

# The Billboard

JUNE 6, 1953



THE AMUSEMENT INDUSTRY'S LEADING NEWSWEEKLY



PRICE 25 CENTS

## Switch of Film Song Titles Is New Exploitation Twist

### ABC-TV Charts Major Move Into Film Syndicate Field

NEW YORK, May 30. — A major force in the vidfilm business was in the process of creation this week when ABC-TV set plans to establish a TV film syndication operation as the fifth major division of the network. The move would place the new division on a parity with present divisions: radio network, TV network, radio owned and operated stations, and TV owned and operated stations.

The ABC operation is not expected to be announced formally for some time, and in all

likelihood will not be in a position to function in any significant way until the end of the year. However, as a long-range move, the development is regarded as of the highest importance in TV film circles.

All indications point to ABC as having the potential of becoming a key factor in the syndication field. The backlog of know-how developed by United Paramount Theaters, which constitutes half of the ABC-UPT combine, is bound to show itself in the forthcoming operation. UPT, of course, has over the years developed vast knowledge on the theatrical film front and in general film distribution background. They not only have learned how to evaluate film, but also how it should be sold.

ABC's move into syndication obviously will pose a direct challenge to CBS and NBC, which have had a head-start in these operations. But moves in recent months by ABC to channel much of its programming effort in film indicates it plans to get into the picture as soon as possible with as much product as possible.

The blueprint of the new division is said to call for making available all ABC filmed shows for national web sponsorship.

Those films sold in this way will go into syndication later. However, if a series does not attract a national bankroller, it will be put into syndication immediately.

In addition, it is believed that the film syndication division will move to acquire outside product, besides its own series, for syndication. Such product would be distributed on a percentage basis, in competition with all other TV film distributors.

ABC's film properties currently number almost a dozen, with several other deals on the fire. Of those now available, five have had pilots shot by Hal Roach Jr., who also has a sixth in which ABC is interested. The five Roach series are "Tales of a Wayward Inn," featuring Brian Aherne; "White Collar Girl,"

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### FM IN 7 YEARS IN AUSTRALIA HAS 36 DIALERS

SYDNEY, May 30. — A government radio broadcasting station here has been on the air for seven years and still has only 36 listeners, despite costing \$250 a week to run. This is an FM experimental station which was established in 1946 at a cost of \$20,000 to examine the potentialities of FM field, which it was expected ultimately might replace AM.

The listeners are all government technicians who were presented with sets by the government so that they could listen and report on the results, plus a handful of private enthusiasts who built their own receivers. The station has become the joke of the trade because the approach of TV has rendered the experiments obsolete.

### 'Same Name' Gimmicks Pay Movies, Disks

Box Offices, Sales Of Sheets, Records Enjoy Increases

By JOE MARTIN

NEW YORK, May 30. — In changing the titles of movie songs to the titles of the motion pictures, film producers have come up with one of the strongest and most direct exploitation twists in years. The title switches and attendant activity have stirred heavy sales of records and sheet music and have increased both bookings and box office receipts for the films. Combined efforts of the film, music and record interests have resulted in such potent films and disks as "Anna," "Shane," "Moulin Rouge," "High Noon" and "Lime-light," and the upcoming "Melba." In fact, some film producers are now insisting that publishers re-title songs from film scores to match the movie title.

Disk and music people readily admit that the promotion behind a film usually means bigger sheet music and record sales of movie music. The movie people, tho not as readily, also admit that a powerful song from a film helps the box office. While film and music interests have worked co-operatively in the past for good results, trade observers claim that the recent and careful planning of the promotion of both film and song

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### U. S. Tax Court Calls Bennys

WASHINGTON, May 30.—The U. S. tax court has scheduled a hearing in Los Angeles July 6 on the Jack Benny-Mary Livingston income tax case. The couple is preparing to defend its income tax calculations against the Commissioner of Internal Revenue's charge that their 1948 tax return was \$236,362.31 short. Judge Stepehn E. Rice, of the tax court, has tentatively been assigned to the case.

The Bennys have maintained since they were officially charged with short-changing Uncle Sam in December, 1951, that the commissioner was wrong in finding that they had incorrectly reported \$2,260,000 from the sale of 5,000 shares of Amusement Enterprises, Inc., stock, to Columbia Broadcasting System and Columbia Records, Inc., as capital gains instead of as business or professional income. The commissioner further erred, the Bennys say, in determining that they received in 1948 "unreported compensation for personal services, or unreported business or professional income in the amount of \$454,424.30," and in dis-

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### NBC HOPES FOR CROWNING COUP

NEW YORK, June 1. — Hopes for a spectacular coup on TV coverage of the coronation tomorrow (Tuesday) still were flickering at NBC-TV. The network is going to try to pick up, direct from London, the British Broadcasting Corporation telecast, starting at about 5 a.m. The Riverhead, N. Y., lab of the Radio Corporation of America is equipped with a British-styled TV receiver, and will seek to pull in the signal.

If it is successful, the pick-up will be kinesiographed for almost immediate re-showing via NBC-TV. The BBC pick-up could not be re-transmitted live, because British TV uses different standards from U. S. video.

### BMI Licenses Literary Work

CHICAGO, May 30. — Broadcast Music, Inc., takes on a new function in the fall. In addition to licensing the radio-TV performance of music, it will also offer its licensees a catalog of literary works. Carl Haverlin, BMI president, said at the BMI radio program clinic here this week that he has been negotiating with a number of leading publishers to that end.

Before January 1, non-dramatic prose and poetry could be read on the air without the consent of the copyright owner. The Bryson Bill, which created a new amendment to the Copyright Law, has changed it that.

BMI's catalog will include works of copyrighted poetry as well as prose. In addition, as part of its "project literature," BMI will give stations a literary script service and lists of works in the public domain.

### Snyder's One Man Just Works Like 2

WASHINGTON, May 30.—Murray Snyder, assistant to President Eisenhower's press-TV-radio secretary, James C. Hagerty, has been working hard enough to be two people.

Maybe that was why The Billboard's usually alert proofreaders didn't catch a typographical error in a story last week in which Snyder emerged in print as "Murray and Snyder."

### Govt. Would Tighten 'Featherbed' Rules

Labor Committee to Meet on Revision Recommendations in Taft-Hartley Law

WASHINGTON, May 30. — A proposal to tighten the so-called "featherbedding" provision of the Taft-Hartley labor law, which has a bearing on the music industry, will be up for consideration by the Senate Labor Committee, which meets Wednesday (3) to study revisions proposed by committee staff legalists. The staff recommended tightening the so-called featherbedding provision by prohibiting union employees from demanding payment for services "which are not relevant or useful," in addition to the present stipulation that payment cannot be asked for services "which are not performed or not to be performed."

The committee's decision will be watched closely by the music in-

dustry, since it involves the main issue in the Supreme Court's recent decision in the case involving Gamble Enterprises, Inc., Akron; the National Labor Relations Board and the American Federation of Musicians. The court upheld the

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### JIMMY RODGERS' DAY

### Folk Artists and Execs Stage Great Tribute

By BERT BRAUN

MERIDIAN Miss., May 30.—As a result of the efforts of J. B. and J. H. Skewes, C. Phillips of The Meridian Star and of Hank Snow and Ernest Tubb, both of "Grand Ole Opry" fame, the Jimmie Rodgers and Railroadmen Memorial Day was a sparkling tribute to both Jimmie Rodgers and the spirit of the hillbilly entertainers themselves who turned out in droves to assist in this event.

The Memorial Day program consisted of an afternoon dedication of a Jimmie Rodgers and Railroadmen Monument and Park located on the outskirts of this town and a three-hour evening program spearheaded by "Grand Ole Opry" stars, held in the Junior College Stadium here.

The afternoon program began at 1:10 with the leaving of the Jimmie Rodgers & Railroadmen Memorial passenger train from the depot. The train was filled with visiting railroaders and their families, plus the dignitaries and officials of the occasion. Minutes later it pulled into the site of the

Jimmie Rodgers Monument and Park where a special siding had been built. The engine of the train was uncoupled and provided a permanent backdrop for the statue. This engine was donated by the Meridian & Bigbee Railroad. The monument, a beautiful white marble carved likeness of Jimmie Rodgers, complete with railroader's hat and guitar, was

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### BIG 'DRUNKARD'

Near 7,450 Shows Over 20-Year Run

HOLLYWOOD, May 30.—A revival of a 19th Century play that boasts no stars or featured players on July 6 will be presented for the 7,450th consecutive time—a full 20 years, thereby establishing a record unequalled in theater history for continuous nightly playing. The play, "The Drunkard," has long since become an institution and plans now are in the formative stage for observance of the theatrical milestone in the Theater Mart, the revived show's home since its first presentation.

During its phenomenal run to

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# Billboard Backstage

By PAUL ACKERMAN  
Music Editor

Reporters only seem lacking in conscience—and it can be said of most specimens of the breed that they have a realization of the importance of the printed word.

