry Valentine, outside talkers; Tulo, Mechanical man; Dave Leer and Latina Logan, calypso dancers; Elser Charzoni, fire dancer; Louis Traconi, kokoma; Maraca King, dancer supreme; Eunice Martin, snake charmer and Carrie Adams, Aunt Jemina, for the ballet; Ann Smith, levitation; Rube and Al Lenz, magicians and inside lecturers; Johanna, bear girl; Francesca Lentini, three-legged man; Martin Laurello, revolving head man; Maraca King, doubling in and outside in calypso dances; Elinore Valentine, seal girl; Bob Melkin, two-faced boy; Slim Curtis, skeleton dude man; Mary Krasinski, serpentina, and Bill Gregory and Bob Winkler, inside lecturers for the main show exhibits.

Steeplechase Park has installed in the corner of its roomy Television Hall a new exhibit of 25 oil paintings and water colors by Reginald Marsh, a noted artist, showing scenes of both the park and the beach all categorized and assembled to good visual effect by Marie Tilyou, daughter of the late George, Sr., and sister of George, Jr., and Frank, operators of the park. Marie also continues as treasurer with Jimmie Onorato, general manager. Another new park asset is a parking lot that replaces a bathing pavilion on West 19th Street entrance.

Jacobs Brothers, Mike, Fred and Joe have transformed their doll rack on Surf into a richly appointed photo gallery, one of the prettiest of its kind on the Island. They also operate a balloon-dart game next door, and the same doll rack moved to a few doors away. They are also negotiating for a site for the erection of a large skee ball alley. . . . Al Leser, formerly with Irving Shapiro's Arcade in Feltman's Park, is newly partnered with Hy Alguri, in a new balloon-dart game on Surf. . . . Many Coney friends attended the funeral services on May 10 of Mrs. Joe Kaufman, who had operated Fun-in-the-Dark on the Bowery ever since the death of her husband about a year ago. Sons, Murray, Norman and Leo survive and will doubtless take over Fun supervision.

Dave Rosen, in addition to his Palace of Wonders on Surf, has taken over a corner (W. 12th) site across the street, heretofore tenanted by Albert Falcon and the Blue Bird Casino, and opened another freakery in opposition to the Palace. This occupies one section of the premises. The rest continues as a bar and grill in which Rosen is partnered with

the Shaw brothers who operate two Howard Johnson eateries near by. . . . Nick and John Garrow have decided to quit the sign biz in order to confine their interests more to concessions which now comprise a Fun House in Feltman's Park, a new Walking Charlie game, West 15th and the Bowery and another new Fun House, Bowery and Stillwell Avenue. . . . Leon Shusman, son-in-law of the late Fred Canfield, old-time Coney showman and concessionaire, has been appointed general manager for Mrs. Frances Canfield's bottle, star and goldfish games and doll rack, all Bowery concessions. . . . Jerry and Martin Soffer are managing a goldfish game, Bowery and W. 15th, the only one of its kind on Coney. . . . Bowery block from W. 15th to Schweickert's Walk, has undergone a new paving job by Joe Bartollin, who, besides being a street face lifting contractor, also operates a Greyhound Racer concession in Feltman's Park.



**A MONEY-MAKING SENSATION . . .
A NEW & DIFFERENT FAST SELLING FUN MAKER
THE MYSTERY PUFFS**

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Nothing beats ALCO'S MYSTERY PUFFS!

WATCH THE SCOTTIE DOG (1 1/2 inches high) SMOKE A CIGARETTE BEFORE YOUR VERY EYES. Or see a dollar bill, a sketch or any object smoke—and puff a cigarette. IT IS ABSOLUTELY AMAZING. IT WILL AMAZE YOUR FRIENDS—and they will pull it on their friends. An endless chain of sales.

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Scottie Dog Holder and package of 12 Mystery Puffs. Suggested retail for combo 60¢—unit earns \$9.00. You get a baker's dozen. Pay for 24—get 26. Two for demonstrating. Demonstrators cost you nothing. Package of 12 Mystery Puffs. Suggested retail 25¢. Unit earns \$6.00. Card of 26 packs of Mystery Puffs and 13 Scottie Dog Holders to unit. Dealer's cost, \$5.40. Card of 26 Mystery Puffs without Scottie Dog Holders. Dealer's price, \$3.40.

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12 different large pictures to choose from. 2 to each set. Order your sets assorted.



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=300 set, 2 large canvas boards, 12 color oil paints in large plastic containers, 2 brushes, linseed oil & turpentine.

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NEW CLOWN BEAR
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36" size, rayon silk cloth, not skimped, plastic face. \$14.50 per doz. Gross lots. EXCEPTIONAL GOOD VALUE, LIMITED AMOUNT ON HAND.

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Coming in the June 27 Issue



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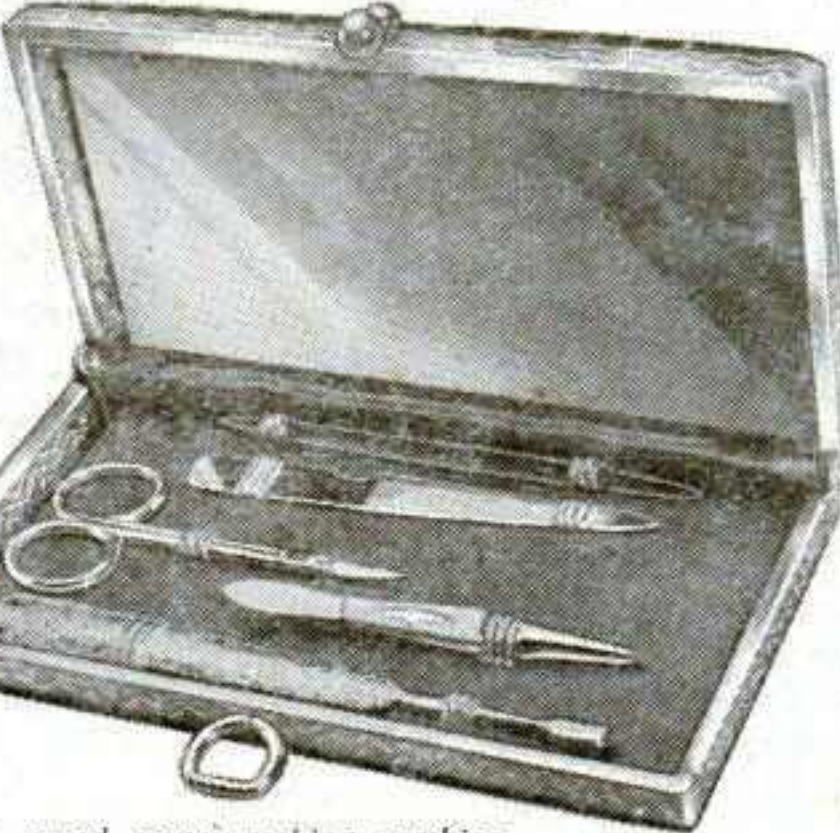
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Pipes for Pitchmen

By BILL BAKER

CARTER'S MED SHOW... is operating around Dennison, Tex. Unit is using three performers in addition to the owner and uses sidewall canvas only.

AFTER CLOSING... at the Tulip Festival in Holland, Mich., Speedy Ross will leave for Chicago where he will work in a store until the fairs season gets under way.

HENRY H. VARNER... the Akron pitcher letters that "I caught the Hagan-Wallace Circus at Barberton, O., and saw a real, strong performance. It's a good-looking organization. I also visited the CFA group in Urichsville, Ohio."

JACK GREENFIELD... pipes from New York: "In Herald Square here is a statue of Minerva, goddess of wisdom and patron of the arts, combined with a clock. At every hour two large mechanical bronze figures take turns striking a bell with hammers, the number of strokes coinciding with the time registered above on the dial. Out of a crowd of tourists and sightseers watching those mechanical bronze figures was Sol Addis, my old chum. While walking toward Times Square, Sol said: 'I'd love to have that statue as a bally to get a tip, because the fellow who invented it made it for that purpose.'"

W. G. BARNARD... owner of Natural Foods, Cleveland, and topflight pitcher, advises that John Maney is improving rapidly from a serious illness which has kept him from his office for several weeks. Barnard says that Maney is one of Pitchdom's oldest gadget workers, being of the old school of George Covell, Jimmie Simpson and Jack O'Brien. In recent years Maney has conducted a wholesale specialty business in Cleveland and also has assisted in the promotion of numerous shows, including the Cleveland Home and Flower Show where he conducts a section of specialty items. Barnard says that Maney is making his home at 3606 Prospect Avenue, Cleveland, and urges the boys and girls in the business to drop him a brief note or card during his convalescence.

"I CAME IN... here to work the Morgan-Lindsay five and dimer with hats and jewelry and found my friend, A. J. (Jack) Beard on hand with his French embroidery and rug needle set-up," letters D. R. Tyler from Alexandria, La. "Jack was getting plenty of long green with his layout. He plans to close his store after another week and will then take a two-month vacation thru Indiana, Kentucky and Michigan. After that he'll head for Natchitoches, La., where he will reopen his embroidery and rug needle school which boasts a membership of 100."

PITCHDOM WAS... shocked to learn of the recent death of W. X. (Billy) Meyer at his home in Downers Grove, Ill. Widely known among circus and carnival folk as well as pitchers, Meyer long suffered from heart disease and quit pitching because of the ailment in 1950. From Canada to the Gulf of Mexico and from New York to the Dakotas, Meyer was recognized as one of the oldest pitchers in the business. His friends not only included showfolk and pitchers, but city officials and factory-workers and owners as well. Better than 50 years of his life was spent on the road and he always rated as a five-star narrator and letter writer to Pitchdom. When advised of Billy's death, an old troupier friend, Jack Brown, of Hattiesburg, Miss., wrote: "I don't know if they serve grits or gravy or buy glass cutters in heaven, but if they do I know Bill will be in there pitching for the big tip." Meyer is survived by a daughter, Mrs. Ruth M. Campbell, advertising account executive and industrial motion picture producer, and granddaughter, Ruth L. Campbell.

BIG AL WILSON... is at the Tulip Festival, Holland, Mich., with Kid Ward, the comb man, following a good season in Miami. "I've covered much territory and made the Pipe Smokers Show at Flashlight, Nev.," Al pens. "Jimmy Kare is here as is Fat McDonald. Glen Hosberg is seriously ill at the Hillside Trailer Park, Oklahoma City, and I'm sure he'd like to read letters from friends in

the business. Peco is here on polish and doing a good job. Speedy Ross, the little med wizard, also is on hand, as are Charlie Burke, coils; England Brothers, lavender; Red Gunn, Jerry Trigg and Marie Ward, who is purveying flowers."

Indian Point

Continued from page 59

being trained to take his place among the macaws, flamingos, deer and llamas.

A large log cabin, with stockade fences extending from each end, houses the entrance and souvenir shop. Much of the dense growth in the pine woods was thinned out, but enough remains to create a real jungle-like atmosphere. The area includes three natural pools and a monkey island surrounded by an artificial moat. A number of animal enclosures are built right in to the natural setting.

To Plug Jungleland

The effects of advance advertising were evident over the week-end when a number of inquiries were received. Kelman said that a big portion of the park's advertising budget would be spent on selling Jungleland. The painted boards already up on all approaching highways on both sides of the river will be supplemented. The bumper strips available for all visiting cars and buses will feature the novel zoo.

The renting of row boats, a lake operation for many years, have been moved to the river. At the lake, the boats were a spotty operation and Kelman decided on the switch which appeared to be proving out in a big way on opening week-end. Herb and Morris Nelson, speedboat operators, are operating the row boat concession. The boats are available in an area bounded by the shore, the two river line piers and a floating boom. The row boat charges are 35 cents per person for each half hour. The 24 boats each have a capacity of four. The concession was operating at capacity several times over the week-end.

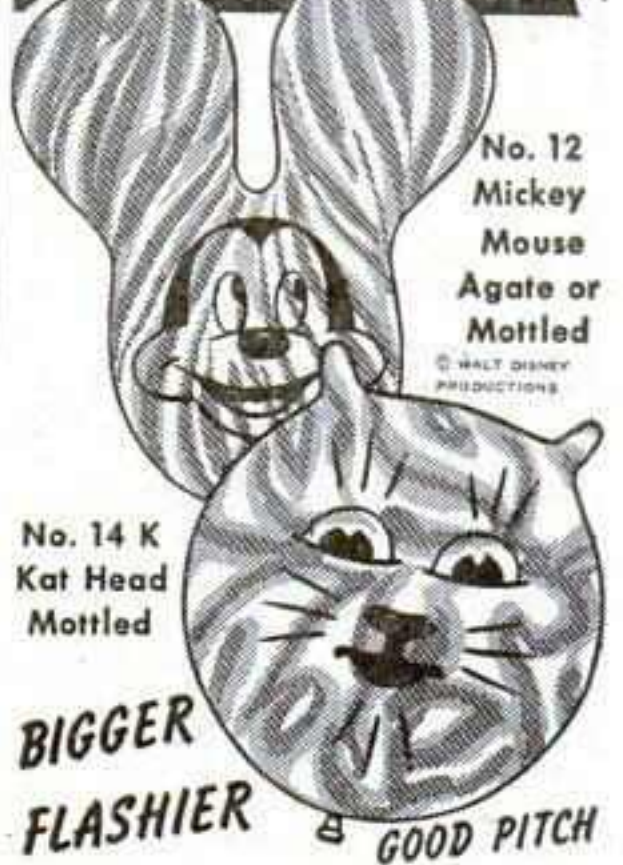
Seek Park Ban

Continued from page 59

use (such as D Residential) shall be permitted.

"What my ordinance will do," Finley explained, "is to change the law and eliminate amusement parks from D Residential. I will have such parks placed under A Commercial. In addition, it will be a requirement that a 'use permit' be obtained from the Zoning Board before such places are permitted to operate. This will close the door on the legal argument being made by the applicant on Stenton Avenue that he is automatically entitled to a permit for the amusement park without a hearing before the Zoning Board and that the board has no right or jurisdiction in the matter."

Julian B. Shapiro, president and general manager of the Stenton Park Corporation, said that he expected to spend \$100,000 for a kiddie roller coaster, tank rides, jeep rides and a Toonerville trolley. David Pincus, attorney representing the residents of the area, presented the Zoning Board with a petition signed by 1,200 persons objecting to the amusement park.



• Made from a brand new compound especially developed for outdoor selling.
 • Available S-T-R-E-T-C-H-E-D for bigger value at the handout.
 • Priced right... ask your jobber for No. 12 HM-SAG No. 12 HM-SMO No. 14 K-SMO

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Both styles come in all color combinations; gabardine; all sizes for adults and children.

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2160 Patterson St.
Cincinnati 22, O.

Parcel Post

- | | | | | | | | |
|--|---|--|---|--|---|---|---|
| Aberle, Wm., 304
Bellows, Mrs. A. G., 42e | Egan, Amelia (17
Lions Plates)
Marsh, Mrs. Etta, 7e | Flowers, Jack
Foley, Mrs. Lillie &
Hazel | Folk Celebration Show
Ford, Chester
Fox, Harry
Francis, D. J.
Harris, Red
Fitzpatrick, Miss
Fullerton, Dewey
Galasso, Joe
Garber, John
Garland, Jos.
Garrison, Wayne
Gerry, Claire L. &
Bobby
Giffin, J. W. & Mrs.
Gillespie, Eddy
Glasser, Johnnie
Golden, I. Sam
Golotz, Chuck
Gordon, Geo. (Gallagan)
Gordon, Robt. T.
Granneman, Herbert
Herman, Sam
Green, Nickolas
Guiliano, Chas.
Hafford, A. M.
Hall, Heinie
Hall, Mrs. Alidene
Hall, Ed
Halstead, Roy E.
Haney, Geo.
Harding, Al
Hart, Louie
Haverstick, Girard
Hazenwood, Mrs.
Henderson, Grabbo
Hendrick, Red
Henley, Arvil F.
Herman, Al H.
Hill, J. E.
Hively, Paul
Hitchcock, G.
Hoeve, Homer E.
Holman, Johnny
Hoffman, Shirley
Hose, Mrs. Reland
Hooback, W. R.
Holder, Steve
Holman, Maxine
Hopton, Mr. Goidie
Hope, Mrs. Jack
Horton, James
Hubbard, Paul
Huguenin, Bobbie
Huggens, Robt. Aaron
Hughes, Jack
Humphrey, Mrs.
Hunt, Gladys (Blondie)
Hunt, Al White (Walter)
Hunt, Michael
Hunter, Miss Billie
Huntley, LeRoy H.
Hurd, Tom
Jackson, Jerry
Jessop, Harold J.
Johnson, Butler
Johnson, Dallas
Johnson, Myrna
Johnston, Cecile
Johnston, Eva
Jolley, Samuel
Jones, Mrs. Frances
Jones, Johnny (Doc)
Jones, Johnny P.
Jones, Roy B.
Jones, Zenith
Joseph, Mrs. Geo.
Buddy | Naldrett, Stanley
Nations Greatest Shows
Neill, Leonard
Kenneth
Nichols, Mrs. Herb
Novack, Gabe
Novak, Malnew
O'Brien, P. J.
O'Day, Pat & Kaasha
Olive, Donald A.
Olsen, Osmond
Overstreet, Robert L.
Osborn, Martin
Luther | Owens, Jack
Owens, Ulyses G.
Padgett, John E.
Page, Gene
Paluga, Frank & Mrs.
Parker, Mrs. Thelma
Parson, G. R.
Pasulla, Helen
Paul, Robert
Payne, Broas', Circus
Pearman, Mike
Pedro, John
Peppers, Danny
Pepper, Pinky
Perry, Mrs. Margaret
Peters, Frank E.
Peyett, Clifford
Phillips, Ernest H.
Pond, James N.
Pinell, Sebastian
Platt, John Benjamin
Polanyi, Eddy
Polka, John
Porter, Mrs. Marsha
Pouch, Dick & Mrs.
Prevo, Frank
Prokop, Edwin
Prusick, Chester
Punch, Dick
Purinton, Eddie
Pyle, Thomas W.
Quintero, Little
George
Ralston, Vaughn
Raner, George
Raven, Gloria
Ray, L. W.
Ray, L. W. (Magician)
Raynell, Nellie
Reed, James Emmit
Reed, James K.
Remley, Mrs. Marie
Remley, Silas
Remay, Judy
Ree, W. H.
Rielly, Charlie
Roberts, Scotty
Robinson, Lawrence
Rodriguez, Alleen N.
Romanauskis, Alphonse
Ross, Frank
Rossium, J. H. Van
Rowell, Jimmie
Royal, Spinner
Ruscitto, Mrs.
Carmella
Ruscitto, Miss C.
Russell, Robert C.
Ruston, Arthur
Ryan, Harry
Rymer, James D.
Sager, Mrs. Gladys (Text)
Sandler, Mrs. Luther
Schilly, Patrick Thos.
Schmitt, Dutch & Mrs.
Schroeder, Mrs. Ed
Schroeder, Curtis
Schweitzer, Frank G.
Seldman, Charles E. | Serafin, Frank J.
Sharrow, Jerry
Shonaker, W. H.
Short, J. E.
Sickles, Bob
Sickles, Willard
Siegist, Charles & H.
Siegist, Rosalie & Billy
Simpson, Frank
Sisco, H. R. (Text
Picture Show)
Skidmore Jr., Fred
Odell | Smart, Frank
Smith, Dick Dot
Snowbar, John & Mrs.
Sodders, Orvin & Mrs.
Soneis, Diamond Jim
Spillman, Dick
Spitzer, H. Charles
Sprinkle Jr., Charles
Sprouse, Elmer
Stacey, Tom William
Stanley, Joe Carl
Stanley, Leo G.
Stanley, Ralph & Lou
Starbuck, H. G.
Steel, Eddie
Stevens, R. A. (Little
Bob)
Stevenson, Jack
Stevenson, Louie
Stidham, Geo.
Stockdale, A. E.
Strigel, Red
Sullivan, Bill
Sullivan, Joseph
Sutherland, John
George
Swank, Harold Dean
Talbott, Stanley
Taylor, Robert Edward
Taylor, Tiny Bill
Tenki, John Charles
Thomas, James (Text)
Thomas, Robert L.
Thornton, Richard T.
Tives, Macaronie Slim
(Grandstand Worker)
Twyer, Frank & Mrs.
Twyer, Lottary
Utah Exposition Show
Villmarie, Joseph R.
& Mary C.
Villmarie, Mrs. Mary
Walte, Kenneth
Walsh, Earl & J.
Walsh, Mrs. Joe
Fibelle
Watson, Paul
Wavcaster, Paul
Weber, John H.
Weinstock, Gloria
Westlake, Rose
Westmoreland, Melvin
D.
Weston, David Paul
Wheat, Alfred E.
Wheat, Jimmie
Wicks, Alfred
Wikie, Paul Vernon
Williams, Albert
Williams, Billy, or
Kenneth Dormeyer
Williams, E. & J.
Williams, Gene
Williams, William
Fredrick
Wilson, Gill
Wilson, Tex
Woleott, Bill
Wolf, Herman Slim
Woods, Rose Lee
Wren, Charles P.
Wright, Jack
Zeppe, Enrico |
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\$2.75
doz.
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MASSIVE 1 CARAT CENTER SIM. DIAMOND
Fiery 38 facets—14 kt. gold finish—a
sensational ring buy.



#169
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EVER-POPULAR 1 CARAT CENTER STONE
PLUS 2 square cut side sim. DIAMONDS.
May be had with white or red side
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gold finish.



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\$3.50
doz.
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ring with imit. ruby or onyx top.
\$3.75 doz. with chip center and side
stones. \$42 gross.

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\$7.50 doz. **\$84.00** gr.

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Miniature pocket lighter. Ideal for men or women. Small enough to be worn on key chain or charm bracelet. Covered in assorted colors, genuine leather or in all chrome finish.

LOWEST PRICES EVER

All rings shown below are some of our long-standing BEST SELLERS. All these rings will sell FAST and bring you HANDSOME PROFITS. Stock up RIGHT NOW with a good supply of these rings.

\$1.25 dozen **\$12.00** gross
Min. not less than 1 doz. of any ring number.



Outstanding GOOD LUCK HORSE RING
A really beautiful ring with a lot of FLASH! Plenty of EYE-APPEAL with 2 imit. stone eyes.



SNAKE RING—This ring with 3 imit. stone eyes has always gone over very big. Perfect for giveaway.



LADIES' RING—A gorgeous solitaire that any woman would be glad to have. 10 kt. gold or rhodium plated.



SKULL & BONES—Always popular and excellent for giveaway. With 2 imit. stone eyes.



BIRTHSTONE RING—A real flashy birthstone in beautifully designed ring. Comes in all birthstone colors. Always BIG.

Minimum order \$10. DISTRIBUTORS: 10% discount on all orders of 10 gross or more! 25% deposit required with all orders, balance C.O.D. All rings for resale, otherwise add 20% fed. excise tax. \$20 Minimum on all orders from Canada and other foreign countries. Over 1,000 other styles of rings—SEND FOR CATALOG. Velvet-lined, open-face trays, holds 12 rings, 50¢ each. Closed lid trays, holds 12 rings, \$1 each. Ring boxes from 40¢ doz. up.

STERLING JEWELERS

PHONE: ADAMS 4621 44 E. LONG STREET, COLUMBUS, OHIO

MAIL ON HAND AT NEW YORK OFFICE

1564 Broadway
New York 19, N. Y.

- | | |
|---|--|
| Attila, Louis
Baron, Sol
BeeEes Bear Act
Boardman, Lillian
Bull, William
Carlson, F.
Compton, Hal
Di Phillo, Charlie
Dorsey, O. W.
Egan, Adrienne
Graves, Ward C.
Gross, Benj.
Haier, Ester | Kane, Paul
Lathabee, Ruby
Levin, Seymour
McDermott, W. H.
Mavel, David
Pruitt, Mary
Walter, C. E.
Waterman, Martin C.
Williams, Will L.
Wright, Floyd
Zero, Thomas |
|---|--|

MAIL ON HAND AT CHICAGO OFFICE

188 W Randolph St
Chicago 1, Ill.

- | | |
|--|---|
| Barnes, Whitey
Burt, Murray
Chai
Delegarin, Boba
Green, Jerry
Garr, Thomas
Hairstead, Virginia
Hinda, George
Jacobs, Terrell
Kennedy, Charles B.
Kleiner, Carl
Klippel, John J.
Knapp, Jimmy
La Poir, Helen | Lee, Toni
Mack, Cuban
Mallwin, James
Matthews, Henry
Mitchell, De O.
Muller, Albert
Newcomer, Eddie
Nolan, Andrew
Proper, Betty
Reese, Carol Ann
Snyder, Frank
Strauss, Helmut
Summay |
|--|---|

MAIL ON HAND AT ST. LOUIS OFFICE

390 Arcade Bldg.
St. Louis 1, Mo.

- | | |
|---|---|
| Adams, Steve
Albert, E. J.
Aldorf, James
Alexander, Frank
Anderson, Leslie B.
Allan, Lee
Baer, John (Dutch)
Beather, Mary
Bateman, Charles F.
Baysinger, A. S.
Baysinger, James
Beckner, Mrs. Vergie
Bell, A.
Bock, Edward J.
Burnell
Cambell, Lee Roy C.
Carey, Jr., Thos. P.
Carli, Robert Earl
Chidester, William J.
Chilcott, Ed
Cole, David B.
Connors, John W.
Cooper, Floyd E.
Cowboy Mac and His
Texas Rangers
Creighton, Mrs. Mamie | Galiano, Raymond
Gawie, Kathleen
Grindstaff, Leonard
C. C.
Grubb, Marion E.
Gruel, Jack
Gulliford, Loyd
Ernest
Hagan, James V.
Halstead, Mrs. Virginia G.
Harris, Owne Alfes
Hardy, Mrs. Betty
Harvey, Henry
Herrington, Lawrence
Hightower, H. D.
Hill, Frank
Hoffman, Louis
Holston, J. F.
Horne, Raymond
Huddleston, Miss
Huff, Floyd & Mildred
Humphrey, C. H.
Hyland, Mrs. R. C.
Hyman, Harry H.
Kernes, Jim
Keller, Charles
Koellig, Alice
Elizabeth
LaMont, Bob
Leahy, James
Levin, Fred
Little Wolf, Earlene
Lynn, John J.
McCormack, Dan
McKee, John W.
Madison Brothers
Menzel, Adolph Paul
Mills, Ida
Mitchell, George
Moore, Mrs. A. C.
Moreno, Tito M. |
|---|---|

NEVER BEFORE SCATTER PIN SETS

\$3.25 dozen
In cotton filled boxes; 48 styles; 2 pins to a box.

\$4.00 doz. sets in silk lined boxes

DIRECT FROM MANUFACTURER
3 piece heart sets \$6.00 doz. sets
3 piece cross sets \$6.00 doz. sets
Pin & Earring sets \$4.00 doz. sets

Send for Samples
25% deposit, balance C.O.D.
NY DIAMOND EXCHANGE
3 Bleecker St. N. Y. 12, N. Y.

BURKE'S BARGAINS BEYOND BELIEF

Sensational Closeout! Exclusively Ours!

Exclusively to the Trade!
Beautiful, large ALADDIN Table Lighter. Gorgeous, Floral Design. Fluted Base. Silver Plated. At the unbelievable low price of 35¢ each. Minimum order 1 dozen.

Ask for FREE Catalogue of Tremendous Bargains
10 W. 27th St. New York City

- | | | | | | |
|---|--|---|---|--|---|
| Morris, Mrs. Pete
Morrison, Jimmy (Kokomo) | Morgan, T. Lance
Morris, Dorothy
Murphy, E. J.
Needles, Arthur J.
Nielsen, Vance
Nolte, Irvin E.
Nortensen, Arthur
Norwood, Wm. H.
O'Dell, Jimmy
Owens, Mrs. E.
Phillips, J. W. E.
Pierce, Robert E.
Pierce, Wendell R.
Poole, Jim
Presley, Mrs. Gerrie
Puerner, Mr. & Mrs. Joe | Slatcup, R. J.
Smith, William Frince | Springer, O. L.
Sproull, Albert J. & L. C. | Stacy, W. A.
Stanko, Mack
Stanley, Annie
Stevens, Grant
Stevens, Wando
Stewart, Carla
Tate, Lester & Essie
Tavener, Forrest
Timmerman, Timothy
Tomblin, L. L.
Van Wyck, Anthony
James | Waters, Tim
Walters, Charles
Warmouth, Alfred
Reed, Ivan
Warren, Robert
Waters, Mrs. J. A.
Webster, Frank
Wells, Glenn
Wells, Mr. & Mrs. Lem
Wetherbee, Mrs.
White, R. I.
Whitson, L. W.
Williams, Lea
Williams, W.
Wilson, Mrs. A.
Zimmer, Florence |
|---|--|---|---|--|---|

Rodeo—State Fair—Resort

JOBBERS & DISTRIBUTORS ONLY

Souvenir "T" Shirts

● 4-color imprinting; no charge for designs or plates.
● Your choice of several thousand imprint designs.
● Featuring styles for juveniles, boys, and men.

WRITE FOR QUANTITY PRICE LIST

ALAMO SALES CO.

220 FIFTH AVENUE
NEW YORK, N. Y.

2 TERRIFIC HITS!

The Cigarette SHOCK PACK



THE CIGARETTE SHOCK PACK!
CHECK THESE SELLING FEATURES:
1. Fits in pocket or purse.
2. Made of unbreakable plastic.
3. Replaceable battery.
4. Packed in individual boxes—incorporated into an attractive selling display.

Price: \$18.00 Doz.

FAKIR SWORD TRICK



Mystifying and Baffling! Saw the Fakir through his body and to your amazement the body is still undivided. The secret is mystifying, yet anyone can do it.

PRICE: \$6.00 Doz.

JOBBERS, WRITE FOR PRICES

FRANCO-AMERICAN NOVELTY CO.
1209 BROADWAY
NEW YORK, N. Y.

IDEAL PRIZE FOR BINGO GAMES, Etc.

Pearl Snap Fasteners, washable Men's Sport Shirts in attractive colors and boxes—sizes S. M. L.—price \$30.00 per dozen. Also regular Button Sport Shirts in attractive plaids and gabardines—attractively boxed—price \$30.00 per dozen.

MORRIS MFG. CO.
5th & Walnut Sts. Shamokin, Penna.

SEND FOR FREE 1953 CATALOG

Lowest possible prices on Gruen, Benrus and Dumont Watches. Also Diamond Rings.

YORMARK SALES CO.

131 West 46th Street
New York 36, N. Y.

GIVE TO DAMON RUNYON CANCER FUND

BIG FETE PLANNED

T&L Opens New Cincy Qtrs. June 7

CINCINNATI, May 23.—Arrangements were being made this week for the Sunday, June 7, grand opening of new headquarters which are being completed at 1663 Central Parkway here for T & L Distributing Company, coin machine outlet. Len Goldstein and Syd Block, company founders, are inviting all operators and members of the coin machine industry to the affair, to be highlighted by gifts, prize awards and refreshments.