Fifteen years ago, the Five Antaleks, a European perch act playing the Roxy Theater, gave me a rough time. In a review of the turn I stated they were three men and two women, whereas the reverse count was correct. The Antaleks—in toto and with an interpreter—hastened to The Billboard, and in a babel of voices they made me realize the serious nature of my error.

The printed word is never easily dissipated. It does not die upon one's throat. Nor does it carry the impermanence of spoken gossip. Rather, it stands forth in unalterable, painful, black and white.

Reporters learn this, some more quickly than others. Once the lesson is learned, the news-gatherer dedicates himself to the process of truthfully reporting the news. His zeal will sometimes lead him into apparently unconscionable acts.

Like the time—some 15 years ago—when a reporter named Ackerman was in the habit of interviewing a well-known songwriter named Irving Caesar.

Caesar, then president of the Songwriters' Protective Association, was fuzzed down with the impression that Ackerman was a man named Ben Bodec, then a Variety staffer.

"Hello, Bodec!" Caesar would yell from his Brill Building office.

"Hello, Irving," the spurious Bodec would reply. Once these amenities were out of the way, Caesar would impart some news, which we were glad to get, under any name at all.

For six months we saw Irving weekly, and he always called us Bodec, and we never disenchanted him. To do so would have necessitated a long-winded, embarrassing explanation. It would have destroyed the piquant quality of the situation. Certainly, it would have placed a damper on the facile reportorial method we had somehow fallen into.

In fact, the rectitude of my position was so firmly fixed in my mind that I am sure I felt like Bodec. Maybe I talked like him.

Just when Caesar got straightened out on who was who is a moot point. It didn't make too much difference. At that time he was just about getting out of the mist of "Tea for Two" and into the foggy sweetness of "Songs of Safety."

So, you see, we will do a lot to get news. We assume characters and personalities not our own—we are sometimes thrown out of meetings; we are sometimes invited to meetings. We make a lot of friends, and we make some enemies.

Out of it all—and despite the unconscionable practices inherent in our craft—comes a devotion to the printed word.

We, therefore, view with distress the occasional blunders—generally typos—which happen to creep into the book. This week there were several—all of them caused by one of our teletype-setters being weary and dropping a few lines here and there. Owing to the loss of one line in transmission, Dave Kapp's new post at Victor was incorrectly attributed to Joe Carlton. In our Best Selling Retail Record chart, "Moulin Rouge," the top selling disk, was listed with no credit given to Percy Faith.

We know our corrections cannot entirely make up for the errors. Our intent is honest; our modern but human beings will somehow, sometimes, err, even tho we will do almost anything to print the truth.

That's it for today. So long, Irving! Good-bye, Bodec!

# Picture Business

By LEE ZHITO

HOLLYWOOD, May 30.—Can you remember when they were trying to predict what facet of show business would be the main source of supply for TV? Some predicted that TV's future top entertainers would emerge from the ranks of vaudeville. Reason, of course, was obvious to these prophets. Here was a talent pool well schooled in ad lib patter and, to be sure, TV needed people who could hold their own sans scripts. Predictors, of course, couldn't foresee the teleprompter.

And then there was the school of thought who knew for certain that the legit stage would be the springboard for tomorrow's TV greats. Where else, they reasoned, but the stage could one find persons who could hold their own in a medium that left so little time for rehearsal and demanded so much new material at high-speed schedules. Only the old-type repertory company formula could ever hope to feed a talent monster so hungry for new material.

Others, particularly the Hollywood seers, smugly foresaw that the cinema would prove to be the

main source of talent. Were not picture people really the only ones trained for screen-type visual performing? But that's where Hollywood had the tele baby by the throat. Hollywood people would never stoop so low as to expose their talents to the TV eye, they claimed.

Actually, if you look at TV today you'll find all the prophets were right. TV's talent seekers have dipped into all facets of show business for its entertainers. As a matter of fact, it has even gone out of the realm of the showbiz world in making stars of such people as Ed Sullivan and other chroniclers who enjoy a following either on the national or their respective local scenes.

The music world has proved a boon to TV in supplying it with its personalities either via film (Liberace, Telecriptions, among others) or live (Spade Cooley, Lawrence Welk, locally here for example, and Dinah Shore, Dennis Day and others, nationally). The nitery sphere of the showbiz realm has offered Danny Thomas, Dean Martin and Jerry Lewis and countless top acts for TV's use.

The picture industry has given TV more names than it has withheld, with Lucille Ball, Bob Cummings, Loretta Young, Ralph Belamy, Melvin Douglas and many others.

Nearly all who have hopped onto the tele bandwagon have enjoyed a most luxurious ride. Lucille Ball, for example, already well established as a screen personality, has reached hitherto untouched peaks of popularity. Tele exposure for Martin and Lewis has skyrocketed the pair into top movie box-office attractions. On the local scene here, Spade Cooley and Lawrence Welk in their personal appearances outdraw the foremost band names in the business. Gale Storm, who stepped from Monogram Pictures into the "My Little Margie" TV film series, is set for her nitery debut at Las Vegas' Thunderbird Hotel—an attraction along with many others, built thru the powers of TV, which today is helping pay back television's talent debt to showbiz as a whole for providing it with entertainers when the TV cupboard was bare.

# Highlight Reviews

## 'Me & Juliet' No R&H Stunner, Tho Solidly Entertaining Fare

By BOB FRANCIS

With another pot-walloping advance in the till, there is obviously no question as to "Me and Juliet's" success quotient. But the newest collaboration by the Stem's top song-and-dance team is not peak Rodgers and Hammerstein. So the partners can't be expected to hit the jackpot every time out, and "Juliet" in any event has plenty to recommend it for solid commercial success. Rodgers has contributed some pleasant melodies; Hammerstein has supplied some witty lyrics. George Abbott has staged it expertly and Robert Alton has devised some amusing dance patterns. It is played by an over-all fine cast in Irene Sharaff's colorful costumes before wonderfully imaginative sets by Jo Mielziner. It will doubtless please a host of people.

But with all the professional know-how that has gone into it, the result somehow falls short of the mark. "Juliet's" book is a backstage story, the play-within-a-play concept. The action jumps from rehearsals to actual performance, from light gallery to

manager's office. Naturally there has to be a company romance and accompanying jealousy. There are times when this story goes off the deep end. Hammerstein has made every effort to keep his characters in natural focus. None of them are exaggerated. In consequence, when the plot runs into a ripe melo groove, results are neither convincing nor credible.

It is pretty hard to believe that an electrician would be permitted to run amok during the performance of a big-time musical. Somebody would certainly have called the cops. Also, if there is to be a play-within-a-play, it should be a good one, and while the opus on which the troupe is presumably working starts off promisingly enough as some sort of esoteric satire, it progressively becomes superficial. It just seems that Hammerstein has tried to get in too much of everything, and hasn't quite brought it off.

There are some excellent performances. Isabel Bigley and Bill Hayes make a completely satisfactory team as the chorus gal and the assistant stage manager

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## Senate Stirs New Hope for Amusement Industry Census

WASHINGTON, May 30.—A glimmer of hope for the 1953 census of the amusement industry appeared this week when the Senate Appropriations Committee restored nearly half of an outlay which had been cut from Census Bureau's budget by the House (The Billboard, May 9, 16, 23). Legislation sent to the floor by the Senate Appropriations Committee this week included an outlay of \$9,400,000 for the 1953 census of all businesses, including the amusement industry. Commerce had originally asked for \$21,000,000 for the census, but the House had completely wiped out the item.

Even if Congress goes along with the \$9,400,000 outlay which was given the green light by Senate Appropriations Committee, there will have to be some sharp cutbacks in the amusement industry census. The Senate Appropriations Committee's action is known to have stemmed from strenuous demands by all types of businesses and trade associ-

ations for restoration of the House cut. If the Senate accepts the committee's restoration, the outlay will then be deliberated by a joint Senate-House conference committee. There is always the chance that the entire original outlay may be restored. If the Senate votes to restore the entire \$21,000,000 outlay, prospects for a good-sized compromise appropriation would be strongly enhanced when the legislation goes to the joint conference committee.

At Commerce Department, the Census Bureau is continuing to prepare for the 1953 Canss, inasmuch as current appropriations will last until the June 30 end of the current fiscal year. The future of the census is likely to be determined by final Congressional action before mid-June. If allowed to continue, the Census Bureau will canvass industry in December and January. The last business census was in 1947.

# Legit Line-Up

By BOB FRANCIS

The Theater Guild-American Theater Society is testing a new "play-charge" plan in Pittsburgh and Cleveland. Current subscribers to the '53-'54 series will only have to call local b.o.'s to obtain tickets. Trip-Charge, Inc., of Pittsburgh has agreed to collect later for tickets. Plays already skedded for Pittsburgh and Cleveland are "The Love of Four Colonels," "The Crucible," "Time Out for Ginger," "Time of the Cuckoo" and "Misalliance." Possibilities, also, are "Picnic" and "Pal Joey."

Jesse Royce Landis has optioned George Batson's comedy, "Celia." She will try it out at Theron Bamberger's Buck County Playhouse the week of June 29. If the result looks good, she'll unveil it for the Stem in the early fall. . . . Dick Kolmar and James Gardiner are teaming up again to produce a song-and-dancer with a Pennsylvania Dutch background. No title as yet. Authors are Joe Stein and Will Glickman, whose "Mrs. Gibbon's Boys" unveiled and shuttered in jig time some four seasons back. Messrs. K. and G. intend a fall production. Meanwhile, a tune-and-lyric-smith is being sought. . . . Alexander H. Cohen has relinquished his option on "The Man Upstairs." . . . For about the fifth time the press agents for the "Seven Year Itch" have broken the titanic news that Vanessa Brown has written a play called "Europa and the

Bull." . . . Staats Cotsworth will play Sir Peter Teazle in Terese Hayden's revival of "School for Scandal" next month at the Theater de Lys.

### NEWS NOTES ON SUMMER DOINGS . . .

Exio Pinza, who goes "straight" this summer in "The Play's the Thing," has added another booking to his silo chore. Already skedded are appearances at Coonamasset, Dennis and Hyannis on Massachusetts' Cape Cod. But the romantic basset will also be or view at the Westport (Conn.) Playhouse, week of July 20. . . . Lisa Kirk has signed to play opposite Jose Ferrer in "Kiss Me, Kate" at the Dallas State Fair July 6. Obviously, she will not revive her Broadway role of Bianca, but will do the turbulent Broadway stint originally created by Patricia Morrison. . . . Philip Coolidge takes over Walter Hampden's role in "The Crucible," when the latter withdraws from the Arthur Miller play at the Martin Beck on June 1. . . . Loring Smith signed this week for a top-slot role in the Howard Teichman-George Kaufman comedy, "The Solid Gold Cadillac." Producer Max Gordon put up the Equity bond. . . . Jerome Kilty went on for Martyn Green Tuesday (26) in "Misalliance," while the latter took time out for a Dr. Watson tele commitment. . . . Marcel Pagnol's "The Baker's Wife," originally written as a play, but most successful here

film-wise, will be produced in the fall by Bruce Becker and Robert Ellis Miller.

The Stage Managers Club, whose membership includes every top string-puller on the Broadway scene, gave its annual post-season party backstage at the American National Theater and Academy Thursday (28). . . . Jay Julien and Robert Joseph will produce "Colombe," the French play by Jean Anouilh. Julie Harris will be starred, and rehearsals will start October 1.

### PHILLY TO GET 10 ON SUBSCRIPTION . . .

The Theater Guild-American Theater Society subscription series in Philadelphia will cut the offerings for 1953-'54 from a dozen to 10. Among the shows already offered in the series are "Picnic," "The Seven-Year Itch," "Dial 'M' for Murder," "The Crucible," and "Misalliance." . . . Philadelphia's 1953-'54 season is expected to get under way early in September with "Take a Giant Step" by Louis Peterson. It comes here after a Labor Day week-end premiere at the Playhouse in Wilmington, Del. Already set for the Forrest for a late September week is a return concert offering by Victor Borge. The Playhouse at Wilmington also is filling up the September schedule with "Tea and Sympathy" set for the September 10 week-end and "The Children's Hour" for the September 17 week-end.

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# The Billboard

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

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Subscription rates payable in advance. One year, \$10 in U.S.A. and Canada. All foreign countries, \$20. Subscribers, when requesting change of address should give old as well as new address. Published weekly. Entered as second class matter June 4, 1897, at Post Office, Cincinnati, Ohio, under act of March 3, 1879. Copyright 1953 by The Billboard Publishing Company. The Billboard also publishes Vend, the monthly magazine of automatic merchandising; one year, \$4.

## Washington Once-Over

By BEN ATLAS

WASHINGTON, May 30.—Something new in self-policing in the TV-radio broadcasting industry turned up unheralded at Federal Trade Commission. That agency gets lots of letters and phone calls from folks who are vocal about what they don't like on television and radio. Some of the complaints come from cranks, others from sober-minded citizens. Recently a raft of tips which kept coming in about "lousy programs" at a certain TV station were traceable to a single phone caller who persistently refused to identify himself. An FTC staffer finally got curious about who the fellow was. The FTC'er did some sleuthing. The tipster turned out to be an employee of a TV station in local competition with the one the character was complaining about.

### HYDE'S OLD "BOTTLE" BACK AFTER 7 YEARS . . .

Federal Communications Commission brass are mirthfully telling about a well-filled bottle which Chairman Rosel Hyde recently acquired. The chairman, a non-drinker, got the bottle from Ben Cottone when the latter quit as FCC's general counsel to go into private practice. The bottle, in fact, originally belonged to Hyde way back when he was general counsel of the commission. Hyde had left the bottle along with an old hat in his desk which was inherited by Cottone in 1946 when Hyde moved up to a commissioner'ship. Cottone sent the hat back to Hyde at the time, but he kept the bottle and dipped into it occasionally when things got tough. Cleaning up his desk to leave the commission, Cottone

turned back the bottle to Hyde and quipped, "You'll need it more than anybody else will." Hyde smilingly accepted the familiar old bottle—of aspirin.

### LOOKS LIKE JACKPOT IN OFFING FOR VOICE . . .

Don't be surprised if current probes of the over-padded "Voice of America" turn out to have an Alice-in-Wonderland climax. For a while it looked like a first-class overhaul of the "Voice" was in prospect under the new administration. Investigators turned up lots of fresh evidence of stuffed pay rolls, global junketing and inept programs. The global broadcast outfit voluntarily began pruning itself under the glare of several congressional inquiries. However, a Senate Foreign Relations Subcommittee, which recently wound up public hearings on the "Voice," apparently has come under the spell of the cajolery of some of the "Voice's" spendthrifts. Guided by a recent subcommittee suggestion, the "Voice" this week restored some of the Latin-American programing which had been curtailed. It now seems likely that the Senate Foreign Relations Subcommittee under Sen. Bourke Hickenlooper (R., Ia.) will formally suggest giving the "Voice" another year's trial without drastic shrinkage and without shifting it from State Department. Dopesters figure the "Voice" will wind up lush and fancier than ever.

### TWO NEW SEGS

## May Sales Hit Nearly \$6 Mil For Du Mont

NEW YORK, May 30.—May was a high spot for sales at the Du Mont Television Network. Two new programs and a flock of football sponsorships brought the total of business inked during the month to nearly \$6,000,000. Station relations had a good month too. The average network for Du Mont shows was 76 per cent over last May's clearances.

Sponsors signed to Du Mont during May were Charles Antell with "What's Your Bid?" Toni and Hazel Bishop with "Your Big Moment," Westinghouse with 19 pro football games, Atlantic Refining and Miller Brewing with 12 N. Y. Giant grid games, Atlantic for co-sponsorship of another six games, and Admiral for sponsorship of the All-Star game.

WABD here this week signed Roto-Broil thru Product Services to sponsor the late evening "Mono Drama Theater" for 21 weeks beginning June 8. The across-the-board series was previously sponsored by Broil-Quik.

## Committees' Labors Cement NBC-TV Affiliate Relations

NEW YORK, May 30.—The success achieved by NBC in securing the solid support of its video affiliates at the three-day sessions held this week underline the efficacy of a new type of station relations practice which has paid off for the network. This is its maintenance of regular liaison with continuing subcommittees of the affiliates' group.

It was this arrangement which led directly to NBC's allotting \$3,500,000 for specific daytime TV programing, thus meeting the most important demand of the web's affiliates. Similarly, an earlier crisis on station compensation was solved to everyone's satisfaction after lengthy discussions between another subcommittee and web brass.

The steps which led to NBC's multi-million plunge in daytime TV programs cast a significant light on why the affiliates came away with the idea that plans put forward by the web at the Princeton, N. J., sessions on Tuesday (26) had been suggested earlier to NBC-TV by the daytime programing subcommittee itself. When these were acted upon by the web and put forward as NBC policy, there was every reason for the affils to be happy, for the plans actually were their own.

This subcommittee, headed by E. R. (Curly) Vadeboncoeur, gave opinions on the form which should be taken by web daytime programing. Every affiliate was polled, the answers were collated and the results went to the web as the general impressions of the subcommittee. In January, the subcommittee, in forwarding another request for additional daytime shows, specified what kind of shows the affils wanted.

The requests were for (1) soap operas, deemed to be as effective in TV as they had been in AM, (2) a noon-time female-slanted version of "Today" and (3) program plan presented at Princeton came up with exactly these shows.

In the course of getting up its recommendations, the subcommittee gathered from different parts of the nation four times, at the expense of the members themselves. Besides Vadeboncoeur, others in the group are D. L. (Tony) Provost, WBAL-TV, Baltimore; John M. Outler Jr., WSB-TV, Atlanta; Harold P. See, KRON-TV, San Francisco; Edwin K. Wheeler, WWJ-TV, Detroit and John T. Murphy, WLW-TV, Cincinnati.