Occupancy of the new quarters by T & L will mark the fourth time since the firm's 1936 founding that it has been necessary to move because of company growth. Originally it was located at 1505 Elm Street, but business expansion soon made necessary a move to 1420 Central Parkway, the local coin row. Later, these quarters, too, were outgrown and the company constructed its present home at 1321 Central Parkway. Continued business growth is the reason given for T & L's new building, four blocks north of the firm's present site.

Goldstein and Block say that

the firm's new home is one of the outstanding buildings of its kind in the coin machine industry, having 9,400 square feet of floor space. The entire first floor is utilized for brilliantly lighted, chrome trimmed, showrooms, having tile flooring. Other features of the building are an elevator and improved loading and shipping facilities designed to improve company service to operators.

Shortly after organization of the firm, the partners were joined by Goldstein's brothers, Ted and Paul, who remain with the firm. Goldstein has been the active manager of the business throughout its existence with the exception of the years 1942 to 1946, when Block piloted the firm while his partner was a member of the Air Force. Ted and Paul Goldstein also saw service during World War II.

Another well-known member of the T & L staff is Morry Goret, who is in charge of the phonograph sales division. The firm is Wurlitzer phonograph distributor in Southern Ohio and Northern Kentucky.

Westchester Ops Hold Third Annual Dinner

ELMSFORD, N.Y., May 23.—A capacity house of nearly 400 members of the Westchester Operators' Guild, their guests, members of record firms, distributors and representatives from other operator associations gathered at Bill Reiber's Farm here Tuesday night (19) for WOG's third annual banquet.

Highlight of the affair was the presentation of a gold wrist watch to President Carl Pavasi and a bouquet of American Beauty roses to Mrs. Pavasi. Max Klein made the presentation.

The entertainment program was topped by the singing of Dorothy Collins, Audivox Records.

Other performers included Sonny Curtis, Coral; Bob Manning, Capitol; the Four Aces; Dick Todd, Decca; Dick Lee, Essex; Bernice Parks, Mercury; Mort Lindsay, Jubilee; Vince Massey, and Tommy Mara, Jubilee.

Artists who attended included Raymond Scott and Ralph Marterie. Mindy Carson and Johnnie Ray wired the WOG that they had planned to attend, but that their schedule had forced them to cancel their plans.

Defer License Action

FRANKLIN, N. H., May 23.—The city council deferred action on an ordinance licensing pinballs until its June meeting because the chairman of the ordinance committee was not present.

Coinmen in 3 States Propose Trade Czar

By ALLEN M. WIDEM

HARTFORD, May 23. — Key Connecticut, Massachusetts and New York coin machine operators have been thinking of the possibilities of advocating appointment of a national trade czar, similar to the post held by Eric A. Johnston as head of the motion picture industry.

"We need some national coordination and top level policy thinking," is the way one top-ranking Connecticut coinman put it. "I don't mean by this elimination of the national or the regional coin machine organizations, but rather a national figure to represent this great, thriving industry to government, finance and business."

"Johnston—as was the late Kenesaw Landis in the baseball field—is respected nationally, and his industry, also an enter-

tainment medium, is considered one of the finest because of his powerful public relations approach to government," said another coin operator.

"There is much to be gained—and nothing to be lost—in appointment of a national czar," still another operator pointed out. "I'm not the one to recommend any one man for the job, but I feel that we should consider ourselves a big business field and not just a Johnny-Come-Lately in a fly-by-night field."

"The Music Operators of America and the State groups are fine units," was the opinion of a Northeastern operator, "but we're seriously handicapped by lack of a national spokesman to address public relations meetings, government functions, and take the coin machine field out of the petty cash bracket into the bigtime."

ANGER COSTS HIM PLENTY

NORTH WILKESBORO, N. C., May 23.—A local citizen got his dander up after losing a penny on a weighing scale and his final bill for his attitude will run him about \$500.

After getting on the scale and finding it didn't work, the disgruntled patron threw the scale thru a department store window. Later, after cooling off in the jail for awhile, he proceeded to wreck all the plumbing in his cell. The repairs for the store and the plumbing was estimated at \$500.

Donan Distrib Plans 3-Day Bally School

CHICAGO, May 23.—A service school on Bally products will be held at the headquarters of the Donan Distributing Company, 5007 N. Kedzie Avenue, June 16-18. It will be the first such school in the Chicago area since 1949.

Donan general manager, Don Moloney, said that a three-day session was planned in order to accommodate the anticipated heavy attendance of operators and servicemen.

"We have had many requests," Moloney said, for a Bally school in this territory. We have asked operators and servicemen to let us know in advance the particular day or days they will attend. I want to emphasize every one is welcome to attend all three days, tho each session will cover much of the same ground. Operators and servicemen attending just one day of the school will get a complete brushing up course on current and recent Bally products and if they wish to attend a second or third day they will be more than welcome."

Sessions, Program

The sessions will begin at 10 a.m. and run until 4 p.m. A buffet luncheon will be served at noon. The school will be based on this six point program:

1. How to get maximum benefits from wiring diagrams, relay charts and other printed instructions.
2. Tracing circuits the easy way.
3. How to simplify service calls.
4. Preventative maintenance.
5. How to keep games at maximum operating efficiency.
6. Insuring maximum play appeal and earning power.

Perkins Kin Dies In Los Angeles

LOS ANGELES, May 23.—Funeral services were held Friday (22) for Leo Perkins, who passed away Tuesday (19) following a cerebral hemorrhage. A retired broker, he was the father of Herb Perkins, owner of Purveyor Distributing Company, Chicago.

Other survivors include his widow, Catherine; two sons, Ray and Joe, and two daughters, Marie and Betty. Interment was in Holy Cross Cemetery, Los Angeles.

New Ky. Coin Firm

HOPKINSVILLE, Ky., May 23.—Pete Wood Music Company, this city, has been incorporated with authorized capital stock of \$50,000 to engage in the coin-operated amusement machine business. The incorporators were Pete Wood, Norman Proctor and Ruther Proctor, all of Hopkinsville.

Charter L. A. Firm

SACRAMENTO, May 30. — J. & L. Amusement Company, Inc., has been granted a State charter to operate coin-operated machines in Los Angeles County. Authorized capital is 2,000 shares, no par. Incorporation papers were filed by John C. Goff, Los Angeles. Directors are Leemon O. Jones, Inglewood; Lowell M. Ayers, and Goff.

BREATH CONTROL

Lion Designs Unit To Aid Handicapped

PARK RIDGE, Ill., May 23.—Pointing up the progress and higher standard of living resulting from equipment developed by manufacturers of coin-operated amusement devices was a breath controlled television device unveiled here this week by Lion Manufacturing Company. Lion is the parent corporation of Bally Manufacturing Company. Ray Moloney is president of both.

The unit was designed to make the turning on and off of TV sets and channel selection by amputees, paralytic and other physically handicapped persons as simple as breathing. It came into being when Moloney and Paul H. Eckstein, general manager of Lion's TV division, learned of the plight of Mrs. Mary Kitsmiller, suburban Park Ridge polio victim. An inveterate television fan, Mrs. Kitsmiller has been confined to an iron lung since 1951.

Moloney Sparks Idea

Moloney, a successful manufacturer of amusement units and electronic devices for the past 20 years and with an equally long record for helping the underprivileged, learned of the courage of Mrs. Kitsmiller when he donated a Lion sent to her earlier this year. He instructed the Lion

engineering department to work on a unit which would permit her to have control over the set similar to a normally healthy person. He reasoned that such a unit could also aid the untold number of physically handicapped hospitalized or bed ridden at home.

"It took countless rough drawings and design changes as well as numerous variations of experimental parts before the breath control unit was completed," Moloney explained, "but it was worth the effort." He added that the work was done largely by Wilbur Hamble, Lion TV engineer, Charles Troeller, mechanical engineer, and Eckstein.

The breath control unit is rectangular in shape and measures approximately 2 by 4 inches. It has two mouthpieces similar to the telephone type. Breathing into one turns the set on or off. The same operation on the other changes the channel.

When presented to Mrs. Kitsmiller this week, the breath control unit proved so unique it not only resulted in picture and feature stories in all the local daily papers but also appeared on the newsreel program of Station WGN-TV.

Ore. Ops Study New Curfew Proposals

PORTLAND, Ore., May 23.—Game and music operators viewed with concern a proposal by the Oregon Liquor Control Commission this week that would deprive games and phonographs of six hours of play each week. The proposal would require places serving beer and mixed drinks open at 1 p.m. Sundays instead of 7 a.m. as at present.

The issue arose with the advent of the sale of liquor by the drink and is based on some two weeks of experience under the new law. Many taverns, formerly serving only beer, have gone into the liquor business. The Sunday opening hour never became an issue during all the years of beer operation.

Operators are puzzled over the commission's explanation that pressure for the new opening hour comes from tavern and club interests alike.

As the operators see it, such a change would benefit the clubs

and not the taverns. The OLCC, however, has promised to conduct further discussion of the problem before passing a new regulation.

Genco Delivers Silver Chest Upright Game

CHICAGO, May 23. — Genco Manufacturing & Sales Company has started deliveries on Silver Chest, a new type amusement game featuring in-line and sequence scoring. Owners Sam Lewis and Avron Gensburg announced.

Silver Chest is housed in an upright cabinet and requires but 24 by 17 inches of floor space. It is 64 inches high and weighs 190 pounds. Among the new play appeal ideas introduced on the Genco game are: Center lane bonus build-up feature, which scores extra when the letters A, B or C are illuminated; the shooting of six balls one at a time and provisions for the use of six additional balls with the depositing of extra coins, and scrambled number lanes which test the player's skill and increases the importance of flipper control in building sequences.

The player can score up to 20 replays by lighting up three to six numbers in sequence. It is possible to tally up 400 replays in the course of a perfectly played game.

Lewis and Gensburg pointed out that Silver Chest's exceptionally light weight for a major amusement game, makes it a good export item.

Slug Problem Grows in Pitts Plant Stops

PITTSBURGH, May 23.—Slugs are becoming an increasing problem and reducing the receipts on games in industrial areas here, according to James Thompson, head of Thompson Music Company, one of those victimized.

Thompson reported the finding of many brass washers in his units. Thompson told managers of the industrial plant stops of the situation, but they explained that the washers could be purchased in any neighborhood hardware store. Thus the problem remains unsolved.

Calendar for Coinmen

- May 25—Central States Music Guild, Inc., monthly meeting, 805 Main Street, Peoria, Ill.
- May 26—Western Vending Machine Operators' Association, regular monthly meeting, Unique Restaurant, Los Angeles.
- June 4—Illinois Amusement Operators' Association, monthly meeting, 208 N. Madison Street, Rockford.
- June 4—Music Operators' Guild of Michigan, Inc., general meeting, Hotel Detroit, Detroit.
- June 11—Music Operators of Northern Illinois, monthly meeting. Place to be announced.
- June 15—Westchester Operators' Guild, monthly meeting, American Legion Hall, White Plains, N. Y.
- June 16-18—National Confectioners' Association, annual convention and exhibit, Waldorf-Astoria Hotel, New York.

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:

RCA SETS SHOW TUNES. With the latest Rodgers and Hammerstein musical due to bow on Broadway Thursday (28), RCA Victor has set plans to press and promote two single disks of the show's tunes (Music department).

EP 45 COMPETITION ON. Extended play 45 r.p.m. records have been flooding the market, and the fight for dealer exposure on individual items is fast and furious (Music department).

2 LABELS TO GET LA SCALA DISKS. Official La Scala opera recordings will be available on at least two labels next winter (Music department).

RCA NAMES CARLTON. Joe Carlton this week was appointed director of popular artists and repertoire for RCA Victor Records (Music department).

And many other informative news stories as well as the Honor Roll of Hits and pop charts.

Operators Tie-in Locally on 65th Birthday Campaign

Radio Stations, Newspapers, DJ's Display Promotion Utilized by Ops

CHICAGO, May 23.—Here is an additional listing of public relations efforts on the part of operators, distributors and manufacturers in connection with the 65th anniversary of the juke box. Last week The Billboard carried a similar listing, but because of local situations, many commitments were withheld until this week.

Press

NEWSPAPERMEN Red O'Donnell, of The Nashville Tennessean, and Eddie Jones, of The Nashville Banner, writing feature stories on the history of the Juke Box Industry. Jack Tureman and Dee Kilpatrick were sparking the local campaign.

Radio Release

GUSTAVE KUNZ, Automatic

Music Company, Inc., of Newport R. I., made arrangements to have Jack Stewart, news commentator on Station WRJM, read a release on the 65th Anniversary.

Rolin Rolls Along

HAROLD MORRIS, of Rolin Music, Brooklyn, placed special 65th Anniversary signs on all his juke boxes during National Juke Box Week.

Fertile Promotion

DUANE KNUTSON, of the Automatic Sales Company, Fertile, Minn., got on the band wagon by arranging a radio plug for the week of May 24, with Gary Fox, KROX, in Crookston. The Fertile Journal prepared to publish a

(Continued on page 82)

Sandler Wurlitzer Minneapolis Distrib

NORTH TONAWANDA, N. Y., May 23.—Bob Bear, phonograph department sales manager, The Rudolph Wurlitzer Company, announced the appointment of the Sandler Distributing Company to expand its present territory to include Minneapolis for the sale and servicing of Wurlitzer phonographs and equipment. Sandler



IRVING R. SANDLER

Distributing presently represents Wurlitzer in Des Moines.

In Minneapolis, Sandler will be located at 405 Plymouth Avenue, North, which formerly housed the Roxy Theater. Extensive alterations to the building are underway, according to Irving R. Sandler, president of the Sandler Distributing Company. An announcement of the opening is expected shortly. Harold Harter, at one time with the Wurlitzer factory and well known among operators in the Minneapolis territory, will be service manager.

Operators will continue to place their orders for parts at the Des Moines office until the newly acquired building is completely

renovated. The Des Moines office is at 110 Eleventh Street.

The Wurlitzer Minneapolis territory includes 87 counties in Minnesota, 4 in Montana, 53 in North Dakota, 64 in South Dakota, and 23 in Wisconsin. Two counties in Wisconsin, namely Ashland and Iron, and Gogebic county in Michigan, have been assigned to United, Inc., of Milwaukee.

Juke Box Industry Begins 65th Birthday Celebration

Continued from page 1

Hirsh Coin Machine Company, participating.

In California, music operators, school and civic leaders combined to sponsor a California Hit Tune

PRESS RELEASE GOES TO 3,300 UP SUBSCRIBERS

CHICAGO, May 23.—The United Press released a feature story by staff correspondent William McMackin, detailing the history of the Juke Box Industry.

The release was issued to 1,300 newspapers and 2,000 radio stations which subscribe to the United Press service.

The story pointed up highlights in the growth of the juke box as well as a few songs that were popular back around 1885. Included was a list of the numbers which became all-time favorites because of the play they received on juke boxes.

'CALIFORNIA HIT PARTY ALL SET,' SAYS MILLER

Event Set for Fresno June 3; All Industry Members Co-Operate

OAKLAND, Calif., May 23.—"The celebration of the 65th Anniversary of the Juke Box Industry is well underway in California," George A. Miller, president and business manager of the California Music Guild, said.

"Disk jockeys are co-operating 100 per cent," he continued. "Newspapers are giving their support to the program, and city fathers have accepted the 65th Anniversary as real civic event."

Miller conducted interviews over radio stations KRE, KARM, KMJ, KYNO, KGST, and was also to appear on KLX, KROW, KRA, and others within the next few days.

The California operators are meeting with groups of disk jockeys all over the State, and their support, according to Miller, has been overwhelming. Miller said that from all appearances, the 65th Anniversary of the Juke Box Industry in California would exceed any similar type of public relations held in the State.

The Hit Tune Party which is being held in Fresno, Calif., at

the Memorial Auditorium, June 3, is assured of success thru the co-operation of the city fathers, school departments, Parent-Teachers Associations, Recreation Department, and others, it was pointed out. Wes Elster, Noah Monte, and Orville Morgan, of Fresno, are committee members handling most of the promotion for the Hit Tune Party. Recording companies, record distributors, and manufacturers of phonographs are all taking part in the first Hit Tune Party held in California. The record companies are presenting top stars and other segments of the industry are presenting door prizes for the teen-agers, who have assured an attendance of over 4,000.

Miller anticipates this 65th Anniversary as the beginning of a new public relations program on a yearly basis. The Hit Tune Party will become part of the juke box anniversary each year in California.

Labels, which are being issued by the phonograph manufacturers to remind the general public of the 65th Anniversary of the Juke

Box Industry, are appearing on juke boxes in all parts of the State.

Miller announced: "I feel certain the entire campaign in California will be a great success. We're all for this type of thing. I want to pay tribute to The Billboard for presenting the finest public relations program that has ever been presented to the Automatic Phonograph Industry."

Nashville Team Set Industry Promotion Plan

NASHVILLE, May 23.—Dee Kilpatrick, Mercury's local a.&r. man, and Jack Tureman, secretary-treasurer of Hermitage Music, have teamed up to promote the celebration of the 65th Anniversary of the Music Machine Industry in the Nashville area. Hermitage Music, local AMI distributor, announced Kilpatrick and Tureman had lined up two TV shows and six deejay shows.

The TV show, "Music City, U. S. A.," will air an "All Anniversary" show over WSM-TV, May 31. The program will feature old and new juke boxes of AMI, Rock-Ola, Wurlitzer, and Seeburg. The machines are being made available thru Hermitage

(Continued on page 82)

NY Servicemen Join the AFL

NEW YORK, May 23.—Local 786, Automatic Music Servicemen's Union, last week voted to join the American Federation of Labor. The union will be known as the Automatic Coin and Vending Machine Employees' Union, Retail Clerks International Association, AFL, Local 1690.

Officers for the union will remain the same—Frank Calland, president; Barney Schlang, vice-president; Drew Calland, recording financial secretary, and Harold Henry, treasurer.

The union membership is composed of juke box servicemen in the New York area.

Reason for Move

President Calland said the move was prompted because "the organization can operate more effectively, as an affiliate of a

(Continued on page 82)

AT.-PA., DISPLAY FOR JUKE WEEK STOPS TRAFFIC

PHILADELPHIA, MAY 23.—Oscar Parkoff, head of Atlantic-Pennsylvania, local Seeburg distributor, believes in going all out in promoting the 65th anniversary of the Music Machine Industry. This week thousands of passersby at Parkoff's showrooms on North Broad Street in the heart of downtown Philadelphia stopped to peer at the display in Parkoff's window. Here's what they saw: A new Seeburg model 100-C with a neon sign above reading "65th Anniversary of the Music Machine Industry," flanked by two 4-foot by 6-foot signs, one containing pictures of 200 recording stars and the other carrying a history of the juke box industry. Hundreds of 45 rpm disks from all the leading record companies and two home phonograph units. The display cost Parkoff \$500 to erect. At night, the 5-foot by 15-foot window is illuminated, as is the juke box.

MAYOR WAXES TRIBUTE

Miami's Promotion Gets Full Treatment

MIAMI, May 23.—Preparations rolled into high gear this week for the local celebration of the 65th Anniversary of the Juke Box Industry, beginning May 24. Radio stations in Miami, Miami Beach and Coral Gables have pledged their co-operation in publicizing the event, and the newspapers are expected to lend their support.

The promotional program is being arranged by Willie Blatt, president of the Amusement Machine Operators' Association; Al Denny, the correspondent of The Billboard and Harry Burge, disk jockey and staff announcer at radio station WQAM.

The AMOA is supplying the radio stations with the top five records of the week, as selected by The Billboard in its issue of May 23. The stations desiring the top five in rhythm and blues or hillbilly tunes will get these in place of the top popular hits. The disks will be played by the deejays Friday, May 29, with appropriate mention of the indus-

try's anniversary. In addition, many of the stations have agreed to broadcast a special transcription made by Miami Mayor Chelsie Senerchia congratulating the music machine industry and praising the AMOA for its civic endeavors.

Blatt is scheduled to make a tape-recorded interview with Burge recounting the development of the juke box and its steady growth as a popular medium of entertainment. This will be broadcast by Burge on his Juke Box Serenade program over WQAM sometime during Anniversary Week.

Another feature of the week will be the presentation of 25 all-time hit records to the Veterans Administration Hospital, Coral Gables, in the name of the AMOA. Presentation will be made by Denny and will be accepted by William C. Baldwin, special services officer at the hospital.

Press releases were sent to the

(Continued on page 82)

Party in Memorial Auditorium, Fresno, June 3. Wes Elster, Noah Monte and Orville Morgan, Fresno operators, are the industry committee members. They were working with George A. Miller, president and business manager of the California Music Guild and of Music Operators of America.

Elsewhere in the Music Machine section is a list of additional radio and TV programs which will observe the anniversary. This listing supplements the more than 250 radio and TV shows listed in the May 23 Anniversary Issue of The Billboard.

In all of the States, music

operators contacted their local newspapers with promotional material furnished by The Billboard. By week-end, numerous local newspaper stories were published and many more were scheduled for the coming week.

(Editor's note: See separate stories in Music Machine section detailing late developments in the Anniversary celebration.)

More AMI Labels Asked by Ops

GRAND RAPIDS, Mich., May 23.—William E. FitzGerald, advertising and sales promotion manager of AMI, Inc., announced requests for additional 65th Anniversary labels, to be placed on juke boxes during the anniversary week, were still coming in.

FitzGerald said: "The original printing order was for 96,000 labels. That supply is completely exhausted, and another printing order has been issued."

The labels were sent to all AMI distributors and secretaries of operator associations.

Mercury Anniversary Package Successful

CHICAGO, May 23.—Kenny Myers, promotional director of Mercury Records, announced the 6th Anniversary package featuring 25 all-time favorites designed for juke box operators, had been highly successful.

The deal offers five current popular releases free with each sealed package of 25 favorites.

65th Anniversary Plugs Listed by Disk Jockeys

CHICAGO, May 23.—The Billboard last week carried a listing of radio stations and disk jockey programs set to promote the 65th Anniversary of the Juke Box Industry. The listing carried almost 170 stations, covering a total of 123 cities in 39 States and Canada. Included were over 250 individual programs.

Here is an additional list of stations participating.

"Wax Museum," May 28, 8-8:30 p.m. "The Town Crier," Ben L. Slack Jr., May 25, 15 minutes.

CALIFORNIA
SAN FRANCISCO — KKKX, George Schaefer, "Melody Merry-Go-Round," May 16, 3-3:55 p.m.

CRESCENT CITY—KCRE, P. A. Burke, "Western Rhythm Roundup," all week, one hour. "Crescent Carnival," all week, one-half hour. "Discussions,"

2-3 p.m. on Tuesday and 7-8 p.m. on Thursday. This program is sponsored by ABC Music Service (juke box operators).

LOS ANGELES—No station given. "Hawthorn" will program one record from the Million Seller list till exhausted.

FLORIDA
TAMPA—WEBK, Bob Chambers, "Musical Capers," May 25, 8:30-9:30 a.m. WDAE, Chaz Royce, "Today's Top Five," all week, 4-5:45 p.m. Several special programs will be aired in addition.

INDIANA
FORT WAYNE—WGL, Ann Colone, "Ann Colone Show," all week.

IOWA
SIOUX CITY—KTV Thomas Borden, "Visiting Time," May 25, 3:05-3:30 p.m.

MINNESOTA
CROOKSTON—KROX, Gary Fox, "Gary Fox Show," all week.

MISSISSIPPI
CENTREVILLE—WGLC, Paul Simpkins, "The Song Shop," May 22, "Hillbilly Matinee," May 22, "The Grab Bag," May 23, one hour.

NEW YORK
ROME—WKAL, Lou Barile, "Hall of Records," all week, 3 hours.

NEW YORK CITY—WOR, Bill Taylor, a special program.

SYRACUSE — WOLF, Charles Shaw, "Sunrise Serenade," May 25, 7:05 to 8:45 a.m.

OHIO
SANDUSKY—WLEC, Bob Hinne, "Big Top Ten," all week.

LIMA—WIMA, Easter Straker, "Jukebox Jamboree," May 16, 45 minutes. Also special features on regular deejay shows.

PENNSYLVANIA
JOHNSTOWN—Joe Smith, "Record Rack," all week, 4-6 p.m.

RHODE ISLAND
NEWPORT—WRJM, Jack Stewart, commentator will read press release.

SOUTH CAROLINA
CHARLESTON — WHAW, Ray Thomas, "Ray Thomas Show,"

MIAMI MAYOR PAYS TRIBUTE TO INDUSTRY

MIAMI, May 23.—Here is the text of the congratulatory address made by Chelsie J. Senerchia, mayor of Miami, to commemorate the 65th Anniversary of the Music Machine Industry. The speech was broadcast over radio stations WQAM, WINZ, WIOD, WMBM, WMIE, WWPB and WFEC.

As mayor of the city of Miami, it gives me a great deal of pleasure to extend congratulations to the Music Machine Industry on the 65th Anniversary of its founding. My felicitations also go to the local Amusement Machine Operators' Association, an organization composed of small businessmen, who own and operate the music boxes that provide entertainment.

No one knows who dropped the first coin in a music box, but 65 years ago a group of the original distributors for Thomas Edison's "talking machine" saw the great potential in recorded music for public entertainment. They attached a coin mechanism to this "talking machine"—and thus the music box was born. Crude as they were, the early music boxes were an immediate commercial success, and by the turn of the century the industry was flourishing, tho small by 1953 standards.

Today, the nation's 450,000 music boxes use approximately 60 million records a year. Thousands more of these machines are on location in every nation of the world this side of the Iron Curtain.

The local association of music box operators has engaged in a number of worthwhile civic endeavors such as raising funds for charities like the March of Dimes and the Cancer Fund, and is donating and maintaining reconditioned music machines to needy institutions, which otherwise would be deprived of the extra ray of sunshine which music affords. These are commendable undertakings and reflect great credit upon everyone connected with them.

And so, on behalf of the city of Miami and its citizens, I salute the music machine industry and wish for it many, many more years of continued success.

CALIFORNIA GUILD MAY INCLUDE L. A. COUNTY

LOS ANGELES, May 23.—An unofficial gesture of co-operation by some of the members of the newly formed Cooperative Music Operators, a social group of operators in the San Fernando Valley, and George Miller, of the Music Guild of California, may open the way for the extension of the latter association's work into Los Angeles County. Spearheaded by Ben Korte, contributions are being made to the

Miller group to be used to fight legislation and moves detrimental to the interests of juke box owners.

Some months ago, Miller discussed extending his association into the county. As the limits stand now, Music Guild has Kern County, which adjoins on the north, and Orange County on the south. At that time Ray Adams, executive secretary of the California Tavern Association, was mentioned as the likely head of the Los Angeles unit.

May 15, 45 minutes. "Melody Merchant," May 12.

TEXAS
PLEASANTON — KBOP, Ben L. Parker, "Mid-Morning Hayride," one-half hour on May 25, 27, and 29.

UTAH
PROVO—KCSU, Norman White, "Dance Time," May 25, 10:35-11:45 p.m.

VIRGINIA
PORTSMOUTH — WASP, Art Barrett, "Early Morning Frolics," all week, 6-8 a.m. "Coffee Club," 8-8:30 a.m. all week. "Art Barrett Time," all week, 12:30-1:30 p.m.

INDIANA
FORT WAYNE — WANE, Doug Hadley, "Off the Record With The Hadleys," 12:15-1 p.m., all week.

ILLINOIS
PEORIA — WPEO, Dick Phillip, "Coffee Time," 7:05-8 a.m. May 26. "Early Bird," 5:30-7 a.m. "Paul Beard Show," 5:30-5:45 p.m. all week.

CHICAGO — WMAP, Jim Lowe, "House of Music," 1:30-4:30 p.m. May 23 and 30.
WIND, Jim Mills, "The Jim Mills Show," 11:35-midnight, all week.
WGN, Jim Mills, "The Mills Show," 11:30-noon, all week.

TENNESSEE
NASHVILLE — WKDA, Roy Smith, "Hayloft Jamboree," 7:15 p.m., May 25, will interview Jack Tureman, of Hermitage Music.

WSM, Eddie Hill, "Eddie Hill Show," 11 p.m., May 25, will interview Jack Tureman and Al Englan, an operator.

WMAK, Hugh Cherry, "Hugh Cherry Show," noon, May 25, will interview Leighton Smith, of Sieble Company, Seeburg distributors.

WLAC, Mary Manning, "Interesting People Show," 2:30 p.m., May 25, will interview Leighton Smith.

WMAK, Noel Ball, "The Noel Ball Show," 8 p.m., May 26, will interview Jimmy Claxton, an operator.

WLAC, Bill Allen, "Today's Top Five," 3:30 p.m., May 26, will interview Jimmy Claxton.

Cooperative Music is a non-profit group without officers and at this time, bylaws. Organized this past spring, the primary purpose was to exchange ideas with the promotion of dime play, one of the most important projects. The area, thru the co-operation of the various operators, has accomplished much in the move toward dime play.

Korte said that he intended to invite Miller to attend a meeting. The sessions are held semi-monthly in the Sky Room at the Lockheed Air Terminal in Burbank. He added that Miller could then discuss the matter and advise whether or not he was interested in extending his association's coverage to the county.

Korte also said that he had several checks from operators to deliver to Miller to support the work being done by Music Guild. However, the checks will not be mailed until after COMO meets next Tuesday night (26). Other checks are expected to be added to those already on hand.

Walter Hemple, who was instrumental in bringing the operators together in the formation of COMO, declared that since the social gatherings began several months ago there had been a minimum of location topping the area covered by members-operators.

The meetings are informal with a different operator serving each time as "temporary chairman." So far no officers have been elected, the group preferring to meet in social sessions. Tabs for the dinners have been picked up by distributors on some occasions with the operators dutching on the others.

Scalisi Gets At.-NY Berth

NEW YORK, May 23. — Meyer Parkoff, head of Atlantic-New York, local Seeburg distributor, announced this week that John F. Scalisi has been hired by the firm as assistant sales manager in charge of the Seeburg Selectomatic 200 line.

Scalisi, a veteran of 23 years in the coin music business, had formerly served as music operator sales manager for Decca Records and as district manager for Capitol Records.

You can't lose
because they're from
MUSIC SYSTEMS



Clean Equipment—Ready for Location
Write, wire, phone.
1/3 deposit, balance C.O.D.

SEEBURG	1485L	\$199.00
	147M	139.00
	146M or S	99.00
Hideaways		
H148M	\$179.00	
H146M	75.00	
AMI Model A	\$225.00	
ROCK-OLA 1432 (50 selections)	395.00	
ROCK-OLA 1422	79.00	
ROCK-OLA 1426	119.00	
WURLITZER 1015	119.00	
WURLITZER 1100	229.00	
WURLITZER 1250	359.00	
Wall Boxes		
3W7-L56 (5-10-25c 3-wire)	\$34.50	
3W2-L56 (5c 3-wire)	12.50	
W1-L56 (5c wireless)	5.00	
W6-L56 (5-10-25c wireless)	29.50	
Packard Chrome Wall Boxes	5.00	
4820 WURLITZER WALL BOX (like new)	44.50	
Export inquiries invited		

MUSIC SYSTEMS, INC.