It is significant that this subcommittee has been kept alive. It will evaluate the new daytime programing as it is aired, and will funnel affiliate reaction to the web.

The striking success of the daytime programing subcommittee follows that of the affiliates' compensation subcommittee, headed by Ray Wellpott. This group, after over nine months of protracted negotiation with the network, came up with a satisfactory solution to the knotty problem of free commercial network hours to be carried by the stations. The original number of hours involved was 30; some time after this was brought down to 24, the affiliates decided a further revision was necessary. It took numerous meetings with web brass, but the final formula pleased all.

### Compensation

That formula was one which did not cost the network anything immediately, but likely will later, when the web is more completely sold out in daytime. For every hour per month of commercial web shows over 174 carried by a station, the outlet will get back 15 minutes of compensation on time now carried free. The theoretical limit of commercial web hours is 250 per month; at that point, a station carrying the full sked would carry no free time and would be reaping additional coin.

Thus, sessions with this subgroup, too, brought considerable good will to NBC at a negligible financial cost. NBC brass now is convinced that, with the web's future so closely tied to the stations, this kind of exchange must be stepped up eventually.

## NBC's Ties With TV Affils Strengthened

Only WHAM-TV, WKY-TV Seem Shaky; Brass Says Sessions Solid Success

NEW YORK, May 30.—This week's sessions between NBC and its TV affiliates are regarded by the network's brass as a solid success in having achieved the desired rapprochement between the web and the stations. As the affiliate execs dispersed, only two stations still seemed shaky in their affiliation status: Bill Fay's WHAM-TV, Rochester, N. Y., and P. A. (Buddy) Sugg's WKY-TV, Oklahoma City. Meanwhile, the web seems to have firmed up its relationship with most of the other outlets, such as WSM-TV, Nashville.

In the latter case, the station was not even represented at the meetings, and NBC station relations boss Harry Bannister was skedded to take a flying trip to visit the outlet, along with NBC consultant Niles Trammell. However, when the sessions wound up, WSM execs notified NBC that most of their questions had been answered by the speeches made by Gen. David Sarnoff and the other NBC brass, and that major problems now are smoothed out. However, Bannister and Trammell may make the trip to set up the situation after the WSM vacation periods wind up, some five weeks hence.

In addition, it is known that at least two affiliates with which

NBC has had no contractual relationship were so impressed by the sessions that they have agreed to ink a regular pact with the network. These papers now are being drawn up and when signed will have all NBC-TV affiliates on a full contract basis.

### WHAM-TV Status

The status of WHAM-TV is much more complex. It is understood that Fay shook hands with Herb Akerberg, CBS-TV station relations veepee, over shifting over his stations, AM as well as TV of course, from NBC.

This verbal commitment was made during the recent Los Angeles convention of the National Association of Radio and Television Broadcasters. However, the sessions of the NBC affiliates this week impressed Fay strongly, particularly the web's plans for color TV service.

The result is that Fay is believed to have requested CBS-TV to inform him how that web plans to provide him with color service. Should the reply not prove satisfactory, the parent Stromberg - Carlson Company may rule that Fay's verbal agreement with Akerberg no longer is binding because of changed conditions in the industry situation. Fay would not comment on any

(Continued on page 49)

## TWA Enters NLRB Charge Against AL

NEW YORK, May 30.—The Television Writers of America Thursday (28) filed charges with the National Labor Relations Board against the Authors League. Currently engaged in a jurisdictional battle with the AL over network video scripters, the TWA claims that Air Features, a wholly-owned CBS subsidiary, gave "aid and support" to the AL and "enlisted other employers likewise."

The TWA action was taken after the AL signed 24 packagers to an agreement to cover freelance scripters in the East. These writers had been outside the jurisdictional strife which is to be settled via balloting which commences Monday 1 and whose results will be known on or about June 15.

The TWA complaint also states that the AL "did thereby conspire with the said Air Features, Inc., and the said other employers, to restrain and coerce the said writers in the exercise of their right to self-organization" and to collective bargaining.

## PM Considers 'Corridor D'

NEW YORK, May 30.—Phillip Morris this week was considering "Corridor D" to replace its recently cancelled "My Little Margie." The program would move into the sponsor's Thursday 10-10:30 p.m. slot on CBS-TV, probably for a summer run and then if successful be continued next fall.

"My Little Margie," which is a TV-film series owned and produced by Roland Reed Productions, will be sold to another network client, if he can meet the hiked production cost, said to be about \$5,000 more than Philip Morris was paying. Otherwise it will go into syndication and will be handled by United TV Programs.

Reed evidently felt that he could not continue to let Philip Morris have the film package under the same terms for the next season, another indication that video film producers are moving out of their deficit financing deals as soon as possible.

## NBC-TV Sets Discount Plan for Big Clients

NEW YORK, May 30.—NBC-TV this week blueprinted various discount plans which allow volume advertisers, such as Procter & Gamble, Lever Brothers, General Foods, General Mills and others as much as a 25 per cent cut in costs by combining the annual continuity discount of 10 per cent with a weekly discount which can go as high as 15 per cent. The web also obtained unanimous affiliate approval to alter its contiguous rate discount policy and will offer sponsors the same deal given by CBS-TV. These moves were made during the past week's sessions with the NBC-TV affiliates.

Advertisers who maintain a minimum of 200 per cent or more of the hour rate per week for 52 weeks can earn a 25 per cent discount on total gross time charges in lieu of both the weekly and annual continuity discounts. Percentage weights, similar to the CBS-TV station-hours concept,

are assigned to various time periods, beginning with quarter hours which are 40 per cent, and half hours which are 60 per cent. Volume advertisers which exceed the 200 per cent weekly quota can buy single shots, or special campaigns for 25 per cent less.

Affiliate approval was immediately forthcoming for the contiguous rate switch when web toppers told the story of the network's loss of the Colgate daytime business because it could not meet the CBS-TV contiguous offer. Similar to the CBS-TV plan, the new NBC-TV discount plan allows contiguous rates for non-contiguous periods, if one of the shows involved is in a strip of two or more weekly in the same time period. Stations will be compensated on the same basis. Past NBC-TV policy made it mandatory that one of the shows in a contiguous deal be in an across-the-board strip.

The affiliates meeting, which

## D'Andrea Signed For NBC Series

NEW YORK, May 30.—Tom D'Andrea, who plays Gillis in the "Life of Riley" TV film series, has been signed to a long-term contract with NBC as part of the network's comedy development program.

D'Andrea is developing and will star in a new 15-minute, twice weekly radio series next season. The show will be along the lines of the routine D'Andrea has done with Hal March on the "Colgate Comedy Hour" when Donald O'Connor has starred.

broke up with unanimous adoption of a vote of confidence in the network's program of action, featured an agreement whereby 16 affiliates signed a color TV supplement to the NBC affiliation contract. This supplement had stations agree, when compatible color is approved, to carry NBC-TV multichrome shows delivered in the approved system.

## NBC-TV Sells Olds, Jergens and Geritol

NEW YORK, May 30.—NBC-TV this week had one of its best sales weeks this spring when it wrapped up three new clients, and nailed down four others. The new ones are Jergens, Oldsmobile and Geritol, and the old ones are Speidel, Griffin, SOS and Benrus.

Speidel will now own the Monday night 8-8:30 time every week (Crosley has moved out) for "Name That Tune," an audience-participation show featuring Red Benson as emcee, starting June 22 for 13 weeks. And Geritol, a product owned by Serutan, is going into the Monday 9-9:30 p.m. slot with "Juvenile Jury," starting July 6 for 13 weeks.

Jergens, which was on CBS-TV last season alternate half hours, has bought Mondays 7:30-7:45

p.m. for a new show. Under consideration is Victor Borge. "Bob and Ray," now in that time period, will get the axe.

### Oldsmobile Back

Oldsmobile once again will be back on the network with 15 minutes of pre-football chatter Saturday afternoons before the General Motors - sponsored NCAA football contests.

NBC-TV also made important strides toward getting "Saturday Night Revue," summer replacement for "Your Show of Shows," fully sponsored, when it signed Griffin, SOS, and Benrus to remain on during the summer in their 10-minute segments. Bendix has already signed for another 10-minute segment so that only 50 minutes remain to be sold.

## CBS Radio Bolsters Nighttime Picture

NEW YORK, May 30. — CBS Radio continued this week to solidify its nighttime sales picture for next fall by making impressive gains. The network sold a thrice-weekly, 15-minute strip to General Foods, sold Lowell Thomas to Kaiser Motors; wooed "Walk a Mile," which is sponsored by Camels away from NBC, and got an order from Old Gold for Herb Shriner's "Two for the Money."

Most impressive is the GF purchase, because with the recent Toni-Manhattan Soap buy, the 7-7:15 p.m. strip, the network has practically filled the void left open when Procter & Gamble

## FCC Approves 3 More Grants

WASHINGTON, May 30.—The Federal Communications Commission this week issued three new TV station grants. Station authorization count now stands at 473, including 365 post-freeze grants.