DETROIT, MICH.—10217 LINWOOD LANSING, MICH.—1224 TURNER
CLEVELAND, OHIO—2600 EUCLID TOLEDO, OHIO—1302 JACKSON

For Every Location



North . . . south . . . east . . . west . . . everywhere RIFLE SPORT and the CHALLENGER attracting customers, old and young, therefore making more profits . . . write for details today!

A.B.T. MANUFACTURING CORP.
715 N. Kedzie Ave., Chicago 12, Ill.

LOOK UP
LOOK DOWN
LOOK AROUND

Anyway you look 'em over Evans' Phonographs have everything to assure dependable, profitable operating. See for yourself!

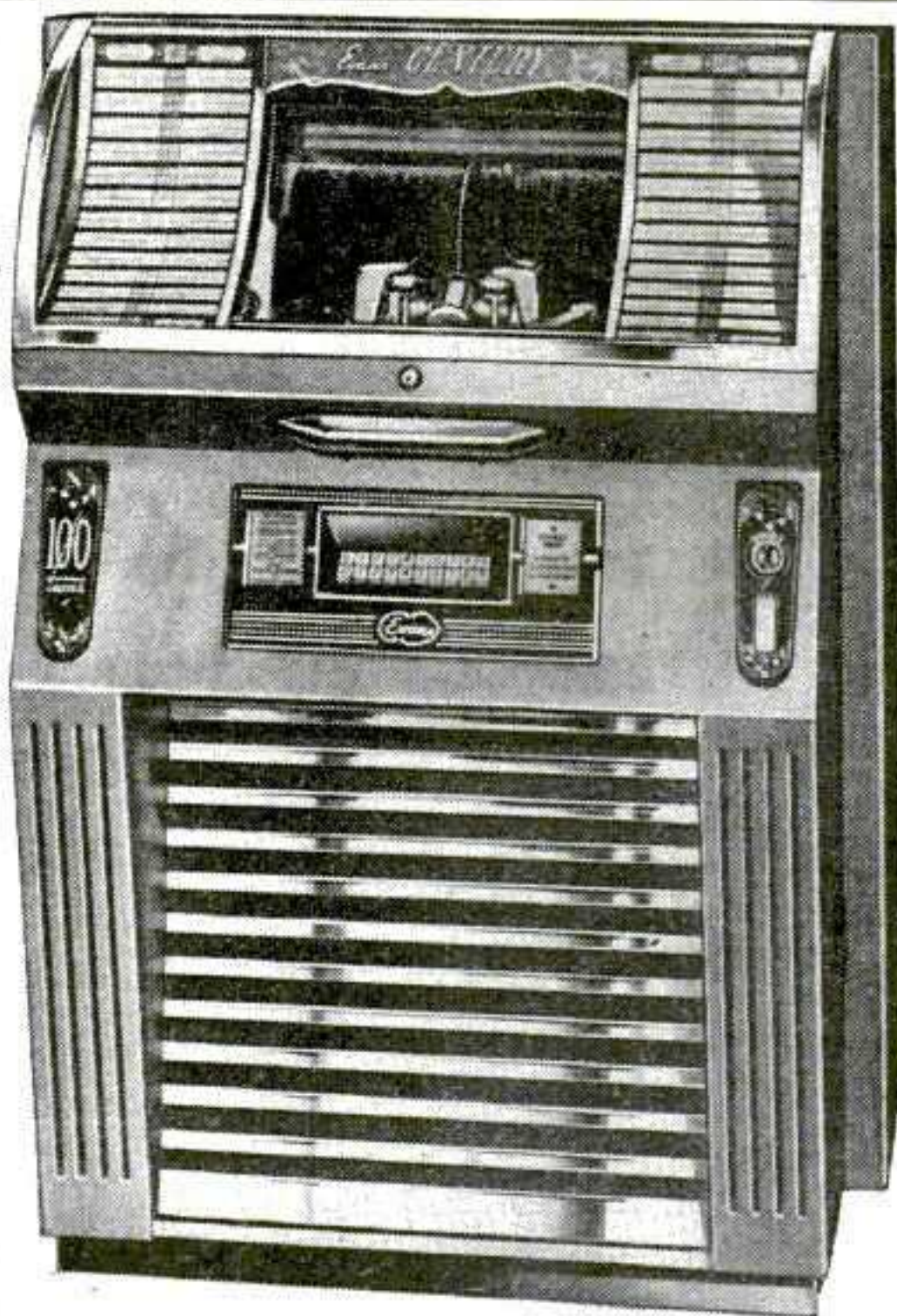
ON DISPLAY AT YOUR EVANS DISTRIBUTORS

100-SELECTION CENTURY

50 RECORDS 45 RPM

40-SELECTION JUBILEE

20 RECORDS 78 or 45 RPM



OPERATORS: Ask your Distributor for your free copy of the new, full-color Brochure on Evans' Century, or write Factory direct.

H. C. EVANS & CO.

1556 W. Carroll Ave.

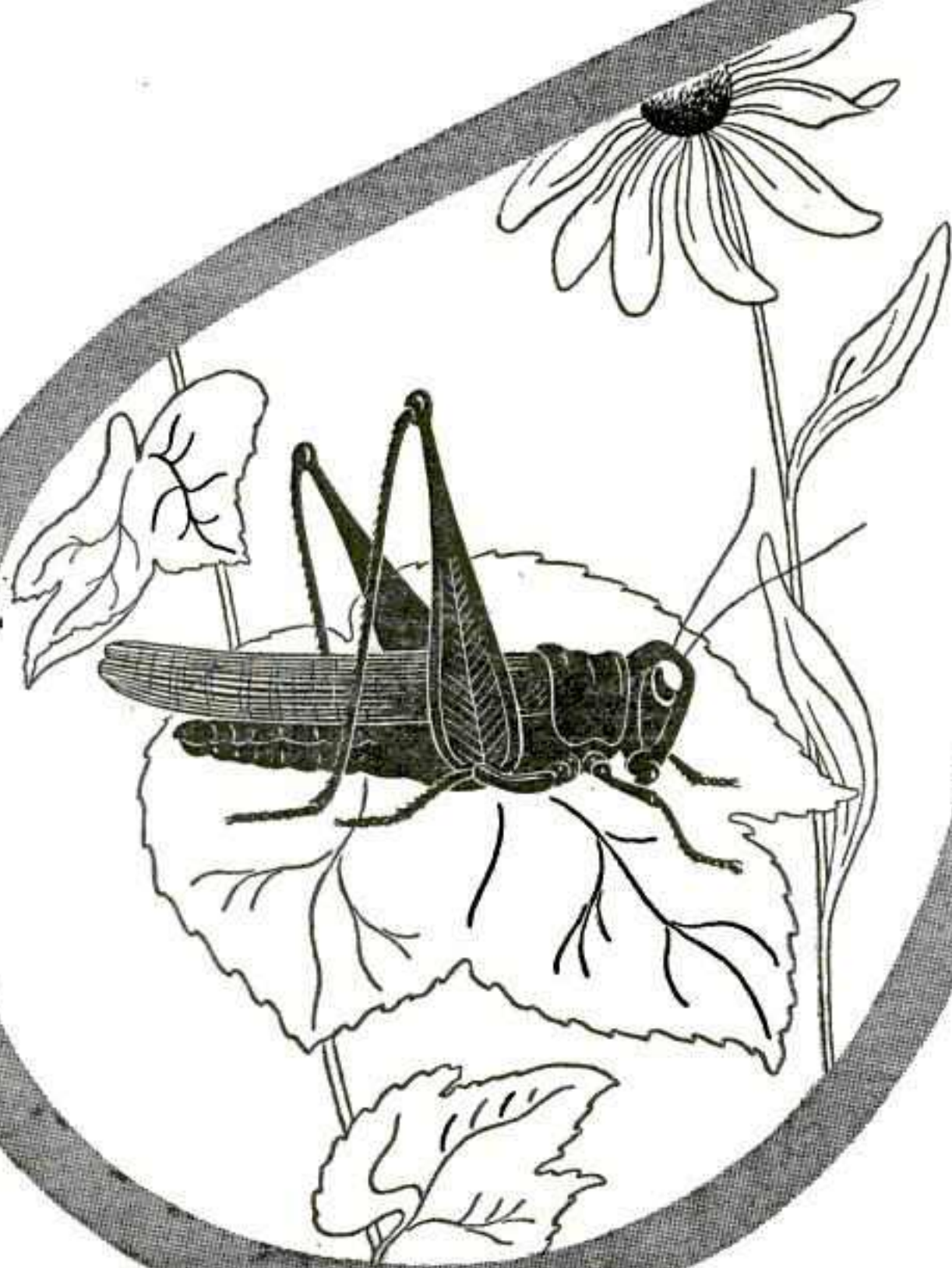
Chicago 7, Illinois

work



and

play



The old story of the ant that worked while the grasshopper played is well understood by AMI music operators. They know that, like the industrious ant which is never idle, the AMI juke box is always working when someone wants to play.

AMI *Incorporated*

General Offices and Factory: 1500 Union Avenue, S. E., Grand Rapids 2, Michigan

TEXT OF JUKE BOX WEEK DETROIT PROCLAMATION

DETROIT, May 23. — Following is the text of the proclamation presented to the Common Council of Detroit last Thursday (21):

WHEREAS, The Juke Box industry began in 1888 in the formation of the North American Phonograph Company to encourage commercial use of Edison's invention; and

WHEREAS, The first juke box was installed at the Palais Royal Ballroom in San Francisco, November 23, 1889; and

WHEREAS, The Edison Company owned 1,249 juke boxes by June of 1891, and by 1905 juke boxes were firmly established as a means of supplying music in public places; and

WHEREAS, 7,500 small businessmen operators own and service the nation's juke boxes today; and

WHEREAS, Today there are 450,000 juke boxes on location throughout the United States, supplying "the music you want when you want it"; and

WHEREAS, The modern juke box offers from 40 to 120 selections, and they are the greatest method of exploiting and making hit music; and

WHEREAS, The word "juke" comes from the old English and Scottish dialect of the 16th and 17th century, and in its original sense it means to hop or skip about like a bird; and

WHEREAS, The juke box is the only medium of public entertainment which enables the customer to hear the tune of his choice when he wants to hear it;

NOW, THEREFORE, BE IT RESOLVED, That this Common Council, assembled this 20th day of May, 1953, does hereby proclaim the week beginning May 24, 1953, as National Juke Box Week in commemoration of the 65th anniversary of the music machine industry, and we urge all citizens to join in this observance.

Miami Mayor Waxes Tribute

Continued from page 79

local newspapers, including a brief history of the juke box and mention of the AMOA's continuing program of donating reconditioned machines to charitable causes.

Television station WTVJ was also approached with an invitation to accept a juke box for use on studio programs during Anniversary Week.

A listing of radio stations here, their program directors, and the role to be played by each station during Anniversary Week, follows:

WFEC—Terry Johnston. Will acknowledge anniversary, play The Billboard's top five rhythm and blues selections Friday, May 29, and broadcast the congratulatory message by Mayor Senerchia.

WGBS—Ewald Kockritz. Will acknowledge anniversary.

WQAM—Harry Burge. Presently making frequent mention of the upcoming anniversary and playing many all-time hits on both his programs, "Juke Box Serenade" and "The Burge Cage." Will play the top five tunes May 29, the transcription by Mayor Senerchia, and the tape-recorded interview with Willie Blatt.

WINZ—Lee Ellis. Deejay Art Green will feature the anniversary, play top five tunes and broadcast the mayor's speech.

WIOD—Scott Bishop. Will acknowledge anniversary, play top five tunes on High School Juke Box program Saturday, May 30, and broadcast mayor's message.

WKAT—John I. Prosser. Will acknowledge anniversary and play the top five tunes of the week.

WMBM—Jack Gibson. Will broadcast a two-hour show (10 a.m. to noon) May 25 in honor of Juke Box Week. Also will play top five rhythm and blues numbers as selected by The Billboard May 29, and will broadcast mayor's address.

WMIE—Cy Russell. Will acknowledge anniversary, play the top five hillbilly numbers as selected by The Billboard, and broadcast the mayor's congratulatory message.

WVCG—Bob Stevens. Will acknowledge anniversary and play the top five tunes of the week.

WWPB—Mr. and Mrs. M. L. Carter. Will acknowledge anniversary, play the top five tunes, and broadcast the mayor's message.

DETROIT

Council Votes Juke Box Wk. Proclamation

DETROIT, May 23. — Formal proclamation of Juke Box Week is embodied in a resolution introduced in the Common Council Thursday (21) by Councilman John A. Kronk, and was assured of formal passage at the regular business session Tuesday. This marks probably the first occasion when the governing body of the city has paid formal tribute in this way to any segment of the coin machine industry. (See text elsewhere on this page.)

Plans for a civic banquet to celebrate the event was re-scheduled for September. A major reason for this was the possibility of obtaining major entertainment talent, not possible on the short notice for the earlier date. The fall date also found favor with civic leaders, who pointed out it tied in with their own program. At the same time, the repeated impact of the 65th Anniversary Celebration in the fall, it was pointed out, would renew public interest and give the industry a good send-off for fall business.

Four juke boxes are being presented by the Music Operators' Guild for use in the city-owned Veterans Memorial Building. These will provide entertainment for gatherings of veterans' organizations and especially for numerous youth party programs held in this building.

Spot placements of juke boxes in positions of public interest are planned, according to Irving B. Ackerman, counsel for the Guild, who has been spearheading the activity. These are being tied in with the public notice of Juke Box Week.

Local disk jockeys are also co-operating in the widespread promotion, including mentions on shows of the official city action.

N. Y. Servicemen

Continued from page 79

major national labor movement." He added that the union's policies, including the hospitalization and death benefit plans, would remain the same, and said that the union would continue to co-operate with the New York Automatic Music Operators' Association in the best interests of the coin-operated music industry.

THE BILLBOARD Index of Advertised Used Machine Prices

Music Machines

Equipment and prices listed below are taken from advertisements in The Billboard Issues as indicated below. All advertised used machines and prices are listed. Where more than one firm advertised the same equipment at the same price, frequency with which the price occurred is indicated in parentheses. Where quantity discounts are advertised, as in the case of bulk vendors, only the single machine price is listed. Any price obviously depends on condition of the equipment, age, time on location, territory and other related factors.

Table with columns for Model, Issue of May 23, Issue of May 16, Issue of May 9, Issue of May 2. Rows include AMI, EVANS, MILLS, PACKARD, RISTAUCRAT, ROCK-OLA, SEEBURO, WILLIAMS, WURLITZER.

How Was Your Timing on...

"RUBY"

RICHARD HAYMAN Mercury 70115

New on Billboard's "Most Played in Juke Boxes" Chart

Start today to time your record buying to cash in on the heaviest disk jockey promotion and strongest dealer merchandising. Billboard's weekly BEST BUYS are the answer. Arrange now to have title 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 31

Title Strips Ready for Top Juke Profits

MARCH 31

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

Table with columns: Cards (per week), Cost (for 3 months), Cards (per week), Cost (for 3 months). Rows show packages from 20 to 100 cards.

Form for ordering title strips, including fields for Name, Address, City, Zone, State, and a check for enclosed payment.

Operators Tie-In

Continued from page 79

feature article on juke box history in its May 28 issue.

Noble Effort

NOLAN W. NOBLE, Amusement & Music Company, Ventura, Calif., got an informative article printed in the Ventura County Star Free Press by Joe Paul Jr.

National Coverage

THE UNITED PRESS issued a release on the 65th Anniversary of the Juke Box Industry and National Juke Box Week, to 1,300 newspapers and 2,000 radio stations subscribing to its services.

Stout Action

GORDON STOUT, of the Gordon Stout Company, Pierre, S. D., made a complete one-man campaign in his territory. He arranged to have a press release

Nashville Team

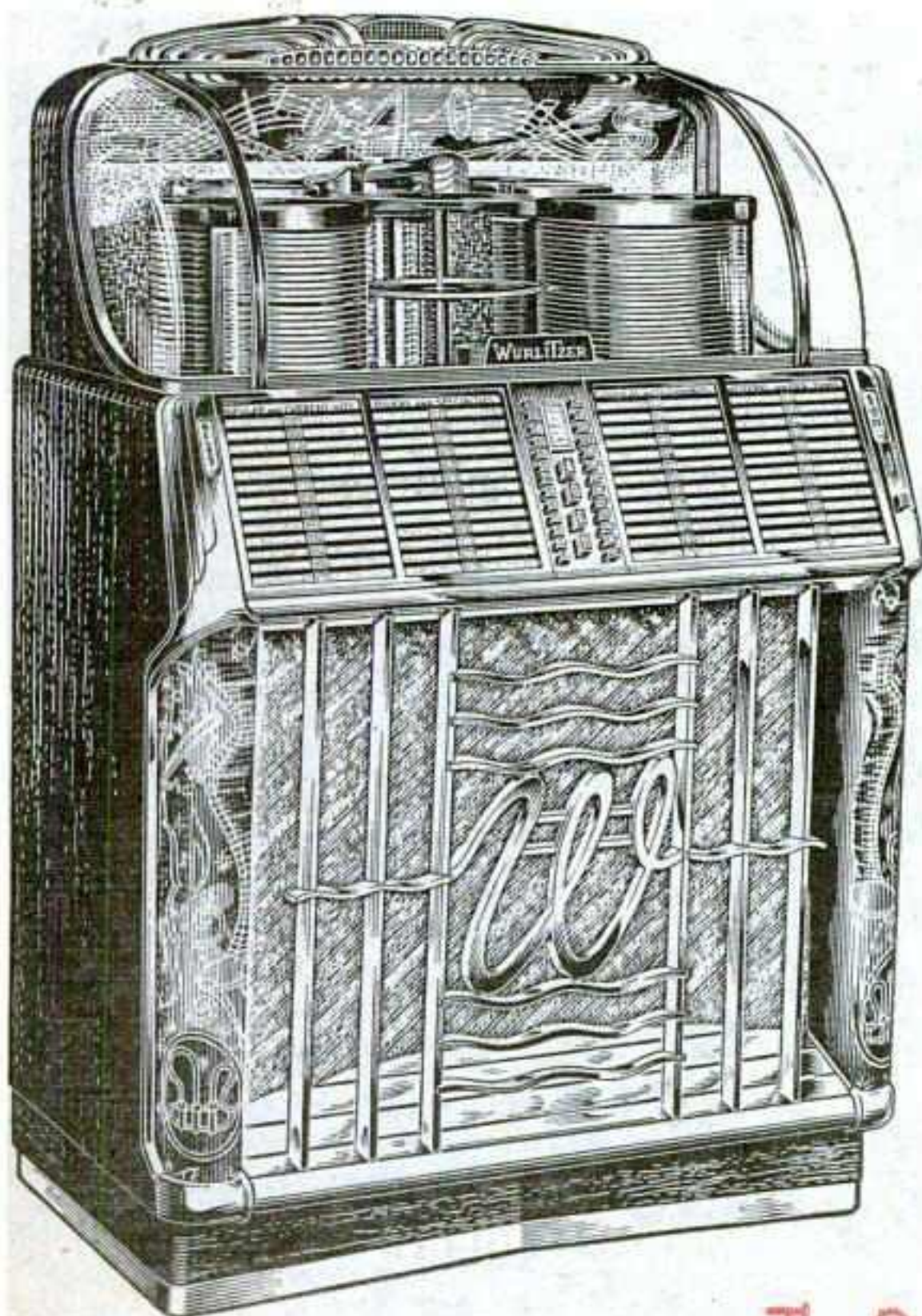
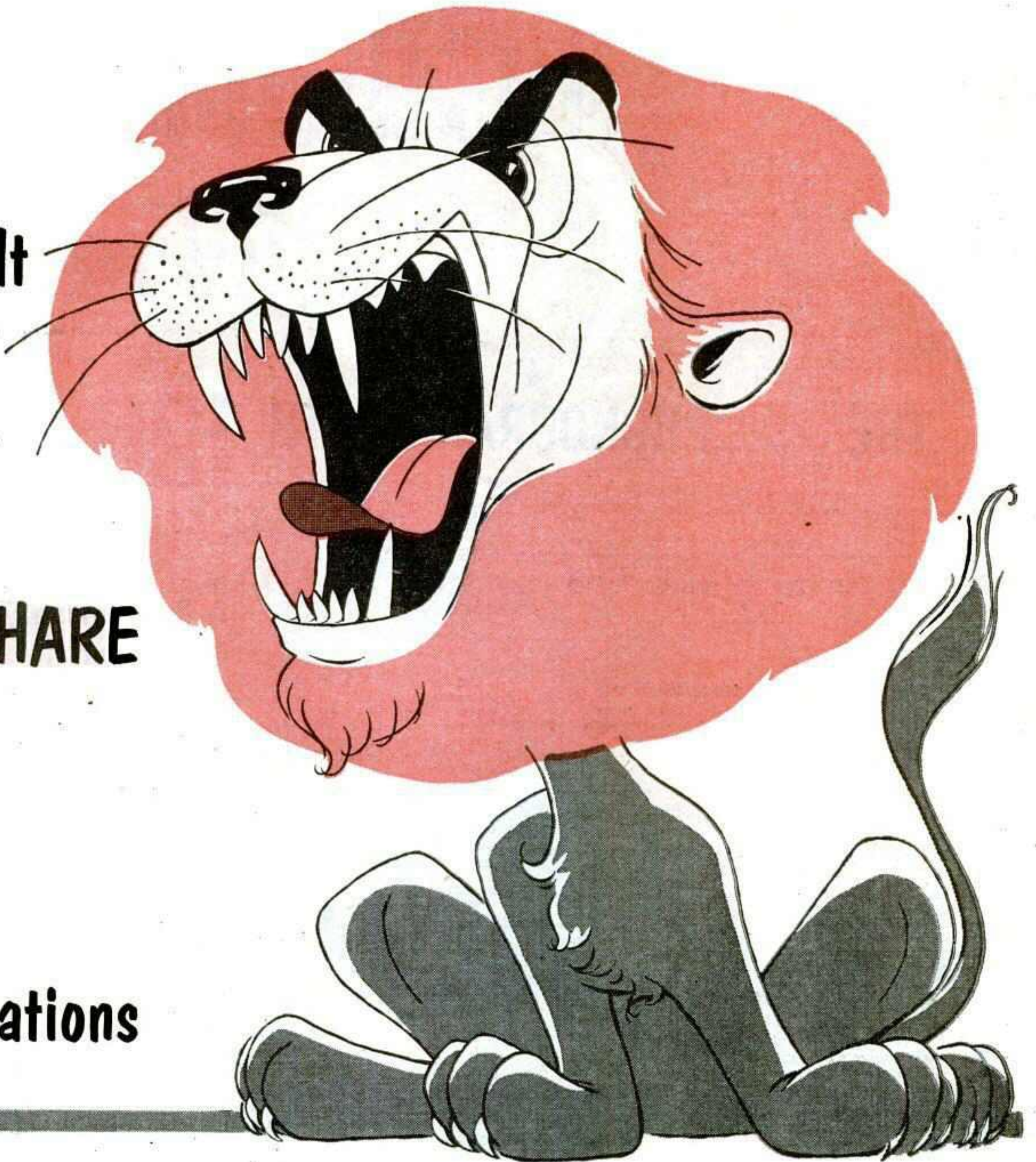
Continued from page 79

Music. The show will also air photos of old jukeboxes, as well as a complete history of the industry. Disk jockeys skedded for air pt. during the week of May 23 are Noel Ball, WMAK; Bill Allen, WLAC; Roy Smith, WMAK; Eddie Hill, WSM; Mary Manning, WLAC; and Hugh Cherry, WMAK.

"We are going to show the people of Nashville what the Music Machine Industry has done for Nashville," said Tureman. "We will also show what Nashville has done for the industry. We are confident that much good will be derived from this type of public relations effort."

published by The Capitol Journal and then delivered a speech before the local chapter of Toastmasters International.

**Built
to
Get
the
LION'S SHARE
of
the
Top
Locations**



WURLITZER 1500

The 104-selection Wurlitzer 1500 has so many features in its favor, from the beauty of its styling to the brilliance of its tone—it has been acknowledged the leader in the top location field.

The only phonograph to play 45 and 78 RPM records intermixed, its crowd-pulling ability makes it the greatest revenue producer in the history of recorded music.

WHERE A 48-SELECTION PHONOGRAPH MEETS THE NEED

You are money ahead by installing the Wurlitzer 1600 which will play 45 or 78 RPM, or the Model 1650 playing straight 45 RPM. Each is filled with famous Wurlitzer features and both are proven money-makers. Added attractions are built-in volume level control and lower price.

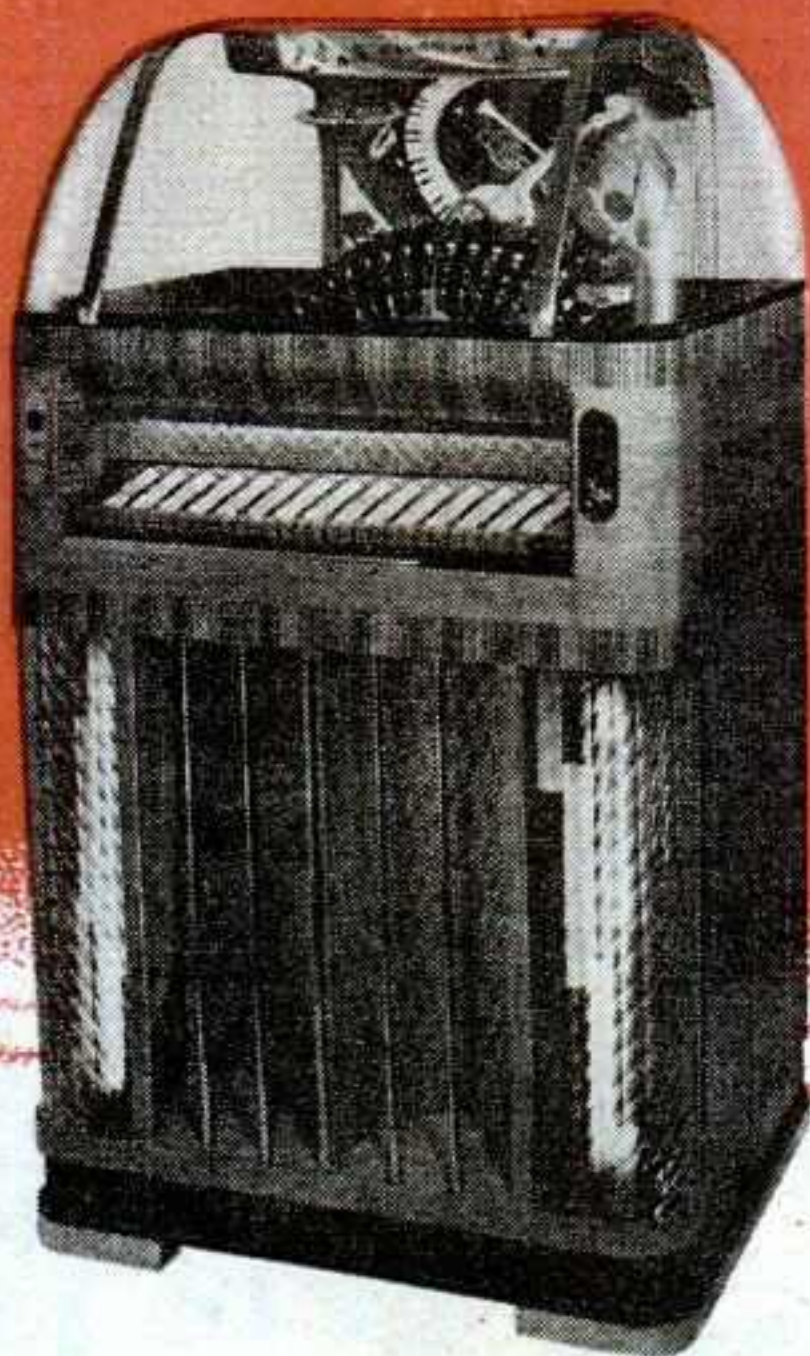


The Rudolph Wurlitzer Company • North Tonawanda, New York

ROCK-OLA Fire Ball

THE *Only* PHONOGRAPH WITH **120** SELECTIONS

Model 1436



Revolutionary
Mechanism

Proven
Performance

Proven
Profits

Available in 2 models for either
78 RPM or 45 RPM Records



See, Play, Hear—Order—Your **ROCK-OLA FIREBALL** at any of the following Showrooms:

EASTERN

BAILIE DISTRIBUTING CO.
647 South West St., Syracuse, N. Y.

EASTERN VENDING SALES CO., INC.
940-42 Linden Ave., Baltimore, Md.

HACOLA DISTRIBUTING CORP.
265 Franklin, Buffalo, New York

B. D. LAZAR COMPANY
1635 Fifth Avenue, Pittsburgh 19, Penn.

MUSIC & TELEVISION CORP.
1119 Commonwealth Avenue
Boston 15, Massachusetts

S & K DISTRIBUTING CO.
2014 Fairmount Avenue
Philadelphia 30, Pennsylvania

SEACOAST DISTRIBUTORS, INC.
1200 North Ave., Elizabeth, New Jersey

MIDWEST

BADGER NOVELTY COMPANY
2546 North 30th Street, Milwaukee, Wis.

BRILLIANT MUSIC COMPANY
19963 Livernois Ave., Detroit 21, Mich.

CALDERON DISTRIBUTING
450 Massachusetts Ave., Indianapolis, Ind.

CENTRAL COIN MACHINE EXCHANGE
525 S. High St., Columbus, Ohio

J. WESTERHAUS
3726 Kessen Ave., Cincinnati 11, Ohio

DIXON DISTRIBUTORS
3808 Southern Blvd., Youngstown, Ohio

FABIANO AMUSEMENT CO.
208 E. Dewey Ave., Buchanan, Michigan

J. ROSENFELD COMPANY
3218 Olive St., St. Louis, Missouri

LA BEAU NOVELTY SALES CO.
1946 University Ave., St. Paul 4, Minn.

LAKE CITY AMUSEMENT CO.
4533 Payne Avenue, Cleveland, Ohio

SAVAGE NOVELTY COMPANY
628 Third Street, Beloit, Wisconsin

SUPERIOR SALES COMPANY
1337 Second Ave., Des Moines, Iowa

TOLEDO COIN MACHINE EXCHANGE
814 Summit St., Toledo, Ohio

UNI-CON DISTRIBUTING CO.
3410 Main Street, Kansas City 2, Missouri

WORLD WIDE DISTRIBUTORS, INC.
2330 N. Western Ave., Chicago 47, Ill.

NORTHWEST

PUGET SOUND NOVELTY CO.
114 Elliott Ave., West, Seattle, Wash.

SOUTHERN

A. M. & F. DISTRIBUTING CO.
3118 Tulane Ave., New Orleans, Louisiana

H. M. BRANSON DISTRIBUTING CO.
811 E. Broadway, Louisville, Kentucky

CAPITOL MUSIC COMPANY
135 E. Amite Street, Jackson, Mississippi

COIN AUTOMATIC MUSIC CO.
241 W. Main St., Johnson City, Tennessee

FRANCO DISTRIBUTING CO.
24 North Perry, Montgomery, Alabama

ROBINSON DISTRIBUTING CO.
301 Edgewood Ave., S. E., Atlanta, Ga.

S & M SALES COMPANY, INC.
1074 Union Avenue, Memphis, Tennessee

SOUTHERN MUSIC CORPORATION
2828 So. Blvd., Charlotte, North Carolina

SOUTHERN MUSIC DIST. CO.
418 Margaret St., Jacksonville 6, Florida

SOUTHERN MUSIC DIST. CO.
503 W. Central Ave., Orlando, Florida

FRANK SWARTZ SALES COMPANY
515-A Fourth Ave., So., Nashville, Tenn.

WERTZ MUSIC SUPPLY CO.
1013 E. Cary St., Richmond 19, Virginia

SOUTHWEST

AUTOMATIC MUSIC CO.
1214 W. Archer, Tulsa, Oklahoma

BORDER SUNSHINE NOVELTY
2919 N. Fourth Street
Albuquerque, New Mexico

BOYLE AMUSEMENT COMPANY
522 North West Third
Oklahoma City, Oklahoma

FT. WORTH AMUSEMENT COMPANY
1210 S. Main Street, Ft. Worth, Texas

FRONTIER AMUSEMENT
2020 Myrtle Avenue, El Paso, Texas

PAUL W. HAWKINS
329 East 7th Street, Tucson, Arizona

RUTHERFORD ENTERPRISES
608 Johnson Street, Amarillo, Texas

UNITED AMUSEMENT CO.
446 N. Main St., San Antonio, Texas

WESTERN

H. B. BRINCK
825 East Front Street, Butte, Montana

DAN STEWART COMPANY, INC.
2667 West Pico, Los Angeles, California

DAN STEWART COMPANY, INC.
140 E. Second, South, Salt Lake City, Utah

MODERN DISTRIBUTING CO.
3222 Tejon Street, Denver 11, Colorado

OSBORN DISTRIBUTING COMPANY
2647 Thirty-Eighth Avenue
San Francisco, California

"The Industry's Greatest Phonograph Achievement"

ROCK-OLA MANUFACTURING CORPORATION
800 North Kedzie Avenue • Chicago 51, Illinois

Bulk Venders Set '53 Meeting Aug. 22-23

NABV Meet at Congress Hotel, Chicago; Announce Program and Session Topics

CHICAGO, May 23.—The third annual convention of the National Association of Bulk Vendors has been set for August 22-23 at the Congress Hotel here. The group, formed in 1950 as the National Association of Ball Gum Vendors, changed its name a year later when membership was thrown open to include manufacturers, suppliers and operators of other than ball gum type bulk equipment.

Alvin R. Kantor, president, and head of Confection Specialties, Inc., Chicago, also announced this week that a tentative program had been set. He pointed out that the convention dates were a compromise to a membership survey, but that they offered members the "additional advantage of seeing the National Automatic Merchandising Association exhibits if

they so desired." (The NAMA convention will be held at Chicago's Conrad-Hilton August 23-26).

Two-Day Program

The tentative schedule for the two-day bulk vending convention follows:

Saturday, August 22. Convention opens at 10 a.m. with a welcoming address.

10:30 a.m. "Obtaining New Location," a panel discussion of the proper approach and presentation, ability to switch to different products or equipment to meet location demand, etc.

11:15 a.m. Discussion of legal problem, what the operator should do if confronted with such problems.

12:30 p.m. Adjournment for lunch.

2:30 p.m. "Cost Analysis of (Continued on page 89)

Apco Cig Unit To Handle Flat Premium Packs

Parliaments to Key First Placements, Ops Mull Outcome

NEW YORK, May 23.—The first attempt, on a national scale, to vend premium-priced boxed Parliament cigarettes will be made in two weeks when Apco releases its modification of the Lo-Boy Smokeshop. It will feature a column specifically designed to handle the flat-box packages.

Operators in the New York area, tho interested in the experiment, feel that the number of locations which would make the stocking of a premium-priced brand profitable is limited. They are generally agreed that the competition for columns is keen enough among the standards, particularly in view of the newer king-size packs, that few locations could afford to handle premium-priced brands. The exceptions would be the more elite clubs and theaters in Manhattan.

The new vander is similar to the nine-column, 486-pack capacity unit, except that it has seven standard columns and one flat-box column. The venders will hold 432 packs, of which 54 will be Parliaments. It will sell for \$239.50, the same as the regular Lo-Boy.

35-Cent Vend

Technically, the machine will pose no new problems as all Lo-Boy units will vend packs at prices which may be set per individual column. Parliaments will probably vend for 35 cents in the New York area; standard (Continued on page 89)

New Bert Mills Plant Capable \$15 Mil Volume

LOMBARD, Ill., May 23.—The Bert Mills Corporation announced this week that its new 400,000 square foot plant, now under construction, would permit a \$15,000,000 annual volume of coffee vander production.

Herbert Chadwick, vice-president, stated that included in the new facilities would be an enlarged engineering department for development of innovations for in-plant feeding by venders.

The new building, scheduled to be occupied and in partial operation by July, is located on Powis Road, three miles east of St. Charles, Ill., south of Route 64.

The building will be of fire-proof reinforced concrete and steel construction, with the 110 by 50 foot office section air conditioned.

Canadian Gum Venders Gain After Dropoff

TORONTO, May 23.—Gum vending in Canada is on the upswing after a slow winter, in the opinion of Al Dubin, general manager of International Vending Company here.

Gum vending operations, Dubin said, is particularly strong in Northern Ontario and North Quebec.

Ball gum price in Canada has dropped from 42 cents a pound to 40 cents a pound because of a leveling off of the business, Dubin declared. He pointed out that gum vander routes in Canada are now largely headed by men who have other occupations, many of them school teachers and truck driver who operates 10 or so machines in their spare time. Their net averages have been about \$10 a week, he said.

Cold Spring Cuts Eastern Beverage, Ice Cream Volume

30% Drop Not Offset by Mild Increase in Coffee, Candy Sales

By AARON STERNFIELD
NEW YORK, May 23.—Heavy rains which have been drenching the East Coast this spring have taken a heavy toll of dollars among vending operators — particularly those concentrating on drink and ice cream venders.

Operators say that per-machine volume is down an average of 30 per cent from what it was during April and May last year, with some firms reporting gross sales cut nearly in half.

Among operators of diversified equipment, the picture is also bleak. While the cold and rain doesn't hurt coffee and candy sales, it doesn't help these sales enough to make up for the decreased revenue in drink machines.

Operator Viewpoint

One of the largest diversified operators in the New York area put it this way:

"The fellow who is in the habit of going to the vending machine

for his morning cup of coffee will continue to do so whether or not the sun shines. Sure, on a cold day we'll sell a few extra cups, but not enough to make too much difference. Coffee is one of the most stable food items in vending."

Ice cream sales, up until last week, have been negligible in the East. This week, however, temperatures were in the 70's and 80's, with fair skies, and at least one ice cream operator in the New York area claimed that his sales were 45 per cent higher than they were the preceding week.

The New York weather station says that the rainfall for the first four months of 1953 established a new record, and that when the May totals are in, a five-month mark will probably have been set.

Those operators who look to summer resort installations have held off placing their venders. Those with units on locations report that the machines are just occupying space.

Theater Chains OK Perfumatic Deals

303 Warner Outlets, 100 RKO Houses To Get Venders; Delivery Underway

JERSEY CITY, N. J., May 23.—Jo-Lo Perfumatic, U. S. distributor for Perfumatic of Canada, today announced that it had concluded pacts with two major theater chains for the installation of cologne venders in more than 400 theaters throughout the nation.

Joe Tanzer, Jo-Lo head, disclosed that the Stanley-Warner chain, consisting of 303 theaters, had agreed to allow the venders at all its outlets. Carl Siegel, Warner concession manager, represented the chain.

A similar deal with the RKO chain of 100 theaters has also been concluded, with Lee Koken, RKO concession manager, signing the arrangement with Tanzer.

Common Feature

Both agreements have a common feature. In areas where a Jo-Lo operator is active, the operator will handle the locations. In areas where there is no operator, either the Jo-Lo organization or the nearest sub-distributor will service the locations.

Installations in both chains will begin immediately. Some RKO

installations have already been made in New York and New England.

New Console Oxygen Unit

BEEVILLE, Tex., May 23.—Bexar Corporation is marketing a new console-type coin-operated oxygen vander which contains one 122-cubic-foot oxygen cylinder and operates for one minute on a quarter.

The new model features a modern cabinet with dispensing control and breather tube on the right and paper breather cup replacements on the left side of the console top. It is approximately 3 feet wide, 2½ feet deep and 4 feet high.

Bexar has appointed Zest-Air, Allentown, Pa., headed by Edward Male, distributor for Pennsylvania, New Jersey and New York.

A home, non-coin oxygen unit will be introduced in the near future, it was announced.

Nat'l Industrial Recreation Assn. Cites Venders at Meet

CLEVELAND, May 23.—Profits from vending machines on industrial plant locations play a major part in financing activities of company-sponsored employee recreation associations.

This was brought out sharply in sessions here this week of the National Industrial Recreation Association's annual convention. NIRA is made up of directors of employee clubs.

David H. Coryell, recreation director of General Electric Company, Erie, Pa., said employees pay \$1 yearly to join the company athletic association. The firm then allots to the association a percentage of its vander profits equal to the proportion of employees belonging to the association. Coryell said this usually averages \$1.25 per employee.

Helen Haskell, supervisor of activities, State Farm Insurance Companies, Bloomington, Ill., said her club receives from \$500 to \$600 monthly from vending machines to augment its other income.

Forest Bridges, athletic director for the Union Bag & Paper Company, Savannah, Ga., said

soft drink machines net \$76,000 annually for the company, and that the employees' association shares in that fund.

With annual picnics among the major events staged by employee groups, many are financed by vending profits, it was said. In one case, a major company pays all picnic costs with vander profits. In another case, machine profits go to the association of employees and this sum is matched by the company to finance the outing.

Nathaniel Leverone, chairman of the Board of Automatic Canteen Company of America, addressed the convention on in-plant feeding via vending equipment.

Curtiss Expands Board

CHICAGO, May 23.—Curtiss Candy Company this week elected six new directors and increased its board to nine members. All officers of the firm, they are Robert B. Schnering, W. D. McFarland, Philip B. Schnering, W. C. Jakes, Gunnar C. Macki and David R. Corbett.

Ore. Publishers, BBB Act to Curb Blue Sky

By BUFORD SOMMERS

PORTLAND, Ore., May 23.—In the face of continued abuses in the sale of vending machine routes, Oregon publishers and the Better Business Bureau this week joined forces on a State-wide basis to curb blue sky deals.

Altho the BBB reported that co-operation of Portland newspapers had greatly reduced the number of complaints, Deway A. Estey, of Portland, chairman for Region XII of the National Automatic Merchandising Association, contended the situation was "as bad as ever."

Robert R. Blythe, assistant manager in Portland for the BBB, said the chief offenders were the "gypsy type" of dealers, who shift their bases from city to city. He declared: "It's the out-of-town promoter with mobile headquarters that we have to reach thru agreement with the newspapers."

BBB Bulletin

Pointing up the continuing nature of the problem, this week's

bulletin by the Portland BBB offers the following warning, after noting that vending machines generally are regarded as legitimate business:

"In the past, advertising by some of these promoters have featured something like this: \$320 monthly for spare time from an investment of \$600 or \$700 in vending machines. All too often, however, these fancy promises of steady profits have failed to materialize and the vending machines purchased with the expectation of financial independence wind up in the garage or attic to gather dust and rust."

The BBB, in an effort to extend its campaign State-wide to achieve what agreement with Portland papers has accomplished, submitted to the Oregon Newspaper Publishers' Association an eight-point set of standards regarding such advertising. The step was taken after the (Continued on page 89)

VENDER EXPORT RECORD

\$1 Million Mark Passed First Time in 1952

CHICAGO, May 23.—Final 1952 unit and dollar export figures on U. S. vending equipment shipped to foreign markets, as predicted earlier (The Billboard, April 4), broke all previous records and for the first time topped the \$1 million level. The figures were made public by the Bureau of the Census.

Last year, 38,350 venders, valued at \$1,073,708, were exported in the main to 20 countries (see table this section). This broke

the previous peak in 1951 by almost a five-fold unit increase and double the dollar total of that year (7,753 units, \$543,635).

As expected, Canada continued to head the export market with 34,168 machines, valued at \$752,704. Venezuela was a distant second with 984 units, costing \$125,448. Unit-wise, however, Belgium came in second with 1,205 venders at \$16,107 (actually, Belgium is fifth in dollar volume).

Vender Exports 1952 Total—By Countries

Country	No. of Units	Value
Canada	34,168	\$ 752,704
Venezuela	984	125,448
Cuba	226	57,685
Mexico	949	37,909
Belgium	1,205	16,107
Guatemala	325	15,617
Switzerland	31	11,973
Japan	29	11,281
Colombia	43	10,649
Panama	41	5,129
Bermuda	16	5,018
Peru	16	3,603
France	194	3,407
Salvador	3	2,810
Honduras	7	2,800
Lebanon	5	2,016
Bahamas	16	1,805
Greece	7	1,411
Surinam	6	1,151
British Malaya	3	1,078
Countries under \$1,000	75	4,107
TOTAL	38,350	\$1,073,708

What do you need in BULK VENDING?

VICTOR Has it!

VICTOR'S New Combination ROCKET CHARMS and BABY GRAND DELUXE

From the finest in a standard bulk vending. . . .
As exemplified by the World-Famous Topper line. . . .
To our Latest Sensational . . .

ROCKET CHARMS and BABY GRAND DELUXE

Packed with all the earning power that can be built into a Bulk Vender.

Test locations show that ROCKET CHARMS and BABY GRAND empty in 4 to 5 days. BABY GRAND holds 500 ROCKET CHARMS.



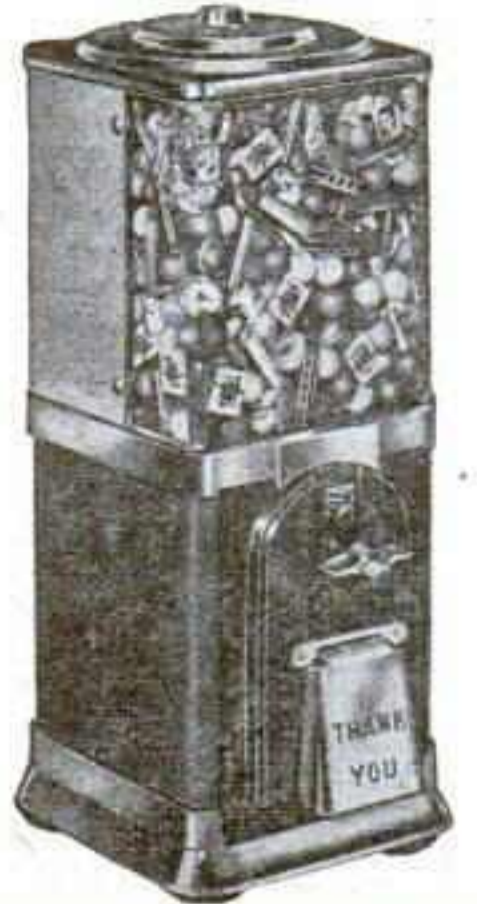
BABY GRAND DELUXE and CHICLE TREETS

Featuring Victor's Project-O-View Window of transparent Lucite . . . shatter-proof for safety. Two locks . . . one for fast loading . . . one for money compartment. Cabinet of solid Oak with natural finish. Vend Chicle-Treets 330 Count . . . 6 colors . . . 6 flavors . . . 2 for 1¢. Capacity: 6 1/2 lbs. Packed and sold 4 to the case. Also vends Chloro Treets 2 for 5¢ . . . 250 count. Or will vend average of 4 for 5¢ when equipped with Merchandise Wheel (part No. 50).



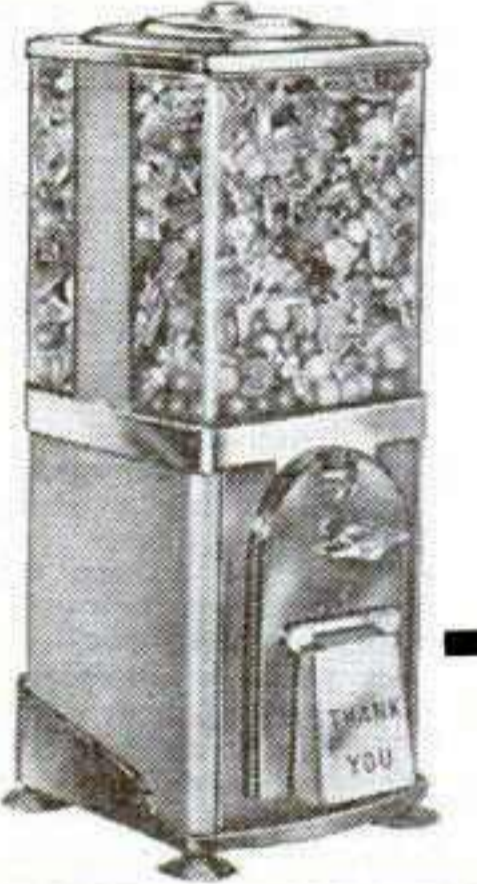
TOPPER DELUXE GLOBE STYLE

Rugged, durable Globe Style vender finished in red and black, trimmed with chrome. Chrome top and bottom available at small extra cost. Capacity: Approx. 7 to 8 lbs. of Ball Gum. Packed and sold 4 to the case.



TOPPER DELUXE HALF-CABINET STYLE

The perfect combination of steel and Lucite finished in red, black and yellow, trimmed with chrome. Large square opening at top for fast, easy loading and dressing of charms. Chrome top and bottom available at small extra cost. Capacity: Approx. 7 to 8 lbs. of ball gum. Packed and sold 4 to the case.



TOPPER DELUXE

Twin Window Style

Of Transparent Lucite for Maximum Display . . . and featuring all the refinements and innovations embodied in all models of the famous TOPPER DELUXE . . . Same capacity . . . same large square opening at the top for greater efficiency.

FOR INFORMATION ON ROCKET CHARMS

Contact

EVERETT GRAFF

2841 W. Davis St. Dallas, Texas
Ph. Yale 8323

VICTOR VENDING CORP.

5701-13 W. GRAND AVE.

CHICAGO 39, ILLINOIS

\$\$\$ OPERATION ANNUITY!

Operators know that the most profitable, stable, and consistent money makers in the coin vending industry are personal weighing scales!

We are the largest penny weighing machine business in the world . . .

AND WE ARE OFFERING OUR OWN ROUTES TO YOU!

- 1—Every one of them is in Your territory!
- 2—Every one is a profitable operation making money right now.
- 3—These routes encompass every kind of location — chains, super markets, department stores, railroad and airline stations, bus terminals, theatres, etc.

This is the opportunity of a lifetime — it can't happen again! Don't delay — ACT NOW TO ACQUIRE A VENDING OPERATION THAT YOU CAN INCORPORATE INTO YOUR PRESENT OPERATION!

Write for full particulars — we will give you:

- complete information
- Actual earning records
- Explain our complete set-up for parts and supplies, easy financing, and our sincerely equitable deal!

The finest, latest model ticket machines — large dial machines — etc. available!

RECONDITIONED PEERLESS TICKET MACHINES EQUAL TO NEW!
Model SS . . . \$200.00
Model S . . . 175.00
Model SO . . . 150.00
Model Q . . . 130.00
IMMEDIATE DELIVERY!

PEERLESS

Weighing & Vending Machine Corp.
2928 - 41st Avenue • Long Island City 1, N. Y.
Phone: Stillwell 4-1620

Fill out Coupon and MAIL TODAY!

Peerless Vending & Weighing Machine Corp.
29-28 Forty-First Ave., L. I. City, New York.
Gentlemen: I am interested in acquiring a weighing machine route and would appreciate getting full particulars.

NAME

ADDRESS

CITY..... ZONE..... STATE.....

PHONE

I am interested in.....territory
(Section of Country)

KING SIZE CONVERSIONS FOR ALL MODELS CIGARETTE MACHINES—WRITE!



SPECIAL
DuGrenier V, 7 cols., all King Size, up to 298 cap. \$95.00
SILVER QUARTER OPERATION

SILVER QUARTER OPERATION KING SIZE INCLUDED!
Rowe Royal—8 col. \$90.00
Rowe Royal—10 col., 400 cap. 95.00
U-NEED-A "A," 6 col., 180 cap. 87.50
U-Need-A "E," 8 col., 100 cap. 80.00
Add \$5.00 to Above Prices for 30c Vending

SPECIAL!
Uneeda Monarch, All King Size, 6 Cols., 380 pack cap. \$87.50

CANDY MACHINES
DuGrenier Candyman (wall model) 72 Bar Cap. \$45.00
Uneeda Candy Vendor (wall model), 5 Col., 102 Cap. 65.00

WE HAVE A FINE STOCK OF 6 & 8 COL. NEW CANDY VENDORS—WRITE!

Our Paints Are VENERIZED Prevents Peeling Flaking & Rusting.

All Equipment Unconditionally Guaranteed. Trade Prices. 1/3 Dep., Bal. C.O.D.

UNEEDA VENDING SERVICE, INC.

"The Nation's Leading Distributor of Vending Machines"
NEW RECONDITIONED LIKE NEW
166 Clymer Street, Brooklyn 11, N. Y. • Evergreen 7-4568

Precision-Built for PROTECTION & PROFITS!

ACORN

The only completely die-cast aluminum, precision built ALL-PURPOSE VENDOR



1c & 5c mechanism slides into place—no screws!

- Vends CHLOROPHYLL GUM—all bulk mds.
- Polished, easy-to-clean merchandise chute.
- Tamperproof! Held by top lock, body clamp only.
- Guaranteed mechanically—weighs less than 7 lbs.

IMPROVED!

SILVER-STREAK

BRUSH HOUSING & BALL GUM WHEEL



MANUFACTURING CO., INC.
11411 Knightsbridge Ave., Culver City, Calif.

East & Midwest:
M. J. Abelson, Gen. Sales Mgr.
2033 Fifth Ave., Pittsburgh
Phone: AT 1-6478
Pacific Coast Distributor:
OPERATORS VENDING
MACHINE SUPPLY
1023 S. Grand Ave., Los Angeles

YOUR AMERICAN RED CROSS IS ALWAYS THERE AFTER TRAGEDY STRIKES

"CHALLENGE of CHANGE"

Big problems are posed for all vending operators

"The Challenge of Change," program theme for the 1953 N.A.M.A. Convention, will highlight the business meetings—bringing the answers to these and other typical problems in automatic merchandising: Changes in equipment • New opportunities for expanding your business • Changes in management techniques for greater profits • New product developments • Changing methods for efficient training of your personnel • Development of improved systems for record-keeping • New ways to sell locations — and keep them sold.

Make your plans NOW to attend the N.A.M.A. Convention in Chicago August 23-24-25-26. To reserve your hotel accommodations, write TODAY for an official reservation form. Largest exhibit of vending equipment and products ever shown! An ideal opportunity to combine business and pleasure in the Chicago Vacationland . . . and an excellent 4-day program for the Ladies!

NOW IS THE TIME... to get your official hotel reservation form! Write to Association Office for complete information.

Conrad Hilton Hotel
Chicago
AUGUST 23-24-25-26,
1953

Air conditioned meeting rooms and exhibit hall



NATIONAL AUTOMATIC MERCHANDISING ASSOCIATION

7 SOUTH DEARBORN ST. CHICAGO 3, ILLINOIS

Canned Drink Vending Ready For June Debut

Three Esso Service Stations in East Use Juice Bar Units

NEW YORK, May 23.—The first installations of the new Juice Bar vender, designed to handle carbonated beverages in cans, will be made in Esso service stations in the Newark, N. J., area during the first week of June. The installations had originally been scheduled for May 15, but a delay in production plans had forced the postponement.

The program is unique in vending circles in that it involves three corporations—Spacarb-Juice Bar, the Cantrell & Cochrane Corporation and Fanda, Inc. (The Billboard, April 25).

Canner and beverage supplier is Cantrell & Cochrane, a subsidiary of National Phoenix Industries which also owns Nedicks. S-JB makes the vender, which is a modification of the Juice Bar canned drink unit. Fanda is the operating firm.

Operation

In actual operation, Fanda will buy the venders outright from Spacarb-Juice Bar and act as operator, with C&C the exclusive supplier.

The vender has a 348-can capacity, 100 more than the Juice Bar Junior. Like the Juice Bar Junior, it has four columns, but the column size is slightly larger.

Sweets Earnings Rise

HOBOKEN, N. J., May 23.—The Sweets Company of America, Inc., earned a net income of \$83,608 during the 1953 quarter. In the like 1952 period, net income was \$65,632.

VICTOR'S TOPPER DELUXE

Half-Cabinet Style
Also Available

- VICTOR'S Topper Deluxe Globe Style
- VICTOR'S Baby Grand Deluxe

Immediate Delivery on all Victor Models. Time Payment Plan Available. Trade-Ins Accepted.

\$14.25 ea.
\$13.25 ea.

100 or more
All machines packed and sold 4 to the case.

1 to 23 \$14.20 Ea.
24 to 47 14.00 Ea.
48 to 99 13.75 Ea.
100 or more 13.20 Ea.

Write for our complete chart and merchandise list. Prices subject to change without notice.

BERNARD K. BITTERMAN
4709 E. 27th St., Kansas City 1, Mo.

BALL & VENDING GUMS
BUBBLE, CHICLE & CHLOROPHYLL
New LOW factory prices

Bubble Ball Gum, 140-170 G. 210 ct. 24¢ lb.
Clor-o-Vend Ball Gum, 140 & 210 ct. 40¢ lb.
Clor-o-Vend Chicks, 275 & 320 ct. 45¢ lb.
Chicle Chicks, 320 & 520 ct. 36¢ lb.
Bubble Chicks, 320 & 520 ct. 30¢ lb.

These LOW prices F.O.B. factory.

AMERICAN CHEWING PRODUCTS CORP.
Mt. Pleasant & Fourth Aves.
Newark 4, N. J.

SPECIAL!

- * Whole Cashews, 450 count, 30 lb. 62c
- * Jordan Almonds, 600 count, 30 lb. 82c
- * Virginia Peanuts, 30 lb. 32c
- * Spanish Peanuts, 30 lb. 26c

Pistachio Nuts, Ball Gum, Adams & Wrigley's Gum, Chicle Treats, Chloro Treats. Everything for the Operator at lowest market price at time of shipping. 1/3 deposit, bal. C.O.D., F.O.B. Boston.

CHAMPION NUT CO.
1194 Tremont St. Boston 29, Mass.

Mars Process Speeds Candy Bar Production

CHICAGO, May 23—Mars, Inc., revealed this week the development of a mechanized process enabling candy bars to be produced in less than 5 per cent of the time previously required.

The new system produces the bars in 35 minutes, compared with 16 hours under the standard system.

The new Mars production system employs an endless stainless steel conveyor on which a sheet of candy is formed, cut into bars and coated in a continuous operation. Under the regular system, the bars are formed on cooling slabs and cut by hand. In addition to saving time and production costs, the new process can also be performed in a much smaller floor area.

Detroit Laundry Assn. Sets Meet

DETROIT, May 23.—The Detroit Chapter of the Self Serve Laundry Association will hold its April and May meetings at one session, May 28, according to Treasurer Baruch Rosenberg, of the Fort Self-Serve Laundry.

The meeting will be held at Carl's Bar and Chop House, 3020 Grand River, following a 1 p.m. luncheon.

The April meeting, originally scheduled for April 30, was postponed until May because of the recent State association meeting on April 12 in Royal Oak.

Red Feather Books By Maryland Match

BALTIMORE, May 23.—Maryland Match Company announced its participation in the 1953 Red Feather campaign sponsored by National Automatic Merchandising Association. Martin Paul, Maryland sales manager, said match folders with United Community Fund slogans would be made available to cigarette operators in advance of the nation-wide drive in September and October.

Form 4 New Vending Companies in Calif.

SACRAMENTO, May 23.—Coinsworth Corporation has been granted a charter by the State to manufacture and sell vending machines in San Francisco. Authorized capital is 600 shares, no par. Directors are Howard S. Caldwell, Marshall P. Parker and Leon H. Sorell.

State Coin Vending Machine Company, Inc., has been chartered to operate and sell venders in Los Angeles County. Authorized capital is 2,000 shares, no par. Directors are Jack Fox, Abe Plaskin and Anne Hollick.

Sale-O-Matic Corporation has been formed to distribute packaged goods thru vending machines in Los Angeles County. Authorized capital is 2,500 shares, no par. Curtis Chance, Jerry Rolston and Clarice Hood are directors.

World Wide Vendors, Inc., has been granted a charter to sell and lease vending machines in Los Angeles County. Authorized capital is \$25,000. Directors are Billy B. Morris, George B. Morris and Rose Levey.

Moe Mandell to Move to New Bldg. By June 1

NEW YORK, May 23.—Moe Mandell, head of the Northwestern Sales & Service Company here, announced that his firm has purchased a three-story building at 446 West 36th Street, New York, which it will occupy by June 1.

Two of the floors, with an area of more than 5,000 square feet, will be used by Mandell for his bulk vender distributing business. Occupying the space will be show-rooms, salesroom offices, warehousing, repairing and servicing departments. Parking facilities will be available.

Mandell's firm is exclusive distributor for the Northwestern Sales Corporation's line of bulk venders. The firm also stocks and sells other venders and handles a complete line of merchandise and parts for vending machine equipment. Mandell has been in business for more than 20 years.

VICTOR'S DE LUXE

TOPPER GLASS GLOBE STYLE \$14.20 each
Cases of four (minimum order) \$13.20 each
100 or more. HALF-CABINET STYLE
Same price as Globe Style TWIN WINDOW STYLE, 50c EXTRA
Write for lowest prices on gum and charms

H. B. HUTCHINSON JR.
860 North Ave., N. E. Atlanta 6, Ga.
Tel.: Emerson 4300

20 BRAND NEW 5c Hot Nut Machines

Slug proof. White enamel finish. 6-lb. capacity. \$12.50 Each
Terms: 1/3 deposit, balance sight draft.

Seacoast Distributors
1200 North Ave. Elizabeth, N. J.

HOT BEVERAGE VENDOR



HOT COFFEE AND DOUGHNUTS
HOT CHOCOLATE
HOT TEA
HOT CHICKEN SOUP
HOT BEEF SOUP

ALL FROM 1 MACHINE

PRICE \$295.00

COIN-O-MATIC MFG. CO.
3557 Geary Blvd. San Francisco 18, Calif.