Two of the grants went to Gene Autry's Maricopa Broadcasters, Inc., and to KOY Broadcasting Company, for new TV stations to share time on VHF Channel 10, Phoenix, Ariz., despite FCC Commissioner Frieda B. Hennock's contention that the application raised "serious questions of possible undue concentration of ownership and control of broadcasting facilities" in the major Arizona cities. Stations will alternate day and night operation which, the FCC stipulated, must have "no adverse effect" on operation on VHF Channel 3, Phoenix, proposed by Arizona Television Company. Stamford-Norwalk Television Corporation, Stamford, Conn., was recipient of the third construction permit for a TV station on UHF Channel 27.

At the same time, the commission granted Pioneer Broadcasters, Inc., Portland, Ore., permission to withdraw its petition requesting a rehearing on a channel sought by Mount Hood Radio & Television Broadcasting Corporation and Pioneer. Radio Station WBIR, Inc., Knoxville, Tenn., was authorized to amend its TV application.

## Crosley Launches 757G Audience Sales Promotion

CINCINNATI, May 30. — A \$757,000 summer audience and sales promotion project, the third such annual affair for the WLW radio and television stations, gets under way next week.

The television version, "Operation Sunburst," has been expanded to include WLW-A, Atlanta, newest outlet in the Crosley chain. WLW-T, Cincinnati; WLW-D, Dayton, O., and WLW-C, Columbus, O., are also on the list. A separate promotion for the Crosley radio outlet, WLW, has been set up as "Mission Maximum."

Crosley facilities including programming, spot announcements, car cards, bus dashes, newspaper ads, lobby displays and other methods of publicity will be used to hypo summer business and viewing. Kaiser automobiles will be awarded to contestants in the audience-promotion portion of the project.

The television version involves pictures of familiar landmarks in the Atlanta, Cincinnati, Columbus and Dayton areas. Successful contestants will receive cars. In addition, each participant, even those failing to identify the landmarks, will also receive an award.

In the AM project a safety theme is to be employed, with radio listeners being asked to give their counsel on traffic problems. Here, too, new Kaiser cars go to each winner.

Additional promotional plans call for Brenda Hollis, former show girl and now a member of the Crosley staff, to tour the WLW areas in the new Kaiser sports car, the Darrin, to call on daily and weekly newspaper editors.

Last year's Operation Sunburst used the presidential campaign theme to stimulate viewer interest. A new home, completely furnished and valued at \$25,000, went to the winner. A total of 127 awards, including a new car, went to other successful contestants.

moved out of the half-hour strip last December. GF has bought the old versions of "Beulah" for slotting Mondays, Wednesdays and Fridays 7:15-7:30 p.m., and has a first refusal on Tuesdays and Thursdays, if another buyer shows.

"Walk a Mile" which is now on NBC 8-8:30 p.m. Wednesdays, will move into Mondays 10-10:30 p.m., on CBS, a time period formerly occupied by Bob Hawk for the same sponsor. The Camel switch was obviously motivated by the fact that it can gain contiguous time rates because it has Vaughn Monroe on CBS.

"Two for Money" will go into the Saturday night, 9-9:30 slot, on CBS Radio, which will make it a true simulcast; the same program will be on CBS-TV at the same hour next season. But because the NBC radio contract runs thru September, the program will start on CBS-TV, August 15, but begin on CBS radio October 3. Meanwhile, CBS radio will tape the show for its rival.

The Kaiser Motors buy will take CBS off the hook for Lowell Thomas, who was just canceled by Procter & Gamble after many years in their service. And Willys-Overland has just renewed the hour-and-a-half Sunday afternoon Philharmonic Symphony for next season.

## Simulcast for McNeill 'Club'

NEW YORK, May 30.—In celebration of its 20th consecutive year on ABC radio, Don McNeill's "Breakfast Club" on June 23 will be simulcast, with the Toni Company and the Philco Corporation sponsoring the televising. The event is regarded in the trade as a test for the regular simulcasting of the veteran morning show.

The anniversary airing will be on the full radio network and on 32 TV affiliates. "Breakfast Club" is considered the longest continuous run of an across-the-board show.

## 'Voice' Restores L-A Programing

WASHINGTON, May 30.—"Voice of America" this Thursday (28) restored part of its Latin-American Broadcasting program schedule, which earlier this month had been slated to be dropped. Dr. Robert L. Johnson, administrator of the International Information Administration, which includes the "Voice of America," announced that Associated Broadcasters, Inc., San Francisco, has been authorized to use two short-wave transmitters, which Associated presently is operating under contract with IIA. Dr. Johnson said that the new series of Latin-American broadcasts will continue thru June.

## Move to Strengthen NARTB's Code Of Radio Practices Gets Under Way

WASHINGTON, May 30. — A move for further strengthening and clarifying National Association of Radio and Television Broadcasters' standards of practice for the radio broadcast industry is under way. The Association's standards of practice committee, headed by John F. Meagher, KYSM, Mankato, Minn., this week agreed on broad revisions to be submitted to NARTB's board of directors which meets here June 17-19. The recommendations include adding a section on "education and culture," similar to the section which is in the code for the TV broadcast industry. Other proposed revisions would affect the sections on children's programs, educational programs, news, and time standards for commercials.

The move to improve the five-year-old radio code is viewed in industry circles as likely to have a beneficial effect generally, since it will encourage continuous efforts to improve the TV code, which is far more extensive and detailed.

The Meagher committee agreed to ask the board to consider strengthening the section of the radio code which sets up standards

## 'SUPERMAN' NOW HERE ON VISA

NEW YORK, May 30. — "Superman" in Spanish is coming to U. S. radio. Freemantle Overseas Radio, Inc., which produces the series in Mexico and has been syndicating it in Latin America has sold it to WWRL here and will offer it to some 40 other U. S. stations which carry Spanish language programming.

The series is based on scripts of the network radio show which ran about eight years for Kellogg. Kellogg is sponsoring the Spanish version on about 25 stations in Mexico and Costa Rica. The program, which went into production last August at the rate of 260 segments a year, is also on in Panama, Colombia and Peru.

## Zenith Clams Up on Phono Sub System

CHICAGO, May 30.—Zenith Radio Corporation, backer of the phonevision system of subscription TV, has refused to supply information about phonevision to the study of the subject being conducted by the National Association of Radio and Television Broadcasters. Zenith objects to the presence on the three-man NARTB committee of H. W. Slavick, of WMCT, Memphis.

"Mr. Slavick's openly expressed opposition to subscription TV would make it impossible for him to participate objectively in this study," Pieter Van Beek, Zenith official, said. "Supplying the requested information might be misinterpreted as co-operation by Zenith in a project which will hamper rather than help bring about early approval of subscription TV."

## MAJORITY FOR \$1 TV FIGHTS

CHICAGO, May 30. — The Purdue University Opinion panel sent postcards to 100,000 Chicago area TV viewers just before the Marciano-Walcott fight asking if the recipient was a fight fan, and if he would pay \$1 to see a championship fight on television at home. Zenith Radio Corporation, sponsor of Phonevision, paid for the poll, and the list of names was supplied by TV Guide magazine.

Sixty-five per cent of those replying said they would pay to see a fight. Seventy-nine per cent said they were fight fans. Of these, 76 per cent said they would pay for the fight at home.

## Court Calls Bennys On Income Charges

Continued from page 1

allowing as a deductible expense \$30,000 in "legal and professional expenses" claimed on their joint 1948 return.

The deal coming up for scrutiny by the tax court, according to the Benny's statement, involved the sale of 5,000 shares of Amusement stock, at \$452 a share to CBS and Records. Sale was completed December 30, 1948, with Jack Benny's share 60 per cent of the \$2,260,000 total. Benny and three other stockholders bought 5,000 shares of Amusement in March, 1947, for \$50,000 to hold for investment purposes. Amusement was an active corporation in 1947 and 1948, producing 128 radio shows, a motion picture costing more than \$750,000, participating in the preparation of operatic films for TV and stage plays. At the time for the sale to CBS and Records, the Bennys contended, Amusement possessed "a goodwill or going concern value, and other intangibles of considerable value," such as contracts with artists and sponsors.

Jack Benny was not an employee or director of CBS, Records or Amusement at the time for the sale, and was not in the stock exchange business, the Bennys state.

Meanwhile, the commissioner has prepared a detailed case

## New Emerson Seg for Pepsi

NEW YORK, May 30.—Reports are that MCA-TV will produce an anthology-type dramatic series for Pepsi-Cola for its newly purchased 8:30-9 p.m. Friday slot on ABC-TV. Acting as hostess and perhaps also to star in several of the films will be Faye Emerson who two seasons ago was sponsored by the soft-drink advertiser.

Many of the films in the series are to be based on enlarged versions of some of the better properties in MCA-TV's "Short Short Theater" which also was sponsored by Pepsi-Cola. MCA-TV naturally has promised to deliver some of its top Hollywood talent to act in the series. Biow is the agency.