WE HAVE NEWER CHARMS!

NEW IDEAS — NEW DESIGNS — NEW FINISHES

We take pride in producing the finest and most complete line of charms in the country.

IMMEDIATE DELIVERY!

Send 35c for complete samples and low, low prices. FALSE TEETH—SILVER TIPPED BULLETS—SHIP-IN-A-BOTTLE—LIGHT BULB—CAMEO RINGS—RECORD ALBUMS

PENNY KING CO. 2538 MISSION STREET PITTSBURGH 3, PA.

VICTOR'S Topper Deluxe Globe Style 	VICTOR'S Topper Deluxe Half-Cabinet Style 	VICTOR'S Baby Grand Deluxe (1c) 	VICTOR'S Baby Grand for Rocket Charms (5c) 
1-23 \$14.20 ea. 24-47 14.00 ea. 48-99 13.75 ea. 100 or more 13.20 ea.		1-99 \$14.25 ea. 100 or more 13.25 ea.	

GARDNER & LOSE
2611 HALE AVE., LOUISVILLE, KY.

Bake-O-Nuts

A New Line Of Salted Nuts For Vendors

Due to the shortage and high prices of Pistachios, we have developed a new patented process for roasting and salting other nuts to make them especially suitable and profitable for vending machines.

BAKE-O-NUTS ARE BAKED—NOT FRIED NOT GREASY—NO OILS USED NO OIL SMEAR ON GLASS BOWL NO LOOSE SALT TO CLOG MACHINE MORE DELICIOUS—MORE CRISPY STAY FRESH LONGER THAN FRIED NUTS

Because Bake-O-Nuts Are Not Oil-Soaked, Size For Size, You Actually Get 6% More Nuts Per Pound.

CASHEWS Small Wholes @ .65 lb.
CASHEW BUTTS @ .60 lb.
MIXED NUTS @ .70 lb.

Cashews—Almonds—Filberts
ALMOND Small Shelled @ .80 lb.
PEANUTS Blanched @ .44 lb.
SOYNUITS (Don't Miss Them) @ .25 lb.
PISTACHIOS 4 Star Jumbo @ .93 lb.
Red—In The Shell

All Packed 12 5-Lb. Bags Per Carton or 25-Lb. Bulk Cartons.
Terms: Cash With Order Or If C.O.D. Send 1/3 Deposit With Order.
F.O.B. New York

BAKE-O-NUTS, INC.
410 Mackensack St., Carlstadt, N. J.
Tel.: Rutherford 2-6135

THE BILLBOARD Index of Advertised Used Machine Prices

Vending Machines

	Issue of May 23	Issue of May 16	Issue of May 9	Issue of May 2
ABT Guess Your Weight Scale	\$100.00	\$100.00	\$100.00	\$100.00
Acorn, 1c or 5c.			8.95	8.95
Advance Model D Ball Gum.	7.45	7.45	6.50 6.95	6.95 7.45
Advance No. 11.	5.95	5.95	7.45	5.95(2)
Ajax Hot Nut, 5c.	39.50			
Aikona Cracker Machine.	37.50	37.50	37.50	37.50
Almond Vendor, 5c.	4.95			
Asco Hot Nut, 5c.	7.50		7.50(2)	7.50
Atlas Bantam, 5c.	12.50			
Atlas Deluxe.	7.95		7.95	7.95
Atlas Deluxe Nut Vendor.			7.95	
Cebca Nut, 5c (2 col.).			14.50	14.50
Columbus, 1c.	7.45 8.00	7.45	7.45(2)	6.45 7.45(2)
Columbus 5c	8.00		7.45	7.45
Columbus Ball Gum, 1c.	6.95			
Columbus, Model 46G, Ball Gum.			6.95	
DuGrenier Adams Gum, (4 col.) 1c.	17.50	45.00	45.00 49.50	45.00 49.50
DuGrenier Candyman.	45.00	82.50	82.50	82.50
DuGrenier V.		82.50	82.50	82.50
DuGrenier VO.		77.50	77.50	77.50
DuGrenier 5 (7 col.).	90.00	97.50	97.50	97.50
DuGrenier Champion (9 col.).		97.50	97.50	97.50
DuGrenier Champion (11 col.).		125.00		125.00
Eastern Electric C-8.		15.00	14.50 15.00	14.50 15.00
Exhibit Card Vendor, 1c.	15.00(2)	50.00		95.00
Foot Ease (Exhibit).		100.00		
Humpty Dumpty Scale.		90.00	90.00	90.00
Kirk Astrology Scale.	90.00	49.50	49.50	49.50
Kleenix 5c or 10c.				
Leigh PX.			149.50	
Marion Scale.	89.50	89.50	89.50	89.50
Master 1c & 5c.	7.95 12.50	7.95	7.95	7.95
Master, 1c.	7.45 8.50	7.45	7.45	6.45 7.45
Master, 5c.	7.45	7.45	7.45	6.45 7.45
Mills Adams Gum Vendor.			16.50	16.50
Mills Candy (5 col.).	65.00	89.50	89.50	89.50
Mills Tab Gum.	16.50 17.50	16.50	16.50	16.50
National Candy (8 col.).			89.50	89.50
National Candy (9 col.).	100.00			
National King Candy.	19.50	19.50	19.50	19.50
National Electric.	99.50(2)	99.50	99.50	99.50
National Postage, 1c & 3c.			45.00	
National 930.	130.00	130.00	130.00	130.00
National 950.	145.00	145.00	145.00	145.00
Northwestern 33 Ball Gum.	7.50 7.95	7.95	7.95	6.95 7.95
Northwestern Deluxe 1c and 5c.	8.50 13.95	13.95	8.50 12.95 13.95	10.95 12.95 13.95
Northwestern Model 39, 1c.	7.95 8.50	7.95	7.95	6.95 7.95
Northwestern Model 49, 1c or 5c.			12.50	12.50
Northwestern Stamp.	45.00	69.00	69.00	69.00
Northwestern Tab Gum.			7.50	7.50
Phillies Cigar, 10c.	19.50			
Pop Corn Sez.	49.50 69.00	69.00 69.50	49.50 59.50	59.50 69.50
PX 10 col., 25c.	149.50			
Regal 1c Ball Gum or Mide.			4.95	4.95
Rowe Imperial (8 col.).	78.50	78.50	78.50	78.50
Rowe President (8 col.).	125.00 155.00	125.00 155.00	125.00 155.00	125.00 155.00
Rowe President (10 col.).	125.00 155.00	125.00 155.00	125.00 155.00	125.00 155.00
Rowe Royal (6 col.).		90.00	90.00	90.00
Rowe Royal (8 col.).	85.00 90.00	85.00 90.00	90.00(2) 130.00	90.00(2) 130.00
Rowe Royal (10 col.).	85.00 95.00	85.00 95.00	90.00 95.00	90.00 95.00
Rowe Royal (10 col.).	140.00	140.00	140.00	140.00
Shipman 3-Way Stamp Vendor.		39.50	24.50 39.50	24.50 39.50
Silver King Charm King, 1c.	8.50		8.50	
Silver King Hunter.	19.50		18.50	18.50
Silver King 1c Ball Gum.	7.45	7.45	7.45	7.45
Silver King, 1c or 5c.	8.50		7.45 8.50	7.45
Silver King 5c.	7.45	7.45	7.45	7.45
Silver King Hot Nut, 5c.	15.00			
Siros Brush-Up.	50.00	50.00	50.00	50.00
Stamp Vendor, 1c & 3c.	15.00			
Stamp Vendor (4 col.).	18.50	18.50	18.50	18.50
Star Candy.	10.95	10.95	10.95	10.95
Stick Gum.	9.95	9.95	9.95	9.95
Stoner Candy, 6 col., 5c.	125.00			
Uneededa Candy, 5 col., 5c.	89.50			
Uneededa Model A (6 col.).	82.50 87.50	82.50 87.50	87.50	87.50
Uneededa Model E (8 col.).	80.00			
Uneededa Electric (9 col.).	125.00	125.00		
Uneededa Model A (8 col.).	82.50	82.50		
Uneededa Model E (4 col.).		47.50	47.50	47.50
Uneededa Model 500 (7 col.).	90.00	90.00	90.00	90.00
Uneededa Model 500 (9 col.).	90.00 135.00	90.00 135.00	90.00 135.00	90.00 135.00
Uneededa Monarch (6 col.).	87.50	92.50	75.00 92.50	75.00
Uneededa Monarch (8 col.).			75.00	75.00
J-Pop-It.		195.00	195.00	195.00
U-Select-It.	49.50	49.50	49.50	49.50
Victor Baby Grand.		11.00	11.00	11.00
Victor Model V.		6.95	6.95	6.95
Watling Fortune Scale.	119.50	119.50	119.50	119.50
Watling 200 Scale.	140.00	140.00	140.00	140.00

Venders Aid Drink Sales, Dollar Take

BOONE, Ia., May 23.—That the hotel restaurant or coffee shop can benefit from transferring the sale of soft drinks to vending machines has been proven at the Mondt Hotel here.

Prior to a few months ago, the hotel's coffee shop sold all carbonated beverages from a reach-in cooler behind the service counter, with sales averaging between 8 and 16 cases per week. Almost every bottle, of course, was delivered to the customer by a waitress, either at the counter, or out in the table area.

Convinced that much time was being wasted in this type of handling, management decided to experiment with the installation of two vending machines, one in the lobby, just outside the entrance to the coffee shop, and the other within the food service area itself. Both machines are selective, permitting the customer to choose from four popular soft drinks.

After the venders were installed it became possible to utilize badly-needed refrigerated storage space, formerly devoted to bottled drinks, for other food items.

Cite Success

The experiment proved to be a success, according to the Mondt management. After only three days of operation, it was found the two machines had sold some 22 cases of bottled drinks, equivalent to some 10 days total volume under the old system. Even more important, waitresses in the coffee shop were no longer obliged to handle soft drinks. Likewise, the lobby machine surprised the management by selling 50 per cent of the total volume. It was found that there was an actual increase in the number of customers who came in for a soft drink.

The venders, management believes, stimulate customers who do not wish to bother a waitress, receive a check and pay the cashier for a 10-cent drink.

PERFECTLY RECONDITIONED!

SILVER KING VENDORS

1c OR 5c BULK
1c CHARM KING
\$8.50 EA.

VENDING MACHINES

NW Model 39, 1c Bulk \$ 8.50
NW Model 33, 1c Ball Gum 7.50
NW Deluxe, 1c & 5c 8.50
Master 1c Bulk 8.50
Columbus 1c or 5c Bulk 8.00
SK Hot Nut 5c Bulk 15.00
Ajax Hot Nut, 5c, 3 Comp. 39.50
1c Match Box, New 15.00
Exh. Card Vendors, 1c 15.00
1c & 3c Stamp Vendors 15.00
Mills Tab Gum, 1c, 6 Coils. 17.50
Pop Corn Sez, 10c 49.50
Mills Candy, 5c, 5 Coils. 65.00
U-Need-a-Pak Candy, 5c, 5 Coils. 89.50
1c Match Box, New 4.95
PX 10 Cols. Cigarette, 25c 149.50
Asco Hot Nut, 5c 7.50
Almond Vendor, 5c 4.95
Columbus 1c Ball Gum 8.95
Atlas Bantam, 5c 12.50
NW Stamp Roll Typ 45.00
Master 1c & 5c with Ball Gum Wheel 12.50
Phillies Cigar, 10c 19.50
Stoner Candy, 6 Cols., 5c 125.00
SK Duck Hunters, 1c 19.50
DuGrenier 1c Adams Gum, 4 Cols. 17.50
National 9-Col. Candy, 5c 100.00

MERCHANDISE

Salted Spanish Peanuts 27c lb.
Salted Virginia Peanuts 31c lb.
Deluxe Nut Mix 50c lb.
Cashews, 400-450 Count 65c lb.
Rainbow Peanuts 23c lb.
Boston Baked Beans 23c lb.
Licorice Lozenges 23c lb.
Candy Mix 23c lb.
Baby Chics, 500 Count 35c lb.
All Above Packed in 30-Lb. Cartons.

210 Ball Gum 28c lb.
170 Ball Gum 28c lb.
140 Ball Gum 28c lb.
100 Count Jumbo Ball Gum 28c lb.
M & M Candies 45c lb.
All Above Packed in 25 Lb. Cartons.

SUPPLIES & ACCESSORIES

Heavy Iron Stands \$ 4.25
Double Cross Bars 1.40
Triple Cross Bars 1.75
1c & 5c Coin Counters 1.75
1c & 5c Weighing Scales 19.50

CHARMS

Rake special deluxe mix — Feature, Series, Special Items — all hand picked, \$8.50 per M.

1/3 dep., bal. C.O.D., F.O.B. Phila. Full cash with orders under \$20.00.

*** NEW AND RECONDITIONED VENDORS**
* PARTS, SUPPLIES, ACCESSORIES
* BALL GUM, CHARMS, NUTS
* EVERYTHING FOR THE OPERATOR

Send for Your Free Copy of Our New 1953 Catalog!

RAKE COIN MACHINE EXCHANGE
609 Spring Garden St., Phila. 22, Pa. Lombard 3-2676

WHAT ARE you VENDING?

Stick Gum? Ball Gum? Tab Gum? Bulk Merchandise? Mints? Stamps? Perfume Combs. Sanitary Products or other Merchandise?

ADVANCE Is the Vendor for You

Cigarette Machines. All Models in Stock. Want more information? Write today to...

J. SCHOENBACH
Factory Distributor of Advance Vending Machines
1645 Bedford Ave., B'klyn, 25, N.Y.
PResident 2-2900

VICTOR'S Topper Deluxe

Globe Style Half-Cabinet Style



1 to 23 @ \$14.20 Ea.
24 to 47 @ 14.00 Ea.
48 to 99 @ 13.75 Ea.
100 or more @ 13.20 Ea.

PARKWAY MACHINE CORPORATION
715 Ensor St. Baltimore 2, Md.

SENSATIONAL KEY HOLDER

AUTOMATICALLY REELS BACK YOUR KEYS



Looks like pocket watch, designed with strong loop to fit on belt. Keys always within reach, cannot be misplaced.

24-inch chain Chrome-plated case

Durable built for lifetime use

PRICE \$2.50 each postpaid

Ideal for Coin Machine service men who use keys frequently.

DEALERS' INQUIRIES INVITED
SIEGAL INDUSTRIES
121-13 Jamaica Ave., Jamaica 18, N. Y.

LARGER PROFITS WITH TROUBLE FREE LOW COST "SILVER-KINGS"

OPERATORS' CHOICE



1c Chlorophyll Ball Gum Vendor, Today's Sensation (Vends 210 Count)
1c Charm King — Ball Gum & Charms (Time-tested and proved).
5c Pistachio or Mixed Nuts (The busiest nickel snatcher).
1c "Super Vendor" — King-Size Ball Gum (To wake up "sleepy" locations).
1c Candy Baked Beans Vendor (Fine companion for ball gum machines).

5c Silver-King "Hot Nut" (For that "extra-special" spot)
1c or 5c Silver-King Nut Vendors (Best bet for bars)

Vendors for All Foreign Coins
Immediate Delivery at Best Dealers Everywhere

SILVER-KING CORP.
622 Diversey Parkway, Chicago 14, Ill.

Miss Miami will tell your Fortune FOR 1c

ANSWER YES
QUESTION DO I BUY
TURN



Thank You All

The unbelievable response to our first advertisement in BILLBOARD April 18th was very gratifying. Our apologies to you who had to wait a few days for production to catch up with orders for our MISS MIAMI FORTUNE TELLER. To those who have not obtained a sample of this new and novel money maker we are now ready to ship immediately upon receipt of order. There are still some good territories open for distributors.

Lots of 4—**\$29.50** Each
Sample Price Prepaid \$32.90

Wire, Phone or Write Today.

Acme Furniture Mfg. Co., Inc.
2750 N. W. 22nd St., Miami, Florida. Phone 64-4543
Manufacturers of Quality Coin Machines

CHARMS

New JET SERIES

120 ASSORTED CHARMS
Includes crosses, skulls, animals, etc. This is the largest assortment in the charm field!

Plastic \$2.00 M
Copper 3.00 M
Silver 3.25 M

DOMINOES

Beautifully designed black plastic with clear white dots.
\$5.75 per M f.o.b. NYC

• WHISTLES • SIRENS, ETC.
COMPLETE LINE OF CHARMS
SEND FOR FREE PRICE LIST!

PAUL A. PRICE CO.
55 Leonard St., New York 13

IN STOCK VICTOR'S



New Deluxe Model BABY GRAND CHICLE TREATS VENDOR

ORDER TODAY
VEEDCO SALES CO.
2124 Market St. Philadelphia 3, Pa.
Phone: LOcution 7-1448

"EASY TO SPOT"



Northwestern

"Of all my machines, the Northwestern Model 49s are the top money-makers. I think it's because they're so good looking that makes them easy to locate in the best spots. Also I can service them in half the time my old models take."

G. R. F., Iowa

THE NORTHWESTERN CORPORATION
2453 East Armstrong St.
Morris, Illinois

SOLD AND SERVICED BY AUTHORIZED

Northwestern

DISTRIBUTORS

Badger Novelty Company
2546 North 30th Street
Milwaukee 10, Wisconsin

Badger Sales Company
2251 West Pico Blvd.
Los Angeles 6, California

Fisher Brown
2218 South Harwood, Dallas, Texas

King & Company
2700 West Lake Street, Chicago 12, Illinois

Maddox Sales & Service
8814 Kensington Parkway
Chevy Chase 15, Maryland

Northwestern Sales & Service
440 West 42nd Street
New York 18, New York

Northwestern Sales & Service
1198 Tremont Street
Boston 20, Massachusetts

Parkway Machine Corporation
715 Ensor St., Baltimore 12, Maryland

Peanut Products Company
801 Second Avenue, Des Moines, Iowa

Peanut Products Company
1123 West 21st Street
Indianapolis, Indiana

Peanut Products Company
910 Harney Street, Omaha, Nebraska

Rake Coin Machine Exchange
609 Spring Garden Street
Philadelphia 23, Pa.

J. Rosenfeld Company
3218 Olive Street, St. Louis, Mo.

Viking Specialty Company
530 Golden Gate Avenue
San Francisco, California

Vend-All Company
816 West 36th Street
Minneapolis 8, Minnesota

Korday Names Pauline Fried

NEW YORK, May 23. — Pauline Fried last week was named president of Korday Candies, Inc., succeeding her husband, the late Samuel D. Fried. Mrs. Fried has been in the industry for more than 20 years.

Named executive vice-president was Hy Becker, who is also vice-president and director of sales for the Gold Medal Candy Company.

Bulk Venders

Operation," including discussion of ratio of charm cost to gum cost; ratio of percentage of commission to cost of gum and charms; how to compute depreciation; profit picture, etc.

3:45 p.m. "Route Operation," including how much to pay the location and when to pay; where, when, how to fill machines; sanitation; use of car versus truck, etc.

4:30 p.m. Appointment of nominating committee to select candidates for officers, directors for 1953-54.

Exhibits will open following appointment of the committee.

Sunday, August 23, 10 a.m. Report of the nominating committee and election of officers, directors.

10:45 a.m. "Merchandising Thru Penny Bulk Vending Machines," panel discussion on diversification of equipment and products; seasonal problems; location of equipment in stores, etc.; improving sales thru clean and attractive machines; broadening of locations, etc.

11:30 a.m. New business and establishment of program for 1953.

1 p.m. Luncheon and installation of new officers and directors.

MANDELL GUARANTEED USED MACHINES

2 for 1 Moving Sale Guaranteed Buys of a lifetime Pay For 1—Add \$1.00 GET 2 MACHINES

Table listing various vending machine models and prices, such as N.W. DeLuxe 1c & 5c, N.W. #39 1c Porc., etc.

Orders Shipped as Received

MERCHANDISE & SUPPLIES

Table listing various merchandise items and prices, such as Pistachio Nuts, Cashew Whole, etc.

Complete line of Parts, Supplies, Stands, Globes, Brackets, Charms Everything for the operator.

NORTHWESTERN SALES AND SERVICE CO. MOE MANDELL 440-442 W. 42nd St., New York 36, N.Y. Longacre 4-6467

Vend PARCHED CORN for hot weather

Excellent for taverns. Send \$1.00 for 3 lbs. prepaid, enough to fill a 5 lb. peanut bowl. Other nut items, roasted fresh daily.

PATTERSON FOOD PROD. CO. Box 1862, Huntington, W. Va.

BBB Acts to Curb Blue Sky

Continued from page 85

ureau manager, Lyle L. Janz, addressed a recent convention of the ONPA.

List Standards

The program of standards provides:

1. No reference may be made directly or indirectly to possible earnings from unlocated vending machines. Any statements of earnings of an established vending machine business, being advertised for sale, must be factual and based on the last accounting period.

2. All advertisements designed to sell vending machines shall affirmatively disclose that any investment required involves the purchase of vending machines by the investor and no reference shall be made, directly or indirectly, to an offer of positions which indicate that the advertiser is offering employment.

3. All advertisements designed

Apco Cig Unit

Continued from page 85

brands vend for a straight quarter here.

Actually, Apco has been manufacturing a flat-box vander for use in Canada, where most cigarettes are sold in this type container. Century Products, Ltd., handles the machine in Canada.

An official at Benson & Hedges hinted that if any sales volume results thru the carrying of Parliaments in the Lo-Boy, the firm will attempt to work thru additional vending manufacturers. Eastern Electric and National Vendors also make units which are selective as to price, tho their columns will not take flat-box packs. The rumor that B & H would come out with a cup-type pack, however, was denied.

Cookman Cautious

John Cookman, assistant to the president at Benson & Hedges, was cautious in predicting any great increase in sales of Parliaments as a result of the new Apco vander.

While he pointed out that Parliaments have experienced a steady growth in sales during the past few years, he warned: "We do not expect an overnight boom from the placement of Parliaments in these vending machines, but we are definitely pleased that we are represented in every type of merchandising outlet that sells cigarettes."

Mel Rapp, Apco vice-president, said that his firm would promote the new venders thru direct mail to operators.



LOCATIONS WANT THIS ONE!

FRENCH BOY

HOT POPCORN DISPENSER IS ROLLING IN THE MONEY FOR OPERATORS FROM COAST TO COAST. Large capacity. Attractive. Underwriters seal of approval. Write for details on this proven money maker.



ABC POPCORN CO.

Manufacturer 3441 W. North Ave. Chicago 47, Ill.

VICTOR'S

TOPPER DELUXE GLOBE STYLE Also Available. VICTOR'S Topper Deluxe Half-Cabinet Style.



1 to 23, \$14.25 ea. 24 to 47, \$14.00 ea. 48 to 99, \$13.75 ea. 100 or more, \$13.25 ea. VICTOR'S Baby Grand Deluxe.

All machines packed and sold 4 to the case. Immediate Delivery on all Victor Models. Time Payment Plan Available. Trade-ins Accepted. Write for our complete charm and merchandise list. Prices subject to change without notice. Pioneer Vending Service 590 Albany Avenue, Brooklyn 3, N. Y. Phone: PResident 4-5358

to sell merchandise to investors under a franchise arrangement, providing for the purchaser's servicing of vending machines, shall affirmatively disclose that such investors are required to purchase merchandise and that potential earnings are dependent upon sales.

4. Advertisers, who buy vending machines from the manufacturer for resale to investors, shall not represent themselves as agents or representatives of such vending machine manufacturer unless he has authority to contractually obligate such manufacturer.

5. No reference may be made, in advertising copy, to locations of vending machines or routes unless machines have actually been located and are available for inspection by any interested party or unless contracts have been secured for bona fide locations and are available for inspection.

6. No reference may be made to manufacturer of product or products dispensed by such machines unless evidence is submitted that manufacturer has given permission for use of name.

7. No such advertisement shall claim sponsorship of any civic, charitable, philanthropic or religious organization unless the same has complied with all local or State ordinances relating to the solicitation of funds or sale of any things of value for the benefit of civic, charitable or philanthropic organizations.

8. Copy must be presented at least 48 hours in advance of publication for submission to the Better Business Bureau of Portland for verification of the facts presented.

Hires Records Net Loss

PHILADELPHIA, May 23.—The Charles E. Hires Company for the first 1953 quarter ended March 31, had a net loss of \$135,742. For the like period in 1952, it had a net loss of \$137,695.

For the six-month period ended March 31, the firm experienced a net loss of \$139,829. During the comparable 1951-52 period, it had a net loss of \$250,660.

Smokeshop Lo-Boy THE NATION'S FINEST CIGARETTE VENDOR! 486 PACK CAPACITY Tear Out and Mail This Ad for Details Smokeshop corp. (AUTOMATIC PRODUCTS CO.) 250 West 37th Street, New York 19, N. Y.

Moneygolds



from Sandy MacTight's garden of profit.

They bloom better if you operate

VICTOR'S

Topper Deluxe Half-Cabinet Style

Also Available

- VICTOR'S Topper Deluxe Globe Style VICTOR'S Baby Grand Deluxe

Immediate Delivery on all Victor Models. Time Payment Plan Available.

\$14.25 ea.

\$13.25 ea.

100 or more.

All machines packed and sold 4 to the case.

ROY TORR—LANSDOWNE, PA.

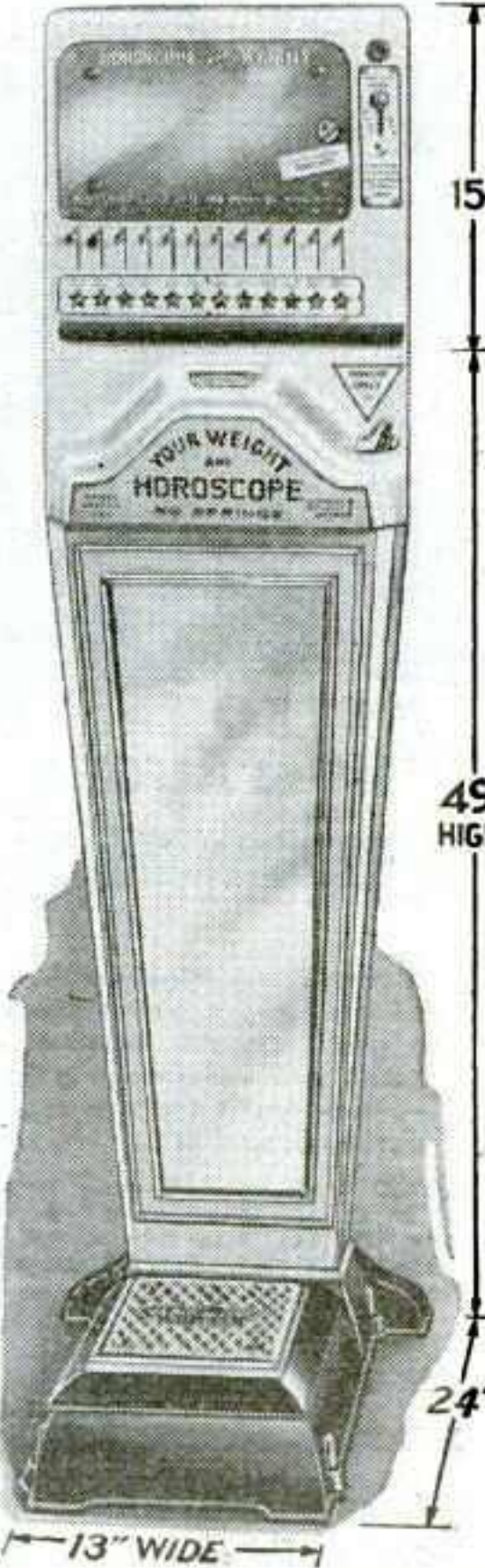
THIS IS NEW!

5c HOROSCOPE SCALE

TOP OF SCALE PAYS BIG DIVIDENDS... NOW YOU CAN REALLY MAKE MORE MONEY operating scales because you get 5c as well as 1c.

TWO MACHINES IN ONE... A 5c Horoscope vending machine and a 1c coin controlled scale. They occupy the floor space of only one machine and the 5c horoscope attachment alone increases the earnings 100%.

SMALL DOWN PAYMENT, BALANCE \$10.00 PER MONTH



NOT A NOVELTY BUT AN INVESTMENT

WATLING MFG. CO. 4650 W. FULTON ST. CHICAGO 44, ILLINOIS

COME TO SEE, COME TO HEAR, COME TO DISCUSS—N.A.B.V. CONVENTION

in Chicago at the CONGRESS Hotel August 22-23, 1953

MEET the leading Operators, Distributors and Manufacturers... LISTEN and discuss with experts, at panel meetings, Methods of Operating, Obtaining New Locations, Legal Problems, Merchandising.

HEAR all about the New 5c ROCKET CHARM MACHINE, what it is; what it does. HEAR about 5c "ALL CHARM" vending developments.

SEE EPPY FIRST. SEE the FULL LINE of EPPY CHARMS, including TEN (10) BRAND NEW GIMMICKS, presented for the first time at the Convention.

ATTEND JUST ONE CONVENTION—and you'll attend EVERY CONVENTION. It's the best break you can give yourself for industry information, methods, contacts, New Gimmicks, New Machines, new ideas—and have a Good-Time, too.

SAMUEL EPPY & CO., INC. 91-15 144th Place Jamaica 2, N. Y.

SAVE MORE MONEY—MAKE MORE MONEY

Subscribe to The Billboard TODAY!

Woolworth Chain Sets Expansion

WATERTOWN, N. Y., May 23.—The F. W. Woolworth Company, whose 1,960 variety stores serve as key locations for kiddie rides, takes an optimistic view of the future and plans a long-range expansion. This was announced at the annual meeting Thursday (21) by A. L. Cornwell, president and chairman of the board of directors.

In his report, Cornwell stated that store improvement and expansion would continue at an accelerated pace thru 1953. Last year stores in 31 localities were opened and 32 locations were en-

larged. In addition 15 stores were moved to new and more heavily trafficked areas.

Cornwell stressed that the company was ready to meet the sharp competition offered by drug stores and supermarkets, two other types of locations which have proved excellent for rides.

"Of special interest," he said, "is the continuing activity on the part of all kinds of retail business to venture into and experiment with small ware items. There is an unusual concentration of this activity in the drug and supermarket outlets thruout the country. Competitive conditions at present are much more acute than at any time for many years. This trend is recognized and, as in the past, the company is equipped to meet the impact of additional competition from whatever source."

TO EUROPE

Scott-Crosse Owners Plan Export Trips

CHICAGO, May 23.—Abe Witsen and Sal Groenteman, owners of the International Amusement Company and the Scott-Crosse Company, both in Philadelphia, announced plans for extensive export trips to Europe, following a conference with Jack Nelson, general sales manager of Bally Manufacturing Company.

Groenteman will leave June 22 and will contact customers in Holland, Belgium, France, Switzerland and Italy for the following six weeks. Witsen also will be gone six weeks, beginning August 2. He will visit England, Germany, Norway, Belgium, Holland and France.

Scott-Crosse has expanded its export department steadily since Witsen and Groenteman purchased the company three years ago.

Kaye Readies New Series of Midget Rides

NEW YORK, May 23.—Kaye Manufacturing Company expects to have its series of seven new kiddie rides available for shipment next week. The series will include a Dog, Duck, Racing Car and Horse, with the other three to be announced.

While the bodies will be interchangeable, Kaye plans to sell the units complete. List price will be \$349.50. The bases are all steel, with fiberglass bodies. Dimensions are 18 inches wide by 32 inches long; shipping weight is 200 pounds.

Irving Kaye, head of the firm, said he has discontinued the manufacture of his Rocket Ride, but he is still making Sea Queens, which are standard sized. The new series will be midget sized.

Kaye has also taken on the distributorship of the Automatic Towel Corporation of America, which makes a hand drier. The drier, which will be sold to operators for restaurant and bar locations, lists for \$289.50.

Meteor Opens Can. Office

NEW YORK, May 23.—Al Blendow, sales manager of the Meteor Machine Corporation, announced this week that the firm had opened an office for the distribution of the Meteor line in Canada.

The office, at 223 Church St., Toronto, will be under the supervision of W. C. Graham, formerly a salesman of ball gum routes. Meteor makes a Rocket, Flying Saucer, PT-Boat and Pony Boy.

Ind. Firm Making Coin Ride Covers

FORT WAYNE, Ind., May 23.—Covers designed specifically for coin-operated kiddie rides now are in volume production at the Gillie Auto Top & Trim Service plant here, Virginia Gillie announced this week.

The ride tops list for \$14.95 and permits operators to move rides outside on a permanent basis whenever applicable. The firm also makes covers for Exhibit Supply's Space Gun.

RIDE-MOBILE

Proves Strong Ally In Gaining New Stops

SHELBY, N. C., May 23.—Paul Vaughn, sales manager of D. Huss Cline, has developed a specially equipped truck which is aiding the firm in securing ride locations. The Cline organization distributes Bally rides in North and South Carolina.

The truck — called the ride-mobile — can be driven to a potential location and by using a long cable, plugged into an electrical outlet, demonstrate the Champion horse and Space-Ship rides in action. The rides are securely mounted in the truck.

As Vaughn explains it, "The nearest youngster is always tickled to assist in the demonstration and locations are easy to sign up when merchants see the excitement of kids who invariably crowd around when I am demonstrating." He added that even the busiest of location owners can spare the few needed minutes to make the speedy demonstration as no advance preparation in the store or shifting of equipment is necessary.

Atom Jet Back In Production

NEW YORK, May 23.—Nat Cohn, head of Conat here, national distributor for Nasco in Philadelphia, announced this week that the firm's Atomic Jet is now back in production. (Continued on page 98)

Capitol to Have 300 Rides in Parks, Arcades

NEW YORK, May 23.—Capitol Projectors, manufacturers and operators of Kiddie Ride equipment, is currently in the throes of the largest summer location in the history of the firm, according to Sam Goldsmith, Capitol executive.

Goldsmith said the firm was concentrating on amusement park, Arcade and kiddieland locations. While some of the equipment is sold outright to the fun-spot operators, Goldsmith said that most of it was either leased or operated by Capitol on a commission basis.

Right now, Goldsmith said, some 200 pieces of equipment are on summer locations, with the total expected to hit 300 by Decoration Day (30).

Installations include Rockaways' Playland, Queens, N. Y.; Olympic Park, Irvington, N. J.; Palisades Amusement Park, N. J.; Lincoln Park, Fall River, Mass.; Ocean Beach, New London, Conn., and Arcades in Atlantic City, Wildwood and Ocean City, N. J.

Central Coin In New Qtrs.

DETROIT, May 23.—The Central Coin Machine Exchange, long-established distributing organization owned by Maurice J. Feldman, has moved to 2628 Puritan Avenue. The new site affords larger quarters, and a more convenient layout, with direct access to the store for delivery purpose.

The front of the store is used as a reception room, and a sales-room for a display of shuffleboard supplies and accessories.

Central is now specializing exclusively in the shuffleboard field, having disposed of other lines which the firm formerly handled. A distributorship is maintained for the Tri-Central Shuffleboard. The firm also specializes in handling scoring units. A large and modern new shop has been established in the rear, with complete equipment for all types of service, including resurfacing of boards.

Feldman has for years been a leader in trade associations and in the coin machine industry generally. He maintains a route of machines of his own, in addition to his distributorship.

The new location establishes a north end "Little Coin Row," being located next door to the buildings of the Angott Distributing Company.

"LITTLE CHOO-CHOO"

Designed by World Famous Manufacturer of Amusement Rides

Sensational new coin-operated Kiddie Ride for Dime Store and Super Market locations. Train goes thru all of the motions of a real locomotive. Foot accelerator operates variable speed control. Device has seven flashing lights and realistic bell. Terms: Payments arranged for established operators. Write today for complete information.

KING AMUSEMENT CO.
Mt. Clemens, Mich.

the WHICH-WHY-WHEN and HOW of Kiddie Rides!

WHICH ride to buy? Why METEOR of course!

WHY Because they TRIPLE EARNINGS!
Are ALL STEEL Construction!
Are RUGGED, SAFE and LASTING!
Are so LOW PRICED!

WHEN NOW! — TODAY! Meteor Rides are hot! Locations from Coast to Coast want them. We have red hot leads on hand ready for YOU! Don't delay — ACT NOW!

HOW Contact us at once. Liberal finance plan for those who qualify. Take 12 to 15 months to pay and earn a good living simultaneously.

METEOR FLYING SAUCER PAT. PEND.



The outstanding ride of the kiddie ride industry. Its imaginative design and original 3-way ride movement make it the biggest money maker in the field — attracts terrific traffic everywhere — locations demand it!

SPECIFICATIONS: Top is removable — easily portable in two sections. Overall length 52" — Width 42" — Height 38". Weight approx. 272 lbs. Heavy Duty 1/2 H.P. Motor. Plex-Tone Indestructible paint. 110V AC Current. 10c National Rejector.

YOU ALWAYS DO BETTER WITH METEOR!

METEOR ROCKET — METEOR FLYING SAUCER — METEOR PONY BOY

DISTRIBUTORS — some territories still open!

OPERATORS EVERYWHERE — Contact us at once!

METEOR MACHINE CORP.

319 Hinsdale Street Brooklyn 7, N. Y. Phone: HYacinth 5-2756

More Profits TO YOU

the Rocket

The Only Ride where The Child is the Pilot!

Attention Distributors

Choice territories still open. Fast service and delivery. Free literature — National ad backing. Many operator inquiries ready to process direct to you.

5 ride movements from 3 control levers. Air operated. Safer, less maintenance. Ply-A-Mold body, break-proof.

Write today for literature and prices.

NYLCO PRODUCTS, INC.
540 Main Street, Clinton, Massachusetts

QUALITY DURABILITY APPEARANCE

That is what Kiddy-Ride operators must have, and that's what they get with Bally SPACE-SHIP and THE CHAMPION. Big profits, too!

Write for Prices Terms Available

DONAN
DISTRIBUTING COMPANY
5007 N. Kedzie Chicago 25, Ill.
Phone: JUNiper 8-5211

Bally Distributors for Wisconsin and Northern Illinois

I'M ON MY WAY TO DISTRIBUTORS OF

EXHIBIT SUPPLY'S

- Roy Rogers Trigger
- Sea Skate
- Rawhide
- Buzz Corey's Space Patrol
- Pete the Rabbit
- Big Bronco
- Rudolph the Red-Nosed Reindeer
- El Toro the Bull
- Ferdie the Bull
- Space Gun

EXHIBIT SUPPLY 4218-30 W. Lake St., Chicago 24, Ill. Est. 1901

INSURANCE LIABILITY & FIRE

For the Amusement & Entertainment Field

BROADWAY BROKERS CORP.
150 Broadway, New York 38
REctor 2-2195

WARNING



There Is Only One Genuine
and Original
MUSICAL MERRY-GO-ROUND
and that is the one made by
THE BERT LANE COMPANY, INC.

Last January we designed, developed, produced and delivered the greatest kiddie ride in the history of coin-operated mechanisms. We held off advertising its sensational development until all field tests were completed.

But right from the start **Results Were So Terrific** — grosses were so huge — and top locations were so enthusiastic about this ride — that imitations began to leap into the field.

That is why we urge you to BEWARE!

Don't be misled by imitations! If you want the **Musical Merry Go Round** — be sure it is the ride made by **The Bert Lane Company, Inc.**

ALSO BE SURE ABOUT DELIVERY!

It is one thing to try to capitalize on the success of others — it's quite another matter to deliver! **Before You Put Down One Red Cent Be Sure You'll Get Delivery!**

You know you'll get delivery from the **Bert Lane Company** — we've been delivering since the first of the year! We can ship your ride on receipt of order! Only the **Bert Lane Company** can **Guarantee Immediate Delivery!** **No One Else Has This Ride!** **It Is Misleading For Any One Else To Offer This Ride To You!** **This Is a Bert Lane Exclusive — Lock, Stock and Barrel!**



SPECIFICATIONS: Floor Space — 48" x 54". 110V AC Current. Construction materials — aluminum, rustproofed metal, fiberglass, waterproof exterior plywood. Self-contained rollers. Lifetime parts. National Coin Mechanism and ride meter.

Available With Interchangeable Series of Animals

GIRAFFE—CAMEL—ZEBRA—REINDEER—HORSE—RABBIT

- Quiet, smooth, prancing up-and-down Hobby Horses
- Can be set for Continuous Music (45 RPM Records) to Attract Attention or, Music only when ride is in operation.
- Operation completely automatic — 1 minute ride for one or two children on insertion of one dime or two nickels — or with special tokens.
- Absolutely safe — can be boarded from any side.

***EARNINGS ARE FABULOUS! *APPEAL IS TERRIFIC! *THERE IS NO OTHER RIDE LIKE IT!**

Here is your opportunity to get in on the ground floor of the most sensational new development in kiddie rides — one that is sweeping the country — proving itself the greatest money maker of them all

By Far! This is no time to delay — **Be The First In Your Territory!** **Order Your Musical Merry-Go-Round Now!**

but remember — the **ONLY** place where you can get the genuine and original ride — the ride that is making money **NOW** — and which you can put into operation **NOW** — is right here!

Write, Wire or Phone Today



Study This Picture CAREFULLY!
It is a genuine **MUSICAL MERRY-GO-ROUND** —
It is the **ONE and ONLY** ride featuring
Hobby Horses Set To Music!
Originated and Produced by
the **BERT LANE COMPANY**

While You Are Reading This The MUSICAL MERRY-GO-ROUND Is Proving Itself As The Star Attraction In Hundreds Of Locations Including Such Famous Department Stores As—
Foley Bros., Houston—Leonard's, Ft. Worth—Brown-Dunkin,Tulsa—Frost Bros., San Antonio—Scarborough, Austin—Halliburton's, Oklahoma City—Famous-Barr, St. Louis (3 stores)—M. O'Neill Co., Akron (6 stores)—H. & S. Pogue Co., Cincinnati—Loveman, Joseph & Loeb, Birmingham—Buck's, Inc., Wichita—Crosby Bros., Inc., Topeka—Montgomery Fair, Montgomery—Elder-Johnson, Dayton—Miller Bros., Chattanooga,
and with such important chains as
SEARS ROEBUCK FOOD FAIR OF FLORIDA
and **KROEGER STORES**



Manufactured by
the BERT LANE COMPANY, INC.
372 N. E. 61st Street, Miami, Florida

THE BILLBOARD Index of Advertised Used Machine Prices

Amusement Games

Equipment and prices listed below are taken from advertisements in The Billboard issues as indicated below. All advertised used machines and prices are listed. Where more than one firm advertised the same equipment at the same price, frequency with which the price occurred is indicated in parentheses. Where quantity discounts are advertised, as in the case of bulk vendors, only the single machine price is listed. Any price obviously depends on condition of the equipment, age, time on location, territory and other related factors.

	Issue of May 23	Issue of May 16	Issue of May 9	Issue of May 2
ABC (United).....	\$95.00 99.50 130.00 135.00 149.50 175.00	\$130.00 135.00 150.00 175.00	\$135.00 145.00 149.50(2)	\$85.00 125.00 135.00 145.00 149.50(2) 150.00 175.00 225.00
Across-the-Board (United)...	225.00	225.00	225.00	
Advance Roll (Genco).....		19.50		
All Baba (Gottlieb).....		34.50		34.50
All Star Basketball.....	165.00			
Aquacade (United).....		39.50		39.00 39.50
Arizona (United).....		395.00(3)		79.50 99.50
Atlantic City (Bally).....	375.00 365.00(2) 390.00 395.00(3) 415.00	385.00(2) 395.00(3) 425.00	390.00 395.00(2) 400.00 410.00 425.00	345.00 385.00 390.00 395.00(3) 400.00 410.00 425.00
Ballerina (Bally).....	49.50	49.50	49.50	
Bank-a-Ball (Gottlieb).....	75.00			34.50
Barnacle Bill (Gottlieb).....		34.50	25.00 34.50	34.50
Baseball (Genco).....		49.00		
Basketball (Gottlieb).....	85.00	95.00	95.00	95.00
Basketball Champ (Chicago Coin).....	250.00 195.00	195.00 250.00	195.00 250.00	195.00 225.00 250.00
Basket Ball (Chicago Coin)...	250.00	250.00	250.00	250.00
Sat-a-Score (Evans).....	275.00 150.00	150.00 275.00	275.00	145.00
Batting Practice.....	89.50 69.50	69.50 89.50	69.50 89.50	89.50
Beauty (Bally).....	485.00 495.00 499.00 525.00(2) 540.00	495.00 525.00 535.00 540.00	499.00 525.00(2) 545.00	499.00 525.00 545.00
Be Sop (Exhibit).....	94.50	94.50	94.50	69.00 94.50
Big Hit (Exhibit).....	165.00	165.00	165.00	165.00
Big Top (Genco).....	60.00	64.50	64.50	64.50
Bing-a-Roll (Genco).....		59.50		59.50
Black Gold (Genco).....	50.00	59.50	59.50	59.50
Boiero (United).....	175.00(2) 195.00(2) 215.00	175.00 195.00 220.00 225.00	175.00 215.00(2) 220.00 225.00	175.00 215.00(2) 220.00 250.00
Boston (Williams).....	89.50	89.50	89.50	89.50
Bowling Champ (Gottlieb)...	50.00(3) 74.50	50.00(2) 74.50	50.00(2) 74.50	50.00
Bright Lights (Bally).....	175.00(2) 189.50 190.00(2) 195.00(2) 200.00 215.00(2) 225.00	195.00(2) 74.50 215.00 219.50 225.00 250.00	175.00 185.00 200.00 215.00(2) 219.50 225.00 250.00	175.00 190.00 215.00(2) 225.00
Bright Spot (Bally).....	250.00 265.00 275.00(2) 290.00 295.00(5) 300.00	275.00 295.00(5) 300.00 315.00	275.00 295.00(2) 300.00 315.00 325.00	265.00 275.00 295.00(2) 300.00 315.00 325.00(2)
Buccaneer (Gottlieb).....	59.50	34.50 59.50	25.00 34.50 59.50	34.50 59.50
Buffalo Bill (Gottlieb).....	74.50	74.50	74.50	74.50 79.50
Buttons & Bows (Gottlieb)...	40.00 47.50 69.50	47.50 69.50	47.50 69.50	25.00 47.50 69.50
Campus (Exhibit).....	65.00 94.50	65.00 94.50	65.00 94.50	65.00 94.50
Canasta (Genco).....	89.50	89.50	89.50	89.50
Caravan (Williams).....	180.00	185.00	195.00	
Carolina (United).....	34.50	34.50	34.50	
Carnival (Bally).....		49.50		49.50
Champion (Bally).....	37.50 40.00 45.00 75.00 89.50	37.50 40.00 45.00 49.50 89.50	25.00 37.50 40.00 45.00 49.50 75.00 89.50	37.50 40.00 45.00 49.50 75.00 89.50
Champion (Chicago Coin)....	40.00 65.00	40.00 65.00	40.00 69.50	40.00 69.50
Chinatown (Gottlieb).....	175.00 185.00 205.00	225.00	225.00	195.00
Cinderella (Gottlieb).....		29.50		29.50
Circus (United).....	375.00	395.00	395.00	395.00
Citation (Bally).....	30.00 65.00 79.50	30.00(2) 79.50	19.00 29.50 30.00(2) 65.00 79.50	29.50 30.00(2) 65.00 79.50
College Daze (Gottlieb).....	75.00			75.00 89.50
Coney Island (Bally).....	240.00 245.00 265.00 275.00(3) 290.00 295.00(3)	245.00 275.00 295.00(2) 300.00 315.00(2) 322.50	265.00 275.00(2) 300.00 315.00(3) 322.50	275.00(3) 315.00(2) 322.50 325.00
Control Tower (Williams)...		95.00		95.00 119.50
County Fair (United).....				125.00
Cross Roads				175.00
Cyclone (Gottlieb).....	125.00			
Dallas (Williams).....		44.50 60.00	44.50 60.00	44.50 60.00 74.50
Dancing Dan.....		29.50		29.50
De-Icer (Williams).....	75.00 79.50 99.50	75.00 99.50	75.00 99.50	75.00 79.50 99.50
DeLux World Series (Williams).....				245.00(2)
Dew-Wa-Ditty (Williams)....	49.50	34.50 49.50	34.50 49.50	34.50
Disc Jockey.....	200.00 215.00	225.00	225.00	215.00 245.00
Double Action.....	99.50	99.50	99.50	65.00 75.00 95.00
Double Feature.....	74.50 99.50	74.50	74.50	74.50
Double Shuffle (Gottlieb)...	65.00(2) 75.00 79.50	49.50 65.00(2) 79.50	49.50 65.00 69.50 79.50	49.50 65.00 69.50 79.50
Dreamy (Williams).....	74.50 75.00 89.50	74.50(2) 75.00 89.50	74.50 75.00 89.50	74.50(2) 75.00 89.50
El Paso (Williams).....		39.50		39.50 69.50
Fighting Irish (Chicago Coin)	75.00 95.00	75.00	75.00	45.00 69.50 75.00
Five Star (Universal).....	75.00 79.50 85.00 125.00 135.00 140.00 29.50 69.50	95.00 99.50 140.00	95.00(2) 99.50 135.00 140.00	75.00 90.00 95.00(2) 135.00 140.00
Flip Skill.....		29.50 69.50		29.50 69.50
Floating Power (Genco).....		44.50		44.50
Flying High (Gottlieb).....		235.00		235.00
Football (Chicago Coin)....	59.50 75.00	59.50	59.50	79.50
400 (Genco).....	190.00 195.00(2) 215.00 220.00 225.00(2)	190.00 195.00 225.00(2)	195.00 215.00 225.00(3)	195.00 215.00 225.00
400, 5c or 10c (Genco).....	249.50	249.50	249.50	
Four Corners (Williams)....	215.00	215.00	225.00	210.00 225.00
Four Horsemen (Gottlieb)...	\$79.50 129.50 139.50	\$79.50 129.50 139.50	139.50	129.50 169.50
Four Stars (Gottlieb).....	165.00 169.50		49.50	69.50

BINGO BUYS IMMEDIATE DELIVERY

3 BEACH CLUBWrite
1 BALLY BEAUTY\$495.00
3 LEADERS250.00
1 PALM BEACH415.00
1 UNITED STARS275.00
1 FROLIC395.00
1 SPOT LITE250.00
2 CIRCUS.....395.00
2 ATLANTIC CITY395.00
1 CONEY ISLAND275.00
1 BRIGHT LIGHTS175.00
1 HAYBURNER149.50

KEENEY CONVERSIONS FOR
LONG BOARD225.00
GENCO SCOREBOARD95.00

Terms: 1/3 cash with order,
balance C.O.D.

UNIVERSITY COIN MACHINE EXCHANGE

854 N. High St. Columbus 8, O.
Tel: UNIVERSITY 6900

1933 DAVID ROSEN 20th ANNIVERSARY 1953

FOR
REAL BUYS
Send Today for Our
Complete Price Lists

DAVID ROSEN
Exclusive A M I Dist. Ea. Pa.
855 N. BROAD STREET, PHILA. 23, PA.
PHONE: STEVENSON 2-2903

ARCADE and New-Write LOCATION EQUIPMENT

Air Hockey - Space Gun
Williams 1953 Baseball
Set Shot Basketball
Pokerino, Scientific, latest model.
Kiddie Rides—Animals, Boats, Bicycles,
Rockets, Space Ships, Trains, Merry-Co-
Rounds. Illustrated Rides Supplement
FREE.

Q-Ball, Scientific, new in original
crate, only \$195.00
Photomatic and Voice-O-Graph,
factory rebuilt Write
Panoramas 295.00
Skee Balls 85.00
Twin Rotation, Exhibit 275.00

1953 Catalog, 200 illus. FREE.

MIKE MUNYER
577 Tenth Ave. (at 42nd St.)
New York 36, N. Y. BRyant 9-6677

41 YEARS SERVICE • EST. 1912

MERCURY ATHLETIC SCALES COUNTER MODEL



This sensational Penny Athletic Scale is a national hit. Completely redesigned and selling at a new low price. Finished in a variety of colors. Write for prices.

GREAT LAKES SYSTEM
Phone: OWen 4-6331
G-5274 S. Dorf Hwy. Flint, Mich.

FOR SALE

Nevada Slot Machine Route. Old established, center Agriculture and Mining Area. Large pay roll assured for years. Center of new Anaconda Fifty-Million-Dollar Copper Mine, surrounding Farm and Cattle Ranches. Consists of Slots, Pin Games, Music, etc. Nicest and fastest growing town in Nevada and beautiful Mason Valley, with the best in Hunting and Fishing. Desire immediate sale due to other interests. Will pay 1954 federal license. Selling price \$35,000.00 CASH. Furnish information on request.
P. O. BOX 647, Yerington, Nevada.

COBRA CARTRIDGES

Reassigned and Resurfaced, 75¢ each.
ORIGINAL PERFORMANCE GUARANTEED. 10 Days' Service Via Air Mail.
This ad worth 75¢ on first order.

ELECTRONIC INDUSTRIES
P. O. Box 2008 Mesa, Arizona

	Issue of May 23	Issue of May 16	Issue of May 9	Issue of May 2
Freshie (Williams).....	50.00 65.00	60.00 69.50	\$79.50 129.50	\$79.50 129.50
Frolie (Bally).....	375.00 385.00 395.00(3) 399.00 415.00 425.00(2)	375.00 395.00 399.00 415.00 425.00(3)	415.00 425.00(3) 435.00	395.00 399.00 415.00 425.00(3) 435.00
Futurity (Bally).....	199.50 220.00 235.00	199.50 235.00 240.00	220.00 240.00 265.00	220.00 225.00(2) 240.00 265.00
Georgia (Williams).....	95.00 99.50	95.00 99.50	95.00 99.50	95.00 99.50
Gin Rummy.....	75.00			
Gizmo (Williams).....	49.50	49.50		49.50
Glamour (Bally).....	175.00			
Globe Trotter (Gottlieb)....				145.00
Gold Cup (Bally).....	59.50	59.50	59.50	59.50
Golden Gloves (Chicago Coin)	75.00	75.00	75.00	
Grand Award Chicago Coin).....	35.00			69.50 75.00
Happy Days.....		185.00		195.00
Happy Go Lucky (Gottlieb)...	159.50			
Harvest Time (Genco).....	75.00 109.50	109.50	109.50	79.50 109.50
Hayburner (Williams).....	115.00 150.00 165.00	99.50 125.00 165.00	99.50 125.00 165.00	99.50 125.00(2) 150.00 155.00 165.00
Hit-a-Homer.....	24.50	22.50 24.50	22.50 24.50	22.50
Hits and Runs (Genco).....			65.00	65.00
Hit 'N' Run (Gottlieb).....	150.00(2)			150.00 155.00
Hit Parade (Gottlieb).....	155.00 165.00		29.50	29.50
Holiday (Chicago Coin)....	39.50	39.50	39.50	
Holiday (Keene).....	245.00 250.00 259.50	245.00 250.00(2) 259.00	250.00 259.50 265.00	250.00 265.00
Hong Kong (Williams).....	180.00 210.00	210.00	220.00	195.00
Horseshoes (Williams).....	125.00	100.00	159.50	139.50 159.50
Hot Rod (Bally).....	40.00 99.50	40.00 99.50	40.00 99.50	40.00 99.50
Jalopy (Williams).....	145.00 150.00	145.00	145.00	150.00 175.00
Jockey Special (Bally).....	54.50	54.50		15.00 54.50
Joker (Gottlieb).....	99.50			
Judy (Exhibit).....			99.50	99.50
Jumping Jack (Genco).....	235.00 275.00 285.00 295.00(2)	235.00 285.00 295.00(2) 325.00	265.00 285.00 295.00(2) 325.00	285.00 295.00 325.00
Just 21 (Gottlieb).....				49.50 69.50
King Cole (Gottlieb).....	49.50	49.50	49.50	49.50
King Pin (Chicago Coin)....	124.50 145.00	124.50	124.50	124.50
K. C. Jones (Gottlieb).....	65.00 69.50	69.50 75.00	69.50 75.00	69.50 75.00
Knock Out (Gottlieb).....	75.00(2) 99.50	99.50	99.50	79.00 79.50 99.50
Leader (United).....	225.00 265.00 169.50 275.00(2)	250.00 265.00 269.50 275.00 310.00	250.00 269.50 275.00(2) 285.00 310.00	225.00(2) 250.00 275.00 285.00 295.00 310.00
Lite-a-Line (Keene).....	79.50 95.00(2)	95.00 99.50	95.00 99.50	70.00 95.00(2)
Long Beach (Williams).....	185.00 225.00 275.00	195.00 275.00	105.00 159.50 275.00	105.00 159.50 275.00(2)
Lucky Inning (Williams)....	84.50	35.00 84.50	35.00 84.50	35.00 69.50 84.50
Major League Baseball (Western).....		50.00		
Majors (Chicago Coin).....	74.50	74.50	74.50	74.50
Majors of '49 (Chicago Coin)...				45.00
Majorette.....	125.00 140.00(2)	145.00	145.00	145.00
Mardi Gras.....		29.50		29.50
Maryland (Williams).....	84.50	49.50 84.50	49.50 84.50	49.50 84.50
Mercury (Genco).....	59.50	59.50		
Mermaid.....	125.00			
Merry Widow (Genco).....		29.50		29.50
Minstrel Man (Gottlieb)....	159.50	159.50	95.00 159.50	159.50
Niagara (Gottlieb).....	175.00	175.00	175.00	150.00 175.00
Nifty (Williams).....	89.50 95.00	89.50 95.00	89.50 95.00	89.50 95.00
Oklahoma (United).....	65.00	64.50 65.00	64.50 65.00	64.50 65.00 69.50
Old Faithful (Gottlieb)....	75.00	85.00	85.00	85.00 129.50
One, Two, Three (Genco)...	34.50	34.50(2)	34.50(2)	31.50 109.50
Oasis (Exhibit).....				
Palm Beach (Bally).....	375.00 415.00 425.00 440.00 445.00(2) 450.00	425.00(3) 445.00(2) 465.00	440.00 450.00(2) 455.00 465.00 475.00	375.00

Table with columns for machine names and issue dates (May 23, May 16, May 9, May 2). Includes items like Tampico (United), Tahiti (Chicago Coin), etc.

Table with columns for machine names and issue dates (May 23, May 16, May 9, May 2). Includes items like Rapid Fire (Bally), Recordio (Willcox-Gay), etc.

Display Bank-Shot At Cleveland Meet

CLEVELAND, May 23.—The American Shuffleboard Company, Union City, N. J., exhibited its Bank-Shot game at the 1953 annual Conference of the National Industrial Recreation Association...

Clear Op in Pin Case

MIAMI, May 23.—Judge Grady L. Crawford, of the Dade County Circuit Court, reversed the conviction of a local operator on a charge of allowing minors to play a pinball game.

• Arcade Equipment

Table with columns for machine names and issue dates (May 23, May 16, May 9, May 2). Includes items like Ace Bomber (Mutoscope), Air Mail Letter (Exhibit), etc.

L. A. Distrib Chartered

SACRAMENTO, May 30. — S T L Enterprises has been granted a charter by the State to sell and distribute vending and amusement machines in Los Angeles County.

Authorized capital is 2,500 shares, no par value. Incorporation papers were filed by Louis Thomas Hiller, Los Angeles.

THE MARKET PLACE for the COIN MACHINE INDUSTRY. The National Exchange for Coin Machine Personnel, Products, Services and Opportunities. CLASSIFIED ADVERTISING.

ADVERTISING RATES. REGULAR CLASSIFIED (Minimum \$3). DISPLAY CLASSIFIED (Minimum \$4). ALL ORDERS AND INQUIRIES TO COIN MACHINE MARKET PLACE THE BILLBOARD 188 W. RANDOLPH ST. CHICAGO 1, ILL.

Business Opportunities

Coin Radios and Television; buy direct from manufacturer and save; steel cabinet, modern design, coin rejector. Write for prices and full story.

Parts, Supplies & Services

"THE CHARM CENTER" Introducing and Supplying the Latest in Charms. Write for FREE Price List of many new items never before advertised.

1¢-5¢ CANDY, CIGARETTE, NUTS, TAB GUM, BALL GUM VENDERS BOUGHT AND SOLD.

Cast Iron Stands, \$4.25 ea.; 6 or more, \$4 ea. Top Plates for 2 Venders, \$1 ea. 3 Venders, \$1.35 ea.

TAB GUM—MIN. 25 BOXES.

All Wrigley, 47¢; All American Chicle, 42¢; Teaberry, 42¢; Chloro Tab Gum, 200 ct., 90¢; Candy Charms, 42¢; Hershey Choc., 200 ct., 1¢; \$1.30; Suchard Almond or Milk (200 ct., 1¢), \$1.20.

Ball Gum: 210, 170, 140—25 lb. cases, 26¢ per lb. Chloro Ball Gum, 210, 170, 140—25 lb. cases, 43¢ per lb.

KING & CO.

Direct Factory Distributors for Northwestern Venders, U-Select-It Candy and Cookie Venders, Supervend 3-Drink Cup Dispensers, PX Cigarette Venders.

Operators! There's nothing quite like "Monroe Waterless Handcleaner."

A smooth white cream containing no ammonia or lye, it removes grease, fresh paint, ink, carbon, etc., from your hands like magic.

Stamp Folders, direct from manufacturer;

unlimited quantities, immediate delivery; write for prices. Veedco Sales Co., 2124 Market St., Philadelphia 3, Pa. LOcust 7-1448.

Routes for Sale

Phonograph Route in Louisiana; about 75 Phonographs; pay out in 1 year; old established route; wonderful set-up; late machines; help will stay; worth investigating.

Used Coin-Operated Equipment

A-1 Bargain—Cigarettes and Candy Vending Machines, all makes and models, lowest prices. What have you to sell? Mack Postel, 2952 Milwaukee Ave., Chicago, Ill.