## Client Stays With 'Stork'

NEW YORK, May 30.—Chesterfield, which recently canceled "Stork Club" for its Fatima division, is expected to return with the program next season to CBS-TV, which owns the property together with Sherman Billingsley. The advertiser, however, which had the 7-7:30 slot on Saturday evenings, will have to be content with a time period earlier in the evening. Its former period will probably be sold. Cunningham & Walsh is the agency.

against the Bennys. No item appears too small for consideration, since such a large sum is at stake. For example, the commissioner questions, in connection with Mary Livingston's expense account for a two-week engagement in London, an outlay of \$335.61 for a side-trip to Cannes, France.

The Bennys already have paid \$309,950.47 on their 1948 income tax. The commissioner figures their total tax bill for the year at \$546,333.28.

## TIPPLE TABS

### WABC-TV's Staffers Poll Bar Viewing

NEW YORK, May 30.—WABC-TV, here, recently risked total inebriation on the part of its research department when it sent its staffers into 72 bars to conduct a survey on its Tuesday night fights. The survey proved that the program received a rating of 78.3 in local bars, accounting for a projected viewing public of 258,500.

The WABC-TV coincidental rating questionnaire asked such questions as: Is there a TV set here? Is the set on? Could you tell what program you are watching? Could you tell on what channel? Later, however, the questions became harder when they asked, "Where are the fights? Who are the fighters?"

### WPTZ's Sale Brings 8½ Mil

WASHINGTON, May 30.—Sale of Philco Corporation's Philadelphia TV station, WPTZ, and remote pickups to Westinghouse Radio Stations, Inc., for a record \$8,500,000 was approved this week by the Federal Communications Commission. Biggest previous sale price in TV history was \$6,000,000 when Balaban & Katz sold WBKB, Chicago, to Columbia Broadcasting System. Commissioner Frieda B. Hennock, who joined with the commission in approving the transfer, criticized the commission for "having without hearing resolved in Westinghouse's favor the question of its qualifications to be a licensee raised by its anti-trust activities." Commissioner Paul A. Walker alone dissented.

### Toni Acquires New Quizzer

NEW YORK, May 30. — Toni this week bought "Place That Face" to replace "Racket Squad" in the alternate Thursday evening 10:30-11 p.m. slot on CBS-TV. The low-budget program will have contestants try to identify faces from their past, and is considered a quiz switch on "This Is Your Life."

Carter, which alternates with Toni, meanwhile, was assiduously shopping for a program to replace "I've Got a Secret," which has been bought for weekly slotting by Camels on the same network.

### Mismanagement at WMID Is Charged

ATLANTIC CITY, May 30. — Charges of mismanagement of the affairs of the Mid-Atlantic Broadcasting Company, operators of WMID, were made against Richard Endicott and David H. Freedman, president and vice-president, in a suit filed in New Jersey Superior Court this week. In the action, Jack L. Slotoff is seeking the appointment of a custodial or operating receiver to manage the business, and an injunction restraining Endicott and Freedman from continuing sole control.

Slotoff also seeks to recover 33½ shares of common stock he alleges he paid for and never received, and a full accounting of the company's fiscal affairs from Freedman. No answer has been filed as yet by the defendants.

## *Stardust for Summer Saturday Nights*

Relaxed as a Summer evening, tangy as a lemonade  
 ... *Hoagy Carmichael's* dry wit and syncopated  
 piano are made-for-Summer refreshments. During a  
 90 minutes (9 to 10:30 PM) traditionally audience-  
 packed on NBC television, Hoagy will preside over a  
 fresh collection of your favorite bands, talented  
 dancers and rising young comedians for bright and  
 easy-to-take viewing.

Consider, too, how this worthy successor to "Your  
 Show of Shows" falls into a time period that averaged  
 a 20.8 Nielsen Rating last summer on N. B. C.

Then consider this starting price that's hardly more  
 costly than a European vacation (\$3,334 program,  
 net). Sponsors can avail themselves of this smooth  
 summer selling in any of several plans: a half-  
 hour every week, every other week, or a 10 minute  
 participation each week.

It all begins on June 6th—so now's the time to  
 get all the facts from

### *Saturday Night Revue*

**9:00-10:30 PM**

**N B C**  
*television*

a service of Radio Corporation of America



This One



C843-1H3-QHGP

# BMI Clinics Draw 800, Set 2d Week

NEW YORK, May 30.—Approximately 800 broadcasters attended the Broadcast Music, Inc., Program Clinics during the past week, completing the first swing of speakers which covered parts of the Middle West, New England States and Canada. Resuming on Monday (1) after a three-day respite, the clinics resume in Rochester, N. Y., at the Hotel Seneca, and in Des Moines, at the Savery Hotel.

Clinics will be chaired by Ken Sparnon, BMI field representative, at the Rochester gathering and the speakers will include M. Wayland Fullington, program director, WIRE, Indianapolis; Harold Safford, program director, WLS, Chicago; Stephen W. Ryder, station manager, WENE, Endicott, N. Y.; Charles A. Wall, BMI and AMP; K. (Haps) Kemper, vice-president and general manager, Indoor division of The Billboard; Don J. Curran, manager, WWHG, Hornell, N. Y., and Harry Goodwin, general manager, WNJR, Newark, N. J.

In Des Moines, the clinic will be chaired by Al Marlin, BMI field rep, and speakers include Ed Breen, president and general manager, KFVD, Fort Dodge, Ia., and president of the Iowa Broadcasters' Association; Karl Jansen, program director, KTUL, Tulsa, Okla.; Allen Embury, vice-president and general manager, KPIG, Cedar Rapids, Ia.; Glenn Dolberg, vice-president station relations, BMI; G. LaVerne Flambo, executive vice-president, WQUA, Moline, Ill., and Joseph B. Kirby, general manager, WKRS, Waukegan, Ill.

### The Topics

Topics taken up this coming week will include "Importance of Copy—Power of the Spoken Word"; "Music Bridges the Gap Between Rural and City Listeners"; "Public Service—Our Secret Weapon"; "Little Fish in a Big Pond—How Do We Bait the Hook?"; "Local Programming—Radio's Best Offensive"; "The What, When and Why of Music for Listeners"; "Ingredients of Good Imaginative Copy—To Sell

## WBKB SPIKES TELETHON MYTH

CHICAGO, May 30.—Traffic lightened in the Chicago area, business in stores dropped and newspaper circulation went down Saturday (24) during the Cerebral Palsy Telethon on WBKB began at 10 p.m. Friday and continued 28½ hours.

The idea that telethons are losing their punch was punctured by the show. Last year a 22-hour telethon for CP raised \$210,000. This year the pledges totaled \$407,510. The rate of collection in Chicago is higher than other parts of the country, running as high as 85 per cent.

Among those who appeared were Martin and Lewis, Bob Hope, Marilyn Maxwell, Artie Shaw, Rocky Marciano, Rudy Vallee, Gloria De Haven, Frankie Laine, Tony Martin and Dorothy Shay.

Ideas to Listeners"; "Sharpening AM Programming to Meet New Competition," and "Do We Use Local News?"

Following Monday's opening of the second swing, Clinics will be held in Omaha, Philadelphia; Wichita, Kan.; Baltimore, Detroit, and Columbus, O., completing this week's itinerary.

The Western Team will be captained by Carl Haverlin, BMI prexy, and the Eastern team by Glenn Dolberg, station relations veepee.

In each case, the BMI Program Clinics are followed the next day by the Sales Clinic of the Broadcast Advertising Bureau; at the same hotel.

The initial BAB clinics stressed ways and means of selling radio to retailers as a key advertising weapon. The sessions went into the need for broadcasters to learn and diagnose retail businesses and their timing, the desirability and methods for radio personnel to be fully prepared to sell to retailers, and how to know radio's status and value among competitive advertising media.

## ANY OTHER CONTENDERS?

NEW YORK, May 30.—The question of who was first with a TV presentation of George Bernard Shaw plays had a new claimant for honors this week. Recently CBS-TV, in presenting "Arms and the Man" on the "Omnibus" show, stated that this was the first video adaptation of a Shaw work. This publication subsequently noted that last summer the British Broadcasting Corporation had aired two showings of the same play.

This week, Donald L. Perris, director of news and special events at WEWS, Cleveland, submitted documents showing that that station had a jump of several seasons on both CBS-TV and BBC-TV. On February 19, 1948, that station aired "The Devil's Disciple," and followed on February 28 with "The Man of Destiny." A royalty of \$50 was paid for the former, and \$25 for the latter, both produced with Shaw's special permission. British thesp Basil Langton produced "Disciple" for the station.

## EYES FISTICUFFS

# Mogen David Invades Prize Fight Business

CHICAGO, May 30.—The Wine Corporation of America, Chicago firm which makes Mogen David Wine, is prepared to go into the boxing promotion business to provide a weekly television show. Working for the company as program director is Jack Begun, former promoter at the Chicago Stadium, who this week went before the Illinois Athletic Commission to sound out sentiment toward the idea.

The company's plan is to run a series of 39 fights, Monday nights from 7:30 to 8:30, CST, probably on the ABC network. There would be no preliminaries—only a main event. The boxers would get \$12,500 each, considerably higher than the current rate. Standby boxers would be hired to go in, only if the main event lasted three rounds or less.

The fights would be staged in auditoriums with 999 seats, selling for \$10 and up, depending on the caliber of the fighters. At least 19 fights would come from Chicago. Others would come from

San Francisco, New York, St. Louis and Cleveland.

Begun said he was ready to start the series as soon as he could get athletic commission approval and time clearance. The commission failed to express an opinion, telling him to come back with more details. Opposition is expected from the International Boxing Club and other promoters, primarily because the \$12,500 fee is far more than is being paid fighters at present. It also would mean one more TV fight show to compete with IBC shows.

Mogen David's agency is Weiss & Geller. The company has sponsored Charlie Wild, "Detective," and "Where Was I on TV."

## WRC's Sales Rise Sharply

WASHINGTON, May 30.—A sharp upswing in volume of national spot time sales on Station WRC was reported by Carleton D. Smith, vice-president and general manager of NBC's owned and operated stations here. Sales figures for May, 1953, show the largest monthly volume of national spot advertising on WRC since 1950, he said. Actual national business now booked for May is 80 per cent higher than for the same month one year ago. The upswing is attributed to an increased awareness of the importance of the Washington market.

According to Smith, orders on hand for future months in 1953 indicate that the rate of spot activity for the duration of the year will continue at a much higher level than last year. The volume of spot business now contracted for 1953 is already equal to the total of WRC's national sales for 1952, with seven months remaining in which to accept additional business.

## NEWS CAPSULES—COAST TO COAST

# AFTRA Strike Vote Vs. 14 Indies; Walker Defends FCC's Tolerance

HOLLYWOOD, May 30.—Announcers at Los Angeles' 14 indie radio stations this week voted to reject a 5 per cent pay hike and authorized the American Federation of Television and Radio Actors' board to call a strike if needed in forcing wage boost. Action involves 70 announcers and approximately 20 disk jockeys. Year's contract expired April 30 and negotiations are still continuing between AFTRA and the indie stations' bargaining committee.

AFTRA's initial demand for a blanket \$25 per man weekly hike was dropped to \$20, with stations countering with their over-all 5 per cent increase. Existing minimums paid vary according to station broadcasting power and range from a low of \$80 per week at a 250-watt station to a top of \$104 per week at a 50,000-watt indie. As it now stands, stations and the union are between \$15 to \$17 apart in their respective demands and offers. With negotiations still continuing amicably at week's end, indications pointed to a settlement rather than a walkout by indie gabbers.

### WALKER DEFENDS FCC'S TOLERANT ATTITUDE ...

WASHINGTON, May 30.—Federal Communications Commission is taking a tolerant attitude toward TV stations which are having difficulty finding time for religious telecasts, Commissioner Paul Walker indicated today. The former chairman in a speech before the 165th general assembly of the Presbyterian Church, Minneapolis, said: "We must recognize that with the expansion of television service, commercial television licenses are necessarily subjected to the play of conflicting

interests in the allocation of their broadcast time."

He urged stations to allocate as much time to religion as possible, and pointed out that the FCC does not deem religious programs on commercial time as inappropriate.

### WGAR WITHDRAWS FROM UHF CONTEST ...

CLEVELAND, O.—Radio station WGAR has withdrawn its application for UHF Channel 65. John Patt, president, said, "By leaving the channel uncontested, it is possible Cleveland may receive additional TV service several years in advance of the time such service would be available if the applications remain contested and hearings are required." He said WGAR is now studying several other possibilities of getting into TV that involve less delay and uncertainty. The other applicant for channel 65 is WERE.

### FCC WON'T RECONSIDER PEOPLE'S PETITION ...

WASHINGTON.—Federal Communications Commission this week issued a memorandum opinion refusing to reconsider its earlier denial of a petition by People's Broadcasting Company, Lancaster, Pa., in a battle over TV Channel 8 in Lancaster. FCC's original denial of the people's petition was issued last March 25. People's requested modification and enlargement of the issues and denial of a petition by WGAL, Inc., Lancaster TV licensee. Commissioner Frieda Hennock reiterated her previous dissent. Commissioners Webster and Doerfer did not participate.

### KNBC MAKES EXEC SWITCHES ...

SAN FRANCISCO — Several exec switches at KNBC here took place this week. John Thompson, news manager, was upped to program director, and William Cothran, the station's director of public affairs, will replace him as news manager. Also, George Greaves, assistant general manager, who has been heading the program department, will henceforth concentrate on administrative duties.

### ROBINSON NAMED WLW-A PRESIDENT

CINCINNATI.—William P. Robinson has been elected president of Crosley Broadcasting of Atlanta, Inc., it was announced by James D. Shouse, chairman of the board, and Robert E. Dunville, chairman of the board's executive committee. WLW-A was acquired by Crosley recently and is the fourth TV outlet for Crosley. Robinson was also named a director of the Georgia operation, and John T. Murphy, v.-p., of the Cincinnati company, was elected vice-president of WLW-A.

Robinson entered broadcasting in 1928 and held positions with WWVA, Wheeling, W. Va.; WCLO, Janesville, Wis.; WLAP, Lexing-

ton, Ky., and KWBG, Hutchinson, Kan., before joining the Crosley sales staff in 1928. In 1947 he was named programing v.-p. Robinson took charge of WLW-A in March. Since taking over WLW-A, the company has expanded its hours of operation, installed a client service department, purchased a new transmitter and tower site, and is planning to enlarge programing and operational facilities.

### JIM GAINES HEADS RATES ...

NEW YORK — Jim Gaines, General Teleradio veepee, this week became president of the Radio and Television Executives Society, replacing Bob Sarnoff, head of NBC Film Division. Other officers elected were: First vice-president, George Shupert, general manager of United Artists Television; second vice-president, Robert Burton, veepee of Broadcast Music, Inc.; secretary, Claire Barrere, business consultant; treasurer, Joe McDonald, treasurer of NBC.

### ARRIES IS ABC-TV SPORTS DIRECTOR ...

NEW YORK—Leslie Arries Sr., has been named director of sports programs for ABC-TV. Arries was previously sports and special events director for Du Mont, and manager of WTTG, Washington. John Madigan continues as director of new and special events for ABC.

### OTHER NEWS IN BRIEF ...

Both Du Mont and ABC-TV have added affiliate number 116. ... ABC also picked up another radio affiliate, number 364. ... Floyd Rice, Detroit Ford dealer, has bought "Hot Rod Racing" on WXYZ-TV, to run one hour Monday nights for the entire season. ... "Kukla, Fran and Ollie" next Sunday (7) will originate from Symphony Hall, Boston, it will present the TV preem of an orig-

inal opera, "St. George and the Dragon," backed by the Boston Pops. ... A new radio relay system has been placed in operation between Pittsburgh and St. Louis.

### RADIO CINCY SETS 3-CITY TV NET ...

CINCINNATI.—Formation of a three-station network, allying WKRC-TV, Cincinnati, and WHIO-TV, Dayton, and WTVN, Columbus, O., was announced Tuesday (26) by Hulbert Taft Jr., executive vice-president of Radio Cincinnati. The alliance results from negotiations between station executives since purchase of WTVN by Radio Cincinnati. Heading the network will be Don Chapin, who has been assistant manager of WKRC-TV.

### TOPMILLER NAMED WKCY EXEC V.-P. ...

CINCINNATI.—Charles T. Topmiller, manager of WKCY since 1947, has been named executive vice-president of the station, L. B. Wilson, president and general manager, announced Thursday (28). Topmiller started with the station as transmitter engineer 23 years ago and has served with the station continuously except for two years of World War II service.

### THE RESTLESS PEOPLE AND THE REVOLVING DOOR ...

World Broadcasting's Western division manager, Maynard Marquard, is taking a leave of absence. (Continued on page 49)

**NEW**  
big sales prospect

# WLEV-TV

Bethlehem • Allentown • Easton

Pre-planned coverage reaches the homes—the people—in this rich market. Write for information.



Sales Representative  
**MEEKER TV, Incorporated**  
New York • Chicago • Los Angeles • San Francisco



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

Peter Bocham  
Program Director, WNAB  
Bridgeport, Conn.

### SUBSCRIBE TODAY

The Billboard  
2160 Patterson St. Cincinnati 22, Ohio  
Please enter my Billboard subscription for one year at \$10. Payment is enclosed. 804  
(Foreign rate, one year, \$20)

Address .....

Address .....

City..... Zone.... State.....

Occupation .....



THE BILLBOARD

Radio-TV Show Charts

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

Top TV Shows Each Day of the Week in CHICAGO

(1,460,000 TV Sets)\* Panel Size 450)

... According to Videodex Reports

Table listing TV stations and their parent companies: WBSB (Balaban & Katz Corp.), WENR-TV (American Broadcasting Co.), WGN-TV (WGN, Inc.), WNBQ (National Broadcasting Co.).