Cigarette Machine, King Size Conversions,

25¢ and 30¢ mechanisms; all types of used Cigarette Machine Equipment, completely overhauled and refinished.

Cleaning out entire stock Penny Amusement Games;

send quick for bargain lists, Atlas Specialty Co., 810 Hemphill St., Ft. Worth, Tex.

Coin Radios—Metal cabinets, excellent condition;

sample \$27.50; supply limited; write today. Don's Radio, 1415 Waterloo Rd., Cedar Falls, Ia.

For Sale—'46 Seeburgs, completely overhauled and refinished, perfect condition,

cost \$149.50; Keeney 4-Player Bowlers with formica tops, cost \$149.50. Lieberman Music Co., 257 Plymouth Ave., N., Minneapolis 11 Minn.

Waiting Scales, late model Fortune, extra clean,

\$100 ea. Glenco Sales, P. O. 835, Bluefield, W. Va.

While they last, we will sacrifice our stock of 1¢

coin-operated Fortune-Telling Napkin Dispensers; can be used in any type of food or drink location; all in excellent condition.

5 Bally Cup Venders, fair condition, complete with auxiliary units,

\$100 ea.; also 10 pre-war Photomatics, \$150 ea.; crating (if necessary) extra. McGuire, 15523 Lakewood, Paramount, Calif.

9 Pin Ball Machines, in excellent condition;

trade for Cigarette or Candy Vending Machines. Box 631, The Billboard, Chicago 1, Ill.

25 Popcorn Venders, \$10 each; also 50 Gum and Nut Venders,

\$6.50, like new, R. Westmoreland, Box 1016, Jackson, Tenn.

25 Refrigerated Candy Machines, 8 like new,

17 slightly used; priced reasonable; 9 Pop Corn Sez Vending Machines. Klopp's Store, Bethel, Pa. Phone: Frystown 61R22.

Wanted to Buy

Want 500 all types Five Ball Flipper Games; send list, state name, quantity, condition and quote lowest price in first letter.

Every conceivable kind of EQUIPMENT, SUPPLIES AND SERVICES has been sold in The Billboard.

Mr. I. M. FIRST Says:
 "Operator who buys second best equipment gets over-charged in the end."
"FIRST is always best!"



CONVERSIONS

IT PAYS TO BUY THE BEST!
GENUINE SUPER DELUXE FORMICA TOPS

Absolutely highest quality! Instructions, gutter and strike zones silk screened during manufacturing process. Available for United 2, 4, 5, & 6 Players; Keeney, Chicago Coin and Universal games. Complete with cement, 8" & 9" sizes. **\$17.50**

BINGO 5 BALLS

Bally BEACH CLUB
 United CABANA
 Gen. GOLDEN NUGGET

"First-Conditioned"

- BALLY**
- BEAUTY \$525
 - FROLICS 395
 - ATLANTIC CITY 395
 - SPOT LIGHT 295
 - BRIGHT SPOT 295
 - CONY ISLAND 295
 - BRIGHT LIGHTS 215

UNITED

- STARS \$265
- BOLERO 175
- A.B.C. 135

GENCO

- JUMPING JACKS ... \$295

KEENEY

- HOLIDAY \$245
- LITE-A-LINE 95

ARCADE

NEW EXHIBIT SPACE GUN
 ABT RIFLE SPORT
 EVANS BAT-A-SCORE
 ABT CHALLENGER

"First-Conditioned"

- SEEBURG SHOOT THE BEAR \$235
- WMS. SUPER WORLD SERIES ... 225
- EXHIBIT JET GUN. 195
- CHI COIN BAS. KETBALL CHAMP 195
- EX. SIX SHOOTER ... 175
- EX. GUN PATROL ... 175
- WILCOX-GAY RECORDIO 165
- CHI COIN 4 PLAYER DERBY ... 155
- TELEQUIZ 125
- CHI COIN PISTOL ... 115
- Keeney AIR RAIDER 115
- CHICKEN SAM 105
- RIFLE RANGE RAY GUN 105
- BALLY RAPID FIRE CHI COIN GOALEE... 95
- QUIZZER 95
- WMS. QUARTER BACK 85
- UN. TEAM HOCKEY WESTERN B'BALL EXHIBIT DALE GUN 75

VENDING

KEENEY NEW DE LUXE ELECTRIC CIGARETTE VENDOR
 Easy to Service, Quicker Loading, Greater Profits.

RECONDITIONED

- Unaeda Electric Cigarette Machine, 9 Col. \$125
- Pop Corn Set, Like New 69

A. B. T. Challengers, Reconditioned \$27.50

American Bankshot Shuffleboard \$2.75

SHUFFLEBOARD ATTACHMENTS

- Keeney 4-PLAYER MATCH BOWLER \$185
- NEW ELECTRIC SCOREBOARDS CENTER OVER-HEAD \$125
- WALL MODEL 95

5 BALLS

"First Conditioned"

GOTTLIEB

- CROSSROADS \$185
- NIAGARA 145
- ROSE BOWL 139
- SPOT BOWLER 125
- MERMAID 125
- TRIPLETS 100
- DOUBLE SHUFFLE... 75
- KNOCK-OUT 75
- BANK & BAIL 75
- TELECARD 69
- SELECT-A-CARD 65
- CHICAGO COIN KING PIN (floor sample) \$145
- FIGHTING IRISH ... 95
- FOOTBALL 75
- THING 45

PRIZE BOARDS!

Let our experts make up your board deals. Merchandise selected to your specifications, if desired, or you may order from our stock boards. All prices: \$15, \$25, \$30, \$35, \$40, \$45, \$50, etc. Satisfaction Guaranteed.

WANTED!

SHUFFLE GAMES

KEENEY CHICAGO COIN UNITED

SEND COMPLETE LIST!

FIRST DISTRIBUTORS
 Joe Kline & Wally Finke
 1750 W. North Avenue • Chicago 22, Illinois • Dickens 2-0900

YOU'VE NEVER SEEN GAMES SO CLEAN

BINGOS	UPRIGHT GAMES
A.B.C. \$ 75.00	GENCO 400 \$195.00
CONY ISLAND .. 235.00	GOLDEN NUGGET .. 235.00 (Like New)
SPOT LITE 215.00	
ATLANTIC CITY. 335.00	
FROLICS 350.00	
PALM BEACH ... 360.00	
FIVE BALLS	UPRIGHT GAMES
CHICO \$19.50	SERENADE \$ 19.50
PINKY 59.50	FRESHIE 35.00
SHOO SHOO 62.50	WHIZZ KIDS 115.00
ONE BALLS	
ALL TYPES AVAILABLE FOR EXPORT. (WRITE)	
WESTERHAUS CO.	
3726 KESSEN AVE. CINCINNATI 11, OHIO Phone: Montana 5000	
TERMS: 1/3 DOWN, BALANCE C.O.D. OR SIGHT DRAFT.	

THE BILLBOARD Index of Advertised Used Machine Prices

• Shuffle Games

Equipment and prices listed below are taken from advertisements in The Billboard Issues as indicated below. All advertised used machines and prices are listed. Where more than one firm advertised the same equipment at the same price, frequency with which the price occurred is indicated in parentheses. Where quantity discounts are advertised, as in the case of bulk vendors, only the single machine price is listed. Any price obviously depends on condition of the equipment, age, time on location, territory and other related factors.

	Issue of May 23	Issue of May 16	Issue of May 9	Issue of May 2
ABC Bowler.....		\$25.00	\$25.00	\$25.00
Bank Shot (American).....	\$275.00	275.00	275.00	275.00
Baseball (Bally).....	75.00 79.50	49.00 75.00	\$75.00	79.50
Baseball (Williams).....			49.50	
Baseball, 2 player (Chicago Coin).....	69.50	69.50	69.50	
Big League Bowler (Keeney).....	185.00	195.00	195.00	195.00
Bowl-A-Ball, 6 player (Chicago Coin).....	390.00	390.00	390.00	390.00
Bowlette (Gottlieb).....	40.00	40.00	25.00 40.00	29.50 39.50 40.00
Bowling Alley, 6 player (Chicago Coin).....	235.00w/p 245.00w/p 250.00(2) 255.00 295.00	235.00 250.00 295.00	225.00w/p 250.00 295.00	235.00 250.00(2) 275.00w/p 295.00
Bowling Champ (Keeney).....	75.00	75.00	75.00	75.00
Bowling Classic (Chicago Coin).....	75.00 89.50	59.50 75.00 89.50	59.50 89.50	59.50 75.00 89.50 25.00
Bowling League (Genco).....			25.00	
Bowling League, 4 player (Keeney).....				50.00
De Luxe League Bowler (Keeney).....	225.00 245.00	255.00	255.00	255.00(2) 295.00(2)
Deluxe Match Bowler (Keeney).....	315.00		295.00	39.00 39.00
Deluxe Bowler (Williams).....			39.00	39.00
Deluxe 6 player (Chicago Coin).....	245.00 250.00	250.00	250.00	250.00 250.00
Double Bowler (Keeney).....		79.50	79.50	79.50
Double Bowler, 2 player (Keeney).....	79.50	99.50	99.50	99.50
Double Header (Williams).....		75.00	45.00 75.00	45.00 75.00
Double Header, 2 player (Williams).....	49.50 69.50	49.50	49.50	49.50
Double Shuffle Alley Express Rebound (United).....	119.50	119.50	79.50w/p 119.50	139.50
8 Player (Genco).....	125.00	125.00	125.00	125.00
Five Player Shuffle Alley (United).....	165.00 180.00w/p 185.00 195.00(2) 200.00 225.00	165.00 180.00w/p 185.00 195.00 225.00	160.00 179.00 180.00w/p 185.00 195.00 225.00	160.00 180.00w/p 185.00 195.00 200.00 245.00
Four Way Bowler (Keeney).....	215.00			215.00
Four Player Shuffle Alley (United).....	135.00 150.00 175.00 195.00	135.00 150.00 175.00 195.00	135.00 150.00 169.00w/p 175.00 195.00	135.00 150.00 175.00 220.00
Hi-Score Bowler (Universal).....	115.00	49.00 115.00	115.00	115.00
Hook Bowler (Bally).....	100.00 149.50	89.50 95.00 149.50	95.00 149.50	95.00 100.00 149.50 35.00
King Pin (Keeney).....				35.00
League Bowler (Keeney).....	125.00(2)	49.00 125.00 139.50	125.00(2) 139.50	125.00(3) 139.50
League Bowler, 4 player (Keeney).....	125.00 149.50	125.00 159.50	125.00 159.50	159.50
League Bowler, 6 player (Keeney).....		185.00	185.00	185.00
League Bowler, 10 player (Keeney).....		325.00	325.00	325.00
Manhattan 6 player (United) Match Bowler 4 player (Keeney).....	185.00	185.00		
Matched Bowler, 6 player (United).....	345.00	345.00		345.00
Matched Bowler, 6 player (Chicago Coin).....	300.00 345.00 375.00	300.00 345.00 375.00	345.00 375.00 375.00	345.00 375.00
Official 4 player (United) Official Shuffle Alley (United).....	325.00 340.00	335.00	335.00	335.00 340.00
Official Match Bowler (United).....	325.00			
Shuffle Alley (United).....	\$45.00			\$45.00
Shuffle Alley DeLuxe 6 player (United).....	250.00 295.00 315.00	\$199.50w/p 245.00 250.00 295.00 315.00	\$249.00w/p 250.00 275.00 295.00 315.00	250.00 275.00 295.00 345.00
Shuffle Alley Express (United) Shuffle Alley Express 2 player (United).....	109.50	139.50	139.50	139.50
Shuffle Alley, 6 player (Keeney).....	250.00(2) 255.00 265.00	265.00(2)	199.00 250.00 265.00(2)	255.00 265.00(2)
Shuffle Alley, 6 player (United).....	190.00 200.00w/p 215.00 235.00 245.00 250.00	125.00w/p 169.50w/p 190.00 200.00w/p 215.00 219.00w/p 225.00 245.00 260.00	190.00 174.50 190.00 200.00w/p 215.00 225.00w/p 225.00 235.00	190.00 200.00w/p 215.00 225.00w/p 225.00 235.00
Shuffle Champs (Bally).....		29.00		
Shuffle Horseshoe (Chicago Coin).....	100.00		99.00 100.00	99.00 100.00 129.50 110.00 65.00
Shuffle Line (Bally).....	109.50 110.00	95.00 109.50	95.00 109.50	95.00 110.00
Shuffle Slugger (United).....	65.00	49.00 65.00	65.00	65.00
Shuffle Target (Genco).....	74.50 95.00	49.00 74.50 95.00	74.50 95.00	95.00
Single Shuffle Alley Rebound (United).....	89.50	89.50	89.50	89.50
Six Player, 10th Frame (United).....		385.00		325.00
Skee Alley (United).....	75.00 79.00	49.00 75.00	79.00	75.00 79.00
Speed Bowler (Bally).....	45.00 50.00	29.00 45.00 50.00	50.00	45.00 50.00(2)
Star Bowler (United).....	375.00			375.00
Star Bowler, 2 player Star, 6 player (United).....	350.00 375.00	350.00 300.00 375.00	350.00 375.00	350.00 395.00
Super Deluxe League Bowler (Keeney).....			275.00	275.00
Super Six Shuffle Alley (United).....	295.00 325.00 335.00 340.00	295.00w/p 295.00(2) 335.00(2)	295.00 299.00w/p 315.00 335.00(2)	295.00 315.00 335.00 340.00 350.00
Super Twin Bowler (Universal).....	65.00 69.00	69.00	69.00	69.00
Super Twin Bowler (United) Super Twin Rotation (Exhibit).....	59.50		59.50	59.50
	395.00			



Shuffle Alleys? FIVE BALLS? KIDDIE RIDES?

YOU NAME IT— WE HAVE IT! PRICE? VERY ATTRACTIVE INDEED!

Write—Wire—Phone BANNER SPECIALTY COMPANY
 Endorsing Only the Best
 Home Office
 199 W. Girard Ave., Phila. 23, Pa.
 Branch
 1508 Fifth Ave., Pittsburgh 19, Pa.



We are one of the leading exporters of coin-operated equipment. Our reputation was EARNED—by honest effort—by delivering only quality equipment—by virtue of the fact that our experience in the field enables us to pack, route and ship in the most economical and safe methods. Contact us for your needs. We'll give your requirements our very best attention.

We are exclusive WURLITZER DISTRIBUTORS
 in Delaware—S. Jersey—S. E. Pennsylvania

ACTIVE AMUSEMENT MACHINES CO.
 666 N. Broad Street Philadelphia 30, Pa
 Phone: FRemont 7-4495
 "You can ALWAYS depend on Active ALL WAYS!"

IN STOCK!

- SPOT LIGHT \$285
- PALM BEACH 395
- FROLICS 375
- ATLANTIC CITY 385
- CONY ISLAND 275
- BRIGHT SPOT 295
- BRIGHT LIGHTS 190
- UN. TWIN REBOUND \$129.50
- UN. 4 PLAYER 149.50
- UN. 5 PLAYER 195.00
- EASTN. ELEC. CIG. VEND. 125.00
- NATL. 8-COL. CANDY VEND. 89.50
- UNIV. TWIN BOWLER 49.50
- CHI. COIN CHAMPION 49.50
- WILLIAMS DREAMY 74.50
- WILLIAMS FRESHIE 69.50

NEW Beach Club—Cabana—Clover—Cascade—Gottlieb—Evans Saddle & Turf—Wms. DeLuxe Baseball, Keeney, United, Chicago Coin Bowling Games.
 Write for Complete List New and Used.
IRV OVITZ ACME-INTERNATIONAL DISTRIBUTORS
 2027 N. Halsted St. Chicago 14, Ill. Whitehall 3-6812

TERRIFIC BUYS!
 United Four Player, F. Top, 7-10 Split, Ea. \$125.00
 UNITED TWIN REBOUNDS, F. TOP, 7-10 Split, Ea. 99.50
 Keeney 4 Player Bowling League, Ea. 35.00
 Genco Bing-a-Roll 35.00
 Exhibit Six Shooter 165.00
 Exhibit Gun Patrol 185.00
 Chico Classic, F. Top, 2 Player... 35.00
 Send for complete bargain list and save.
OLSHEIN DIST CO.
 1108 Broadway Albany 4, N. Y.

WANTED—MECHANIC
 To Service Wurlitzer Music Machines and Pin Games. Must have references and experience. Contact
JOHN WASSICK
 205 Wairman St. Morgantown, W. Va. Dist. Morgantown 22119

Coinmen You Know

Chicago

A. W. Deere, Alco-Deere Company, reports a contract to produce venders for another firm in the final signing stage. Deere is continuing to manufacture its refrigerated and non-refrigerated candy machines, mainly for the Southern market. The cooked unit is the re-vamped United States Vending Corporation vender introduced several years ago.

Victor Vending officials are enthusing over the initial operator reception of the firm's new Twin Window Topper bulk vender. . . . Al Pierz, local National Rejector representative, reports plans to remodel headquarters on a grand scale.

Charms are continuing to key bulk operator interest over at Jack Nelson Jr.'s Logan Distributing. The feature "charm bar" is proving to be the magnet. . . . Bernard Kiley, Airport Vending Service, still forges ahead expanding his coffee operations. He stated that in one instance recently, his 7-cent equipment replaced a competing firm's straight nickel cups after outselling the latter. Installation is in a local plant.

Recent visitor at the Rock-Ola plant was Red Wallace, of the Wallace Music Company, Oak Hill, W. Va. Red spent a few minutes at the Marciano-Walcott fight. . . . Joe Brilliant, Brilliant Music Company, Detroit, and his wife, Sylvia, celebrated their 10th wedding anniversary May 23. They have two boys, Larry, 9, and Barry, 6. Joe has been in the music business in Detroit for 23 years.

Marvel Manufacturing will start shipping its new overhead shuffleboard scoreboard next week. It is called Shuffle-Score and President Ted Rubenstein has a lot of orders on it. . . . Herb Perkins, Purveyor Distributing Company, is due back at his office Tuesday (26). His planned long trip to Hawaii to study export conditions was cut short when he had to rush back to Los Angeles to attend the funeral of his father.

Visitors at United Manufacturing Company this week included Harold Lieberman, Lieberman Music Company, Minneapolis, and Herman Paster, Mayflower, Milwaukee. Billy DeSelm, United sales manager, reports sales of Cascade and Clover Shuffle Alleys and the Cabana in-line game are keeping the night shift plenty busy.

Genco is buzzing with activity on the Silver Chest, upright cabinet game. Sam Lewis and Avron Gensburg had a steady run of visitors all week. Sam reports the game is drawing a lot of ex-

	Issue of May 23	Issue of May 16	Issue of May 9	Issue of May 2
Team Bowler, 10 player (Keeney)	400.00 425.00	425.00	450.00	400.00
10th Frame Bowler (Chicago Coin)	345.00	345.00		425.00
10th Frame Star Shuffle Alley (United)				485.00
Ten Strike Shuffle				99.50
Trophy Bowl (Chicago Coin)	75.00 99.50	59.50 75.00	59.50 75.00	59.50 75.00
Twin Bowler (Universal)	49.00 49.50	49.00 49.50(2)	49.00 49.50	49.00 49.50(2)
Twin Rotation (Exhibit)	275.00 395.00	195.00 275.00	275.00 395.00	275.00 395.00
Twin Shuffle Alley Rebound (United)	125.00	49.00 125.00	125.00 129.50	125.00 145.00
Twin Shuffle-Cade (United)	145.00(2)	145.00	145.00	165.00
Twin Shuffle-Cade (United)	150.00	150.00	150.00	150.00
Two Player (United)	110.00	110.00	110.00	

NATIONAL 5-BALL GUARANTEED VALUES			
All Star Basketball	\$145	Triplets \$100	
Chinatown	195	Cyclone	140
Coronation	210	Rockettes	95
Crossroads	175	4 Horsemen	115
Domino	165	Spot Bowler	115
Hong Kong	180	Hil 'n' Run	145
Joker	95	Flying High	235
Mermaid	140	Queen of Hearts	235
Skill Pool	210	Silver Skates	225
		Shoo Shoo	100
		Double Feature	\$100
		Control Tower	100
		K. C. Jones	100
		Old Faithful	100
		3 Musketeers	85
		King Arthur	90
		Four Stars	185
		Quartette	190
		Rose Bowl	135
		Happy Days	215

ATTENTION, FOREIGN IMPORTERS
We can furnish almost any type or kind of coin operated equipment. In our 15 years' experience we have shipped to all parts of the world. Your inquiries are invited.

NATIONAL COIN MACHINE EXCHANGE
1411-13 DIVERSEY BLVD. (Phone: Buckingham 1-6466) CHICAGO 14

port inquiries since it only weighs 190 pounds and occupies little floor space. . . . Sol and Alvin Gottlieb are winding up trips thru the Eastern States where they found five-ball game interest at a high pitch. . . . First Distributors has been getting a lot of requests for new and late-model games, Wally Finke and Joe Kline report. Sam Kolber completed a good sales trip thru Central Illinois.

The fine publicity resulting for the Lion breath control unit on TV sets for the handicapped was one of the pleasantest developments of the week. President Ray Molony had the unit made under the direction of Paul Eckstein, general manager of the Lion TV division. Anyone knowing Molony would realize that he gets a kick out of helping others. The resulting publicity in all the local papers, wire services and on the TV newsreel just happened to be the result of perfection of the breath control unit and the application it has for helping out so many thousands of handicapped.

Hartford

Robbins Vending Company has been co-operating with the Hartford Times Farm Camp Fund in its efforts to raise \$22,000 to cover 1953 operations. The company operates some 500 vending machines thruout metropolitan Hartford and is displaying on front of each machine a poster, noting work accomplished with underprivileged youngsters at the Times Farm Camp and urging public support of the project.

Jack Greenbaum, Radio and Appliance Distributors, was director of "Spring Scandals," annual variety revue produced by the Business and Professional Group of the Emanuel Synagog (Hartford) Young People's League. Jack's boss, Louis K. Roth, recently returned from an extended vacation to Europe and Israel. . . . Ralph Colucci, of Seaboard Distributors, was a New York business visitor.

George Novickas is taking flying lessons. . . . Members of the board of Diamond Ginger Ale Company, supplier of beverage machines, Waterbury, Conn., elected Daniel J. Leary, former Waterbury city controller, to the posts of president and treasurer. Joseph P. O'Leary was renamed first vice-president, and Joseph H. Lawlor second vice-president. Frank A. Leary, last year's president, was named to the new post of third vice-president, and Arthur Sullivan was appointed secretary. Board members include Charles A. Templeton, Harry C. Coe, Daniel and Frank Leary, Lawlor, O'Leary and Sullivan.

Detroit

Miss Estelle Starr, new owner of the Evergreen Wash-O-Mat, is planning to add new equipment to clean larger rugs of the 9 by 12 size. The shop formerly owned by Elizabeth Jonas, is located in the Northwest section of the city.

Irving B. Ackerman, counsel of The Music Operators' Guild, has been buzzing busily around town arranging for the civic celebration of the 65th Anniversary Week Bernard Palugi and Frank Bertani, who operate a Woodward Avenue Arcade as the Woodward Amusement Company, are expanding their route of metal-typers.

Fred and Nick Kascas, owners of the recently incorporated Friendly Music Enterprises, Inc., have temporarily suspended operations. The company supplies and sells music machines. Peter T. Jameson, agent for the company, said that the company had hopes to resume business soon.

Pittsburgh

Operator Sidney Reinwasser's restaurant has an outside barbeque for catering to customers along the highway. . . . Report is that the pistachio nut situation remains bad with prices beyond control. Operators who cannot operate as they have in the past are changing over to peanuts, mixed nuts, domestic items.

Wilmerding (Pa.) Borough Council split 4-4 and agreed to abandon plans to install parking meters in a section of the town when more than 150 citizens turned out in "special buses provided by one of the residents" to back their petition "that the project be halted."

North Side businessmen thru protests are actively attempting to speed up Pittsburgh's action on North Side's request for 1) more parking meters, 2) keeping the meters in operation during night shopping hours, and 3) changing zoning laws to permit more parking lots.

Automatic Catering reports the Pittsburgh territory has yet to be developed with coffee and beverage machines. . . . Harry Rosenthal, Banner Specialty, says operators are enthusiastic about the AMI 80-selection wall boxes.

Twin Cities

Irv Gorsen, identified with the phono record business in the Twin Cities for years, has opened his own one-stop record shop, the Gorsen Music Company, in the S. L. London Music Company Building, Minneapolis. Gorsen started in 1946 as manager of a one-stop operation for the Bush Distributing Company, later going with Hy-G Music Company when that firm bought out Bush. Gorsen is credited with discovering "Rag Mop" on the Bullet Label, which started Hy-G in the distributing end of the platter business. In addition to his record experience, Gorsen was a featured vocalist with a local dance band the last two years. In the short time he has been open for business, he said, response from his operator friends has been "most gratifying."

Mr. and Mrs. Louis Gordon, operators of the Playland and Bluebird Arcades at Winnipeg Beach, spent several days in the Twin Cities this week buying new equipment and parts for their expanded operation which they have conducted for 12 years. With them was their 3-year-old grandson, Bert Dubow, of Little Falls, Minn., who wanted all to

Vital Statistics
Births
Fred Zemke, owner of the Zemke Coin Company of Ann Arbor, Mich., and an old-timer in the Michigan industry, father of a newcomer, Frederick, Jr.

Deaths
Leo Perkins in Los Angeles Tuesday (19). He was the father of Herb Perkins, owners of Purveyor Distributing Company, Chicago.

OPERATORS IN 25 STATES SAY:
"IT'S WAY OUT IN FRONT"

EVANS'

Saddle & Turf

Exciting . . . Entirely Different

SEVEN PLAYER SPIN TABLE



COLORFUL CABINET OCCUPIES LESS SPACE THAN ORDINARY PIN TABLE

- ★ Sensationally new Replay AMUSEMENT MACHINE. Fast-colorful! Flashing lights and high speed action attract and hold players as well as spectators.
- ★ High scores possible with single coin for top play incentive!
- ★ As many as 7 players can deposit coins.
- ★ LOCATION TESTED AND OK'd for mechanical perfection and top earnings.
- ★ Single coin drop with slug rejector, for 5c or 10c play. Available without coin drop.

SEE YOUR DISTRIBUTOR QUICK!
OR CONTACT FACTORY DIRECT . . .

H. C. EVANS & CO.

1556 W. CARROLL AVE. CHICAGO 7, ILLINOIS

IT'S NO SECRET WHY LONDON CUSTOMERS MAKE BETTER BUYS!

NEW SELECTION FIVE BALLS

NEW PRICES!

Double Shuffle . . . \$49.50	Sharpshooter . . . \$49.50	Trade Winds . . . \$29.50
Carnival . . . 49.50	Buccaneer . . . 34.50	Mardi Gras . . . 29.50
Hil Parade . . . 29.50	Cinderella . . . 29.50	Merry Widow . . . 29.50
One-Two-Three . . . 34.50	All Baba . . . 34.50	Puddin' Head . . . 39.50
Aquacade . . . 39.50	Barnacle Bill . . . 34.50	Three Feathers . . . 64.50
Tampico . . . 64.50	St. Louis . . . 44.50	Big Top . . . 64.50
Playland . . . 89.50	El Paso . . . 39.50	Wisconsin . . . 34.50
Floating Power . . . 44.50	Dallas . . . 44.50	Summer Time . . . 34.50
Serenade . . . 34.50	Maryland . . . 49.50	Oklahoma . . . 64.50
Tennessee . . . 29.50	Screwball . . . 34.50	Dew-Wa-Ditty . . . 34.50
Super Hockey . . . 59.50	Black Gold . . . 59.50	Saratoga . . . 39.50
Thrill . . . 29.50		Tucson . . . 44.50

EXCLUSIVE DISTRIBUTORS for

- SEEBURG in Wisconsin, Minnesota, North and South Dakota, Upper Michigan.
- GOTTLIEB in the State of Wisconsin.
- CHICAGO COIN in Wisconsin and Upper Michigan.
- KEENEY in Wisconsin, Minnesota, North and South Dakota, and Upper Michigan.
- WILLIAMS in Wisconsin and Upper Michigan.

WALL BOX SPECIALS!

Seeburg Postwar 5c Wire-Wireless \$9.95

Packard Boxes \$7.50

USED SPECIALS CHICAGO COIN

Trophy Bowl . . . \$59.50

Bowling Classic . . . 59.50

KEENEY™

League Bowler . . . \$139.50

Double Bowler . . . 79.50

PHONOGRAPH SPECIAL! PACKARD MANHATTAN \$79.50

S. L. London Music Co., Inc.

3130 WEST LISBON AVENUE MILWAUKEE 8, WISC. DIVISION 4-3220

2605-7 HENNEPIN AVENUE MINNEAPOLIS 8, MINN. PLEASANT 4453

when answering ads . . . SAY YOU SAW IT IN THE BILLBOARD!

Gottlieb

**PROTECTS YOUR INVESTMENT
THREE WAYS!**

1-pre-tested games

2-gauged production

3-controlled distribution

Buy Gottlieb Games to Insure Maximum Earnings . . . Top Performance . . . Finest Quality . . . Highest Resale Value!



1140-50 N. KOSTNER AVE.
CHICAGO 51, ILLINOIS

"There is no substitute for Quality!"

1952 Game Exports

Country	No.	Value
Canada	8,380	\$1,248,322
Japan	1,193	337,375
Switzerland	1,725	272,227
France	2,993	220,163
Belgium	1,933	141,121
Netherlands	1,632	97,291
Venezuela	306	80,877
Philippine Rep.	206	23,742
Cuba	421	23,720
Canal Zone	87	22,513
Netherlands Antilles	51	21,047
British Malaya	83	18,370
Mexico	163	14,255
Australia	124	9,985
Colombia	50	9,905
Algeria	154	7,660
Union South Africa	36	6,535
Panama	43	6,423
Sweden	110	5,043
Brazil	2	4,700
Tangier	43	4,170
Ceylon	10	4,161
Bermuda	18	4,142
Hong Kong	16	4,020
Guatemala	13	3,538
Israel-Palestine	48	2,650
Ecuador	27	2,172
Honduras	12	1,780
Greece	11	1,769
Peru	15	1,597
Italy	32	1,493
Ireland	11	1,463
West Germany	65	1,425
Dominican Rep.	7	1,235
Turkey	24	1,215
Argentina	5	1,000
Other countries (under \$1,000)	53	3,903
TOTALS	20,102	\$2,613,007

IMPORTERS You SHOULD BE DOING BUSINESS WITH **TRIMOUNT**

THE LEADING EXPORTER OF COIN OPERATED EQUIPMENT FOR OVER 25 YEARS.

- Trimount has New England's largest stock of used phonographs including SEEBURG SELECT-O-MATIC M100A. Also Seeburg 46, 47, 48; Wurlitzer, AMI Models B and C and Rock-Olas.
- Trimount offers all types of 5 Balls and Arcade Equipment.
- Every machine is guaranteed mechanically and electrically perfect—all have been completely reconditioned.
- Trimount has New England's largest parts department and finest service department.
- Export Shipping Department specially packs equipment to insure delivery in perfect condition.