Videodex reports monthly on each of 20 major markets, besides publishing a monthly national network report based on all 63 markets. In the 20 markets it has placed diaries in a total of 7,700 TV homes.

APRIL, 1953

SUNDAY, SIGN-ON TO SIGN-OFF

Table of TV show ratings for Sunday, including 'WHAT'S MY LINE?', 'TOAST OF THE TOWN', 'MR. PEEPERS', etc.

MONDAY, SIGN-ON TO SIGN-OFF

Table of TV show ratings for Monday, including 'I LOVE LUCY', 'TALENT SCOUTS', 'RED BUTTONS', etc.

TUESDAY, SIGN-ON TO SIGN-OFF

Table of TV show ratings for Tuesday, including 'TEXACO STAR THEATER', 'TWO FOR THE MONEY', 'THE NAME'S THE SAME', etc.

WEDNESDAY, SIGN-ON TO SIGN-OFF

Table of TV show ratings for Wednesday, including 'GODFREY AND FRIENDS', 'STRIKE IT RICH', 'THIS IS YOUR LIFE', etc.

THURSDAY, SIGN-ON TO SIGN-OFF

Table of TV show ratings for Thursday, including 'DRAGNET', 'MY LITTLE MARGIE', 'GROUCHO MARX', etc.

FRIDAY, SIGN-ON TO SIGN-OFF

Table of TV show ratings for Friday, including 'OUR MISS BROOKS', 'MY FRIEND IRMA', 'MR. AND MRS. NORTH', etc.

SATURDAY, SIGN-ON TO SIGN-OFF

Table of TV show ratings for Saturday, including 'YOUR HIT PARADE', 'YOUR SHOW OF SHOWS', 'JACKIE GLEASON', etc.

NEXT WEEK

Videodex and Pulse Studies of CINCINNATI

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.

ABC-TV Lines Up 17 'Game of Week' Saturday Pick-Ups

NEW YORK, May 30. — The baseball "game of the week" TV pick-up, which kicks off today (30) via ABC-TV under the Falstaff beer banner, has set 17 Saturday tilts, running between now and the end of the season.

Schedule calls for Chisox home tilts, besides today, on July 11 and 25, August 22 and September 19. Cleveland home games will be on June 6 and 13, July 4 and 18, August 29, and September 26.

WASHINGTON, May 30.—Sen. Edwin C. Johnson's (D., Colo.) restrictive baseball radio-TV bill, which was favorably reported by a Senate Interstate and Foreign Subcommittee this week, is headed for approval also by the full committee within 10 days.

Next regular meeting of the full committee, which is headed by Sen. Charles Tobey (R., N. H.), is slated for June 10. Johnson, ranking Democrat on the Tobey committee, has argued that his bill is necessary to rescue minor leagues from economic chaos.

Top 5 Radio Shows Each Day of the Week in CHICAGO

(1,648,306 Radio Families\*)

... According to Pulse Reports

Table of radio show ratings for Sunday, including 'BERGEN-McCARTHY SHOW', 'MY LITTLE MARGIE', 'HALLMARK PLAYHOUSE', etc.

MARCH-APRIL, 1953

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

Table of radio show ratings for Sunday, 7 P.M. to 12 P.M., including 'BERGEN-McCARTHY SHOW', 'MY LITTLE MARGIE', etc.

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

Table of radio show ratings for Monday, 7 P.M. to 12 P.M., including 'LUX RADIO THEATER', 'GODFREY'S TALENT SCOUTS', etc.

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

Table of radio show ratings for Tuesday, 7 P.M. to 12 P.M., including 'MR. AND MRS. NORTH', 'MY FRIEND IRMA', etc.

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

Table of radio show ratings for Wednesday, 7 P.M. to 12 P.M., including 'BOB HOPE', 'P.M. PLAYHOUSE', etc.

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

Table of radio show ratings for Thursday, 7 P.M. to 12 P.M., including 'EDDIE CANTOR', 'BING CROSBY', etc.

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

Table of radio show ratings for Friday, 7 P.M. to 12 P.M., including 'OZZIE AND HARRIET', 'MR. KEEN', etc.

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

Table of radio show ratings for Saturday, 7 P.M. to 12 P.M., including 'GANGBUSTERS', 'TARZAN', etc.

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

Table of radio show ratings for Monday-Friday, 6 A.M. to 7 P.M., including 'ARTHUR GODFREY', 'GRAND SLAM', etc.

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

Table of radio show ratings for Saturday, 6 A.M. to 7 P.M., including 'STARS OVER HOLLYWOOD', 'THEATER OF TODAY', etc.

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

Table of radio show ratings for Sunday, 6 A.M. to 7 P.M., including 'JACK BENNY', 'AMOS 'N' ANDY', etc.

\* Based on U. S. Census Radio Ownership of 1950 and Sales Management 1952 estimate of families in the Chicago metropolitan area.

\* NBC estimate for April, 1953.

# A RESOLUTION

*Unanimously adopted by The NBC Television Affiliates*

PRINCETON, N. J. MAY 26, 1953



BE IT RESOLVED:

That we, the television affiliates of the National Broadcasting Company, who today at Princeton had the privilege of reviewing in detail with General Sarnoff the position of RCA and NBC in broadcasting and television hereby reaffirm our complete confidence in the National Broadcasting Company and heartily endorse its program as revealed to us by General Sarnoff.

This confidence is predicated upon the unquestionable leadership displayed by RCA and NBC in radio and television over the past years and the steadfast belief that General Sarnoff's position with respect to color television and various other current and future developments in the broadcasting field are fully as sound and unerring as previous decisions and predictions which he has made including his prophecy of the assured future of television, pronounced at Atlantic City in 1947.

The rapid approach of color television and RCA's tremendous strides in that area in our opinion more than justify our confidence in our future as NBC affiliates, and a careful analysis of the present and projected program and sales plans of NBC leaves us with the conviction that they cannot be successfully assailed by expedient competitive attack or propaganda.

In this confidence we adjourn our meeting with unanimous approval and endorsement of the R.C.A.-N.B.C. program as outlined to us today.



*a service of Radio Corporation of America*

# ABC-TV Charts Major Move Into Film Syndicate Field

Continued from page 1

starring Laraine Day; "Guns of Destiny," adventure series kicked off by a prize item from a mythical gun collection; "It Seems Like Yesterday," comedy-love series based on the foibles of the era since 1928; and "Passport to Danger," starring Cesar Romero in a diplomatic courier series. A Joe E. Brown series, produced by Roach, also is being considered by ABC.

Other web properties include "Ozzie and Harriet," filmed for ABC by Volcano productions, but owned by the web; when it exhausts its national sponsor potential, it will be syndicated. The new Paul Hartman series, "Pride of the Family," has just been sold for network sponsorship to Armour and Bristol-Myers, and this, too, ultimately will hit the syndication market. The Danny Thomas, Ray Bolger and Barry

Sullivan shows likewise will doubtless start on a web basis but make the switch later.

It is known that ABC now is considering at least two or three new series, negotiations for which have not yet been concluded. These, most likely, will be aimed for network airing at first, as ABC strives to bolster its competitive programming position with its rivals.

It's regarded as highly likely that some top UPT brass will be switched into the new division, to give it the experience and film background it would need in bucking for major recognition. No personnel as yet has been set, but the division's topper, when named, is certain to be given a post on a parity in importance with those of the execs who head the other four ABC divisions.

## Ziv Now Pitching Library Sales Plan

NEW YORK, May 30. — The move by major TV film distributors, to adopt library sales plans to aid new stations, practically became industry-wide this week. Ziv Television Programs, a long-time holdout against package deals, officially endorsed the multi-program sales theory via the revelation that the firm has already chalked up more than 50 sales to stations via a library sales project of its own.

Ziv's capitulation leaves only CBS-TV and NBC-TV's Film Division among the major TV film syndicators still carrying the ball for individual series sales only, and CBS-TV does offer new stations a 50 per cent discount plan on first-year contracts. Prockter has also desisted, but the firm really has too few series to make such a sales set-up pay off.

Distributors currently operating some variety of a library sales plan include Consolidated (Station Starter Plan), Unity, United Television Programs, Tee Vee Company, Sterling Television Company, Motion Pictures for Television, MCA-TV, and Official. Unity and Motion Pictures for Television, being theatrical film distributors, have been selling library packages to stations for quite some time, but the move for distributors of series specially produced for TV to adopt such an operation only evinced itself this year.

Under Ziv's multipackage deal, stations received a special discount on packages of five or more programs, with most of the pacts signed to date calling for the entire nine-show library—"Bos-

ton Blackie," "The Cisco Kid," "The Unexpected," "Favorite Story," "Story Theater," "Your TV Theater," "The Living Book," "Yesterday's Newsreel" and "Sports Album."

Unique aspect of the Ziv plan is that stations are required to sell each series before airing it, in line with Ziv's ruling that none of their film properties may run as sustainers. Stations are requested to notify Ziv