WRITE FOR NEW PARTS CATALOG, EXPORT BROCHURE, CATALOG SHEET AND PRICE LISTS.

Exclusive Gottlieb, Williams, Seeburg and Chicago Coin Distributors

TRIMOUNT Remember IN NEW ENGLAND IT'S TRIMOUNT!

40 WALTHAM STREET
BOSTON 18, MASS
Tel. Liberty 7-9480

WORLD WIDE A BETTER BUY—EVERY TIME!

ACE COIN COUNTER

Counts coins and wraps them. Weighs less than 8 lbs. Counts 1¢, 5¢, 10¢, 25¢. Complete with tubes and Reset Meter **\$159.50**

5-BALLS

FINEST IN QUALITY AND VALUE!

ALL-STAR BASE-KETBALL	\$165	JALOPY	\$125
BASKETBALL	85	MAYBURNER	115
CAMPUS	45	KNOCKOUT	75
CARAVAN	180	LONG BEACH	195
CYCLONE	175	MAJORETTES	125
DE-ICER	75	MINSTREL MAN	145
DISK JOCKEY	215	OLD FAITHFUL	75
DOUBLE SHUFFLE	65	PARATROOPER	155
FIGHTING IRISH	75	PIN BOWLER	75
FOUR CORNERS	215	ROCKETTE	85
FOUR STARS	195	SHOO SHOO	85
HAPPY DAYS	195	SKILL POOL	225
HONG KONG	195	SPARK PLUG	125
		TRIPLETS	95

THE ONLY GENUINE DE LUXE FORMICA TOPS FOR UNITED SHUFFLE GAMES

1-5	\$15.00	6-10	\$13.50
11-25	12.50	Over 25	11.50

WANT TO BUY FOR CASH!
Bally BRIGHT SPOT Bally BRIGHT LIGHTS
Bally BEAUTY Bally ATLANTIC CITY

SHUFFLE GAMES

Un. 4 PLAYER.....\$225
Un. OFFICIAL MATCH BOWLER 325
Keeney DELUXE MATCH BOWLER 295
Keeney 3 PLAYER 225
Chi. Coin 4 PLAYER w/ Formica top, large lite-up pins 225
Chi. Coin 4 PLAYER w/ Formica top, large fly-away pins 235

NEW GAMES

Wms. DeLuxe BASE-BALL
Wms. STAR BASEBALL
United CLOVER
United CASCADE
Bally BEACH CLUB
Wms. NEW HORSE FEATHERS\$295

MISC. & ARCADE EQUIPMENT

Mills PANORAM (Peek Film).....\$295
Bally TURF KING..... 125
Universal WINNER..... 55
Ex. SIX SHOOTER 165
Scient. BAT. PRACTICE..... 75
Chi Coin BASKET-BALL CHAMP..... 225
Chi Coin GOALEE..... 125
LOVE CLINIC..... 40
LOVE PILOT..... 75
WHEE-GEE MYSTIC 85

COMING JUNE 27 in The Billboard 43rd Annual

SUMMER SPECIAL

West Coast Kiddieland Pulls the Dollars

... How one Kiddiepark gets set for the big outdoor season, and many other valuable, exclusive features.

SPRING CLEARANCE

Ready for Location
3 Genco Targets, 2 Pl.\$ 39.50
1 Williams Double Header, 2 Pl. 59.00
2 Universal High Score, 2 Pl. 49.50
1 Chi. Coin Horseshoes, 2 Pl. 55.00
1 United Twin—large pins, formica, 7-10 139.50
1 Bally Baseball, 2 Pl. 49.50
2 United Skee Alley 45.00
1 Keeney League Bowler, 4 Pl. 115.00
1 Telequiz with film 115.00
Add \$7.50 for packing.
You have never received used machines in better shape.
WE WILL ACCEPT IN TRADE Pin Games, flipper type, high score. Delivered to our plant, complete, no broken parts. 25% under lowest Billboard Prices.
NATIONAL NOVELTY COMPANY
183 E. Merrick Rd. Merrick, N. Y.

FOR THE FINEST Coin Machines at the LOWEST PRICES
See Us First

PURVEYOR DISTRIBUTING COMPANY

4322-24 N. WESTERN AVE.
CHICAGO 18, ILLINOIS
PHONE: JUNIPER 8-1814

WANT TO BUY USED OR NEW COIN-OPERATED TELESCOPES

WIRE OR WRITE
MEL LEVY, 1012 Beverly Road
Brooklyn 18, N. Y.

WANTED

5 STARS LATE BINGO GAMES
State Price and Condition in Letter.
PURVEYOR
DISTRIBUTING COMPANY
4322-24 N. Western Ave., Chicago 18, Ill.
Phone: JUNiper 8-1814

READY FOR DELIVERY—A-1

CIRCUS\$295.00 | SOWBOAT\$395.00
STARS 195.00 | SPOTLIGHT 225.00

*You are cordially invited to attend Southern Automatic Thirtieth Anniversary Party, June 13th and 14th.



Exclusive AMI Distributors in Kentucky, Indiana, Southern Ohio
"The House that Confidence Built"

SOUTHERN AUTOMATIC MUSIC COMPANY, INC.

ESTABLISHED 1923
735 S. Brook St., Louisville 3, Ky. 1000 Broadway, Cincinnati, Ohio
1535 Delaware Ave., Lexington, Ky. 3011 E. Maumee Ave., Ft. Wayne 4, Ind.
129 W. North St., Indianapolis, Ind.

EVERY PIECE GUARANTEED BINGO GAMES

A-B-C	\$ 95.00	SUNSHINE PARK	\$295.00
BRIGHT LIGHTS	175.00	FUTURITY	225.00
BRIGHT SPOTS	245.00	TURF KING (A-1)	75.00
CONEY ISLAND	265.00	JOCKEY SPECIAL	15.00
SPOT LITES	275.00		
ATLANTIC CITY	375.00	5 BALLS	
PALM BEACH	425.00	DOMINO	\$160.00
FROLICS	395.00	DOUBLE ACTION	90.00
BEAUTY	510.00	GEORGIA	60.00
		TRIPLETS	60.00
		ROCKET	40.00
		WISCONSIN	30.00

ONE-THIRD DEPOSIT, BALANCE SIGHT DRAFT

PARKER DISTRIBUTING COMPANY

311 8th AVENUE, SOUTH NASHVILLE, TENN. PHONES: 4-0194 & 42-1231

when answering ads . . .
SAY YOU SAW IT IN THE BILLBOARD!



YOU CAN'T BUY A BETTER RECONDITIONED PHONOGRAPH ANYWHERE!

MONEY BACK GUARANTEE

1250's and 950's as is, uncrated	\$365	M100A	\$565
	25	AMI "B"	375
		Wms. Hayburner	105
		Coven's All-Purpose Cleaner, \$3.95 Per Gal. (\$3.50 Per Gal., 4 Gal. Lots)	
		Trial Bottle—6oz	
		Coven's Cart Sted—\$38.50	

WURLITZER
1015's\$125
1015's with Cobra Tone Arms 150
1100's 250
SEEBURG
145\$ 85
148ML 105

Exclusive Wurlitzer Distributors in No. Illinois and Indiana
COVEN distributing company
3181 Elston Chicago 18, Ill.
Independence 3-2210

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

Shaffer Specials

in better quality buys

Like New!

SEEBURG M-100-A

78 rpm—100 selections

\$595.00

Mechanism cleaned, rebuilt, checked. Cabinet refinished. Electric Selector cleaned and adjusted. New Pick-Up Cartridge. Solenoid Assembly cleaned and rebuilt.

POST WAR WALL BOXES

Seeburg 5/10/25 Wireless \$24.50
Seeburg 5c 3 Wire..... 12.50
Wurlitzer 4820 (48 Sel.).. 39.50
A.M.I. 5/10 Wall Box.... 17.50

SEEBURG

148-ML (Blonde).....\$209.50
147 Hammerloid..... 159.50
146 Hammerloid..... 129.50
1946 Hideaway..... 89.50

EXTRA SPECIAL

SEEBURG SHOOT THE BEAR.....\$219.50
WURLITZER 1250 (48 Selection)..... 319.50

Terms: 25% Deposit, Balance C.O.D.

Write for Illustrated Catalog of Late Model Phonographs

Shaffer Music Co.

Columbus, Ohio
606 S. High Street
MAin 5563

Cincinnati, Ohio
1200 Walnut Street
MAin 6310

Indianapolis, Ind.
1327 Capitol Ave.
Lincoln 3571

EXCLUSIVE SEEBURG DISTRIBUTORS

BINGO BUYS

Frolics.....\$365
Zingo..... 175
Stars..... 255
Bolero..... 175

Holiday.....\$245
Jumpin' Jacks..... 235
Genco "400"..... 195
Bright Spot..... 265

BRAND NEW AJAX CIGARETTE VENDORS—
EXHIBIT BIG BRONCO HORSES, PETER
RABBIT, RANGER, RAWHIDE—WRITE.

Write for Late List: Shuffles, etc., New—Used.

SPECIAL—PANORAMS
Guaranteed Reconditioned
WRITE
CLAYT NEMEROFF • CHARLEY PIERI

Monarch Coin Machine, Inc.

SPECIAL!
"POP" CORN SEZ
10¢ VENDORS
RECONDITIONED
LIKE NEW
WRITE



CLOSE OUTS

RECONDITIONED LIKE NEW

CONEY ISLANDS.....\$305.00
LEADERS..... 300.00
HOLIDAYS..... 235.00
LITE-A-LINES..... 95.00
HOT RODS..... 40.00
CITATIONS..... 25.00
GENCO 400's (see below)... 225.00
FROLICS..... 350.00

The Genco 400's now perfected better than Jumpin' Jacks, Gold Nugget or latest Bingos. You try 3 weeks and return if not satisfied. We refund full purchase price.

1/2 deposit, balance C.O.D.

W. E. KEENEY MFG. CO.
5229 So. Kedzie Ave., Chicago 49, Ill.
Tel.: Hemlock 4-3844

HELP WANTED

Mechanics—Experienced Only—
for Bingo Games. Need car.

GOOD PAY—
In vicinity of Chicago.

Write, giving complete details of
past experience, etc., to

BOX 624, THE BILLBOARD
188 W. Randolph St., Chicago, Ill.

ARCADE FOR SALE

SEE DISPLAY AD
PAGE 187, MAY 23 ISSUE
"DETROIT AMUSEMENT CO."

Conn. Game Play Up

HARTFORD, May 23.—Operators here report amusement game play on the increase following a brief seasonal slump caused by hot weather. Now that the shoreline resort type locations are beginning to draw crowds—especially on week-ends—they feel play will continue on the upgrade. The closing of schools for summer vacations in a few weeks is expected to give the resort stops an additional play boost.

GET ON OUR MAILING LIST NOW

For New and Used Bargains in Coin-Operated Equipment
BALLY BEACH CLUB is going stronger than ever!

DONAN DISTRIBUTING COMPANY

5007 N. Kedzie Avenue, Chicago 25, Illinois. Phone: JUniper 8-5211
Bally Distributors for Wisconsin and Northern Illinois

SAY YOU SAW IT IN THE BILLBOARD!



COMPLETELY LEGAL . .

It has been held in U. S. District Court of Cheyenne, Wyo., Case No. 6159, to be "not a gambling device" under the "Johnson Act," and can be shipped in Interstate Commerce.

TAX-FREE . . .

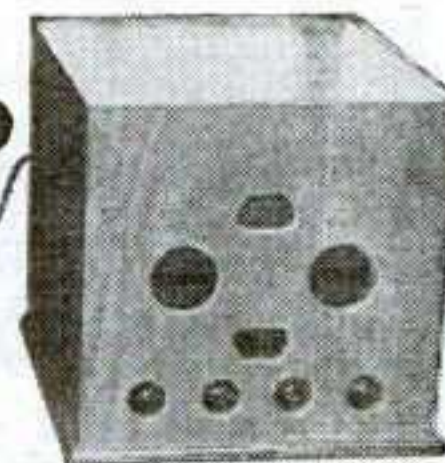
"Not taxable as an amusement or gaming device" as ruled by the Internal Revenue Department.



Hundreds of JOKER machines already in use in Clubs and similar locations. Amusement feature proved even more popular and profitable than the familiar bell type machine.

Adapted to all Foreign Countries as it is NON-COIN OPERATED.

WRITE, WIRE OR PHONE For Complete Details Today!



FULL-SIZE MACHINE

Fits any Standard Bell-Type Cabinet or Stand . . .

DISTRIBUTORS!

Many State Territories Still Available . . .

B. T. McMANUS

P. & M. ENTERPRISES
LANDER, WYOMING

PHONE 700

BANK-IT THE NEW ACTION GAME OPERATORS HAVE BEEN LOOKING FOR TO REVIVE LOCATIONS

BANK-IT HAS EVERYTHING!

1. The Competitive Player Appeal Of Bowling & Shuffleboard
2. The Cushion Skill Of Pool & Billiards
3. The Speed Action Of Shuffle-Alley—2 to 8 Players . . BOTH ENDS
4. Compact—Quick Installation—Minimum Upkeep—Long Life PLUS—"PLAY CONTROL"

That REALLY Means
NO PAY . . NO PLAY!

GET THE FACTS
NOW



For Quick Action

WRITE...PHONE...WIRE

NATIONAL
SHUFFLEBOARD CO.

291 CLEVELAND AVE, ORANGE, N. J.
PHONE ORANGE 2-9100

We Will Accept Collect Calls

Without Obligation
SEND COMPLETE INFORMATION ON
HOW I CAN BANK IT WITH BANK-IT

I have.....Locations
Name.....
Address.....
City.....State.....

Coinmen You Know

Continued from page 95

know that his daddy is "an eye doctor."

Matt Engel, formerly of the Mayflower Distributing Compa-

ny, recently purchased by Lieberman Music Company, has joined the Lieberman firm as assistant to Harold Lieberman, sales manager. Another Lieberman new-

comer is Norton Lieberman, Harold's cousin, who is traveling the Iowa-Nebraska territory for the firm and who, according to the boss man, "is doing nicely and

MORE PROFITS

than a PIRATE TREASURE!



THRILLING NEW UPRIGHT BALL GAME by GENCO!

Packed with Exciting NEW Features to stimulate extra play . . . extra pay!

- NEW!** CENTER LANE "BONUS BUILD-UP" scores Extra Special when A, B, or C is lit!
- NEW!** SCRAMBLED NUMBER LANES test player's skill — increase Flipper importance in scoring.
- NEW!** Shoots 6 Balls ONE AT A TIME! Up to 6 extra balls on extra coins.
- NEW!** DAILY COLORED CABINET with built-in extra protection for playfield and glass.

AVAILABLE IN 5c, 10c, 25c COIN CHUTES
EXCLUSIVE "SPACE-SAVER" DESIGN
 Only 24"x17"x64" high
 Weighs only 190 lbs.
 crated. Perfect for export!

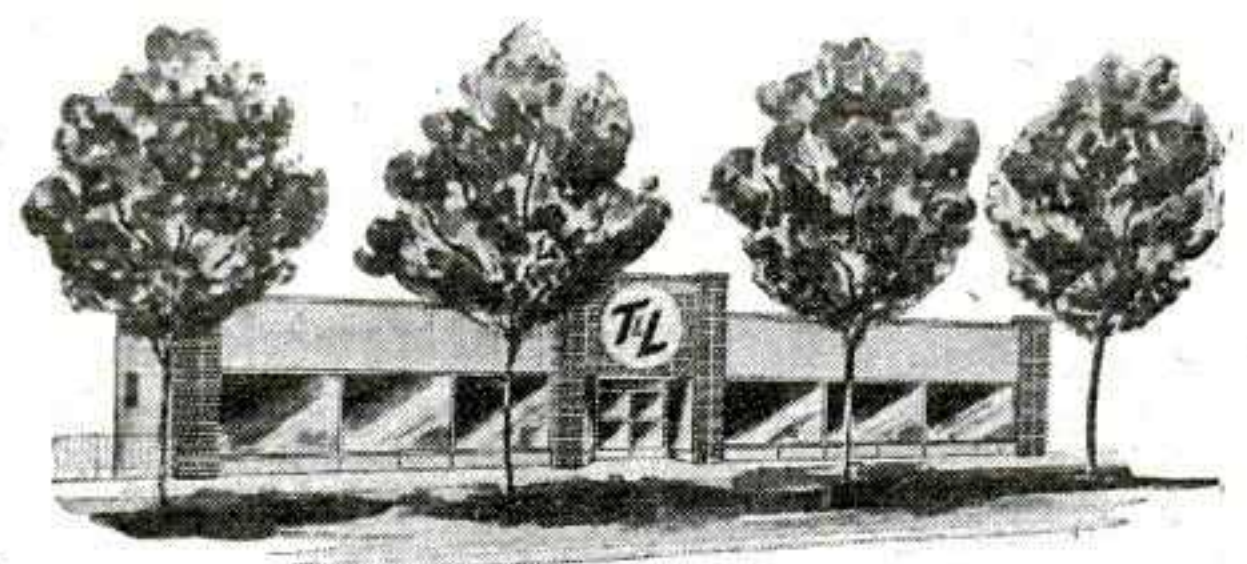
GENCO

MANUFACTURING & SALES CO.
 2621 N. Ashland Avenue, Chicago 14, Illinois

- In-Line and Sequence Scoring — up to 400 Replays possible!
- Tested Trouble-Free Action — proved in actual locations!

WRITE—WIRE—PHONE YOUR GENCO DISTRIBUTOR TODAY!

The New Home of T & L Distributing Co.



1633 Central Parkway

June 7, 1953, when we move to this new modern building will mark another milestone in the history of our organization.
 Larger Display Rooms . . . Modernized Service Department . . . Better Loading and Shipping Facilities . . . Everything the finest in the Coin Machine Industry's newest and most modern building . . . Just 4 blocks north of present location.

GRAND OPENING, SUNDAY, JUNE 7

Gifts Prizes Refreshments

Mark this date on your calendar and be sure to attend.

T & L DISTRIBUTING CO. 1321 Central Parkway Cincinnati, Ohio

being well received by the operators."

Charles Rose, long-time operator of Fargo, N. D., and his son, Harold, have bought out the music-pins route of Ben Kappel and Phil Gillerstein, operating for 10 years as the Novelty Sales Company of Fargo. Some 50 pieces of equipment were involved. . . Archie LaBeau, of La-Beau Novelty Sales Company, St. Paul, bought the 100-piece route formerly operated by Herman Paster, of the Paster Distributing Company in St. Paul. Archie's son, Archie Jr., is handling the new route chores for his dad. . . Rumor has it that in about 60 days, Irving Sandler, of Sandler Distributing Company, Des Moines, will open in Minneapolis as a Wurlitzer distributor.

Archie LaBeau reports the Rock-Ola 120 Rocket is moving well. . . Bally's Beach Club, United's Clover and Chicago Coin's Crown Bowler are among the many pin units at Lieberman Music Company which are getting good operator attention, according to Sid Levin. . . Francis Beffera, Hibbing, whose baby son is pushing two months, said on a visit to the local market that "there's nothing like a baby to make a real home."

Tom Kady, Grand Forks, N. D., was in the Twin Cities buying phonographs. . . Lew Ruben was due back at week's end after a trip to North Dakota and Montana. . . S. A. Patton, Oelwein, Ia., picked up several new phonographs on his trip to this mart. . . Pin games were the object of Don English, Thief, River Falls, Minn., when he came to town. . . Hy Sandler, of Des Moines, who travels Iowa for the Liberman wholesale record department, reports business good. Herbert Sandell, in charge of the department, reports that Coral, London, Dot and Cadence records are gaining new friends daily.

Amos Heilicher, Advance Music Company says business here has been good and that the

Atom Jet Back

Continued from page 90

roduction, with a starter order of 00 units.

The Atomic Jet had been in production for several months, but the firm had discontinued making the ride four weeks ago. However, Cohn said that an influx of orders had depleted the inventory and that new orders are coming in.

The last order cleaned out the New York showroom, so Cohn is selling mainly from photographs.

Cohn said that sales of the nidget-sized Nasco Tank Ride are strong, but that most of the interest seems centered on the standard-sized rides, particularly the Aqua Jet.

Marvel Hikes Output

CHICAGO, May 23. — Marvel Manufacturing Company this week stepped up production on both its overhead and wall models of electric shuffleboard scoreboards. President Ted Rubenstein stated the move was made following a sharp increase in demand for the units for league and tournament play.

spring-summer season should be one of the better ones in recent years. . . Fred Gates, the Minneapolis cigarette machine operator, reports he's pleased with the way his business has been moving ahead. . . D. K. Carter, of D. K. Carter Sales Company, has been out of the city for a short spell.

Phil Moses, Phillip Sales Company, Minneapolis operator, is recovering in Mount Sina Hospital from a heart attack suffered several weeks ago. . . Harold Lieberman, because of a persistent virus flu, missed the Marciano-Walcott heavyweight championship fight. Mrs. Tony Trucano, Deadwood, S. D., accompanied by her son-in-law and daughter, are back home following a vacation in California and Nevada. . . Kenny Glenn, who several years ago left La Beau Novelty Sales Company to open his own distributing firm, Kenny Sales, has quit business and is now associated with Bob Wenzel of Automatic Games in St. Paul.

Don Kohnen, who has been running a pins-music route in Winona for his father, Ray, since the latter was elected a county commissioner last November, was in the Twin Cities looking for equipment and parts.

Miami

Miami was made conscious of the 65th anniversary of the juke box industry thru the efforts of the following: Willie Blatt, president of the AMOA; Billboard correspondent Al Denny; Harry Burge, of radio station WQAM; AMOA secretary Doris Shapiro, who assisted in the clerical chores for Juke Box Week, and Raoul Shapiro, Supreme Distributors, who shopped for many of the records donated to the radio stations by the AMOA.

Harry Zimand, Acme Music Company, will be a proud papa when his son, Julius, is confirmed in June. A reception will be held at the Promenade Hotel, Miami Beach, June 27. Harry says "April in Portugal" is getting the heaviest play on his juke route. Eddie Petrocine, North Dade Amusement Company, was named by the Amusement Machine Operators Association as vice-president to fill out the unexpired term of Al Soke, who recently sold his coin machine operation and purchased a motel in Ocala.

COIN MACHINES FOR SALE

Complete and in good condition. Send pay with order.

5 KING ARTHUR	@ \$35.00
5 COLLEGE DAZE	@ 50.00
4 CC FOOTBALL	@ 50.00
1 CC GOLDEN GLOVES	@ 50.00
1 ROBIN HOOD	25.00
1 ACQUACADE	25.00
2 SCIENTIFIC POOL	@ 75.00
2 SHOOT THE MONK	
RIFLE RANGE	@ 50.00
1 ACE BOWLER	50.00
10 CHALLENGER TARGET SKILLS	@ 10.00
5000 USED RECORDS, Each,	
Any Amount Over 100	Ea. .05

Alabama Vending Co.
Tuscaloosa, Alabama

WANTED TO BUY FOR CASH

Rock-Ola 1428
 Rock-Ola 1432
 Rock-Ola 1434
 Seeburg Bear Guns
 Chicago Coin 6-Player Bowler
 Chicago Coin 10th Frame Bowler, etc.

State Quantity, Condition and Quote Lowest Price in First Letter.

FRANCO DISTRIBUTING COMPANY, INC.
 24 North Perry Street Phone 3-6463 Montgomery, Alabama

Money Makers in MUSIC!

SEEBURG 1-46	\$150	WURLITZER 1100	\$275
SEEBURG 1-46 HIDEAWAY	125	A.M.I. MODEL A	325
SEEBURG 1-47	175	A.M.I. MODEL B	395
SEEBURG 1-48 BLOND	250	A.M.I. MODEL C	425
SEEBURG M-100A	650	A.M.I. WOM (5/10)	25
SEEBURG WOM (W4-L56)	35	ROCK-OLA 1422	125
WURLITZER 1015	150	ROCK-OLA 1426	150
WURLITZER 1080	125	ROCK-OLA 1428 (Blond)	250
WURLITZER 1250	350		

Reconditioned—Refinished! Terms: 1/3 Deposit, Balance C.O.D.
 FOREIGN BUYERS—Write for Latest Postwar Phonograph Catalog

ATLAS MUSIC COMPANY
 2200 N. WESTERN AVE., CHICAGO 47, ILLINOIS. Phone: Armitage 6-5005



BASEBALL IS HERE AGAIN!

RIGHT OFF THE BAT... *Williams*
 BREAKS ALL PROFIT RECORDS
 WITH *De Luxe*
BASEBALL

PLAYERS ACTUALLY RUN THE BASES!

LITE BOX HINGES FORWARD FOR EASY ACCESS!

Proved OVER A PERIOD OF YEARS THE OUTSTANDING MONEY MAKER OF ALL!!

NEW ELECTRIC PITCHER



LITES ON PLAYFIELD BASES INDICATE MEN ON BASES!

5¢ - 10¢ - 25¢
 Single Entry Slug-Proof Coin Mechanism Accepts Credits in any combination of coins. Records Credits for all coins paid in Advance.

MANUALLY CONTROLLED BAT!

Adjustable

TO OPERATE ON:

1 PLAY for 10¢ - 3 PLAYS for 25¢
 or
 1 PLAY for 5¢ - 2 PLAYS for 10¢
 5 PLAYS for 25¢



CREATORS OF DEPENDABLE PLAY APPEAL
 4242 W. FILMORE ST. CHICAGO 24, ILL.

OPPOSING TEAM IS ON THE FIELD SET OFF BY A REALISTIC BACK-BOARD BASEBALL FIELD IN PANORAMIC THIRD DIMENSION

MANUALLY OPERATED **BUTTON** CONTROLS PITCHING UNIT

HINGED FRONT DOOR FOR EASY SERVICING!

PLAYER ACTUALLY PITCHES AND BATS OWN BALL!

ORDER FROM YOUR DISTRIBUTOR TODAY!

WE SHIP **all over the world**

100% SATISFACTION GUARANTEED!

35 BALLY TURF KINGS
 WURLITZER 1400's,
 1450's, 1100's.

PRICES SLASHED UP TO 60%
 MIDGET MOVIES
 AUTOMOBILE KIDDIE RIDES

WANTED: Will pay cash or trade above machines for BALLY BRIGHT SPOTS.

REDD DISTRIBUTING CO., INC.
 298 LINCOLN STREET
 ALLSTON 34, MASS. AL 4-4040.

Exclusive distributors for **AMI** **BALLY-UNITED**

DAVIS PHONO SATISFACTION! EASY AS A - B - C . . .

Always Buy Choice **DAVIS** PHONOS
 EVERY ONE FULLY GUARANTEED



SEEBURG M-100 A
 with DAVIS Guarantee
\$595.00

Looks and Operates Like New

- CHECK THESE FEATURES—
- ✓ Mechanism overhauled
 - ✓ Electric selector checked
 - ✓ Solenoid Unit disassembled and cleaned
 - ✓ New pick-up cartridge
 - ✓ Amplifier tested
 - ✓ Cabinet refinished

TERMS: 1/3 DEPOSIT WITH ORDER. BALANCE C.O.D. WE SPECIALIZE IN EXPORT TRADE.

DAVIS DISTRIBUTING CORP.

SEEBURG FACTORY DISTRIBUTORS

Branches in BUFFALO • ROCHESTER • ALBANY SYRACUSE, N. Y. PH. 75-5194

—WIRED MUSIC BARGAIN—
50 Units—PANTAGES-MAESTRO Music
 Complete with Studio Equipment—Like New
 WRITE for Details and Price

SEEBURG	A	\$225.00
148 ML	C	350.00
147 M or S		
146 M or S	ROCK-OLA	
1941 HIDEAWAY	1426	\$99.00
	1422	79.00
WURLITZER		
1080		\$125.00
1217 HIDEAWAY		249.00
1017 HIDEAWAY		99.00

14 Station Solotone Unit with 12 Boxes . . . Write

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NUMBER
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NUMBER--
STAR and
CROWN

FAST ACTION!... **FAST PLAY!**

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10th FRAME DOUBLE SCORE FEATURE!
Player In 10th Frame Can Add Up To **180 POINTS** To Total Score!

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Chicago Coin 4 Player Derby	Frolics
Chicago Coin Goatee	Leader
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Chicago Coin Basket Ball	ONE BALLS
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Exhibit Six Shooter	Citation
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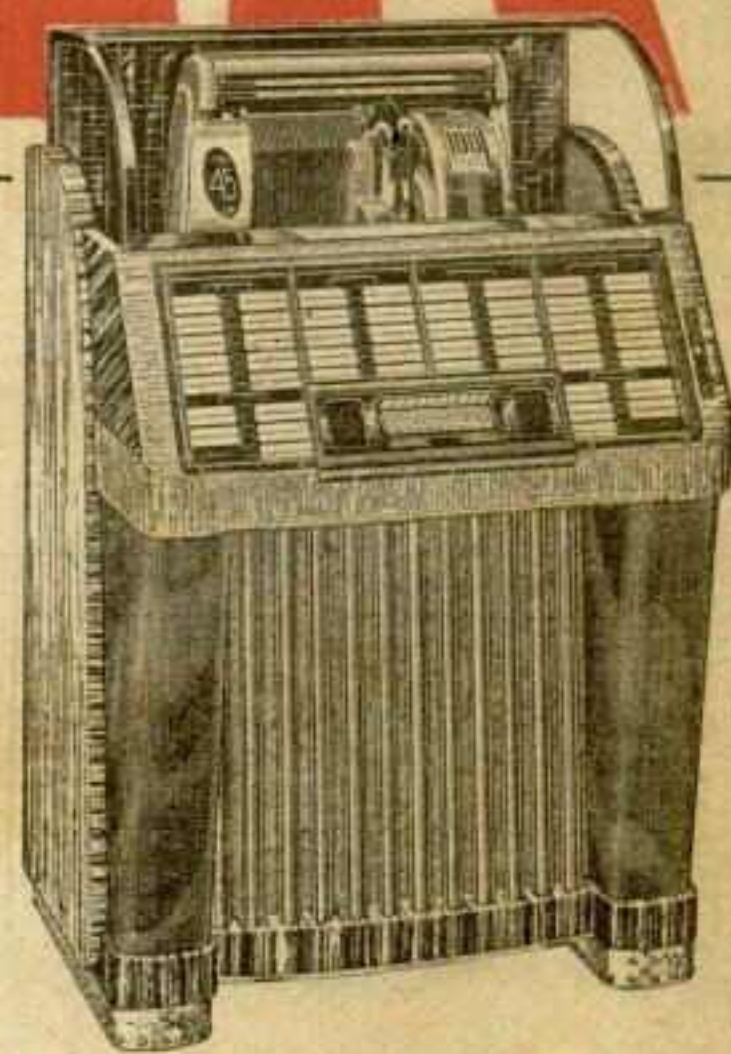
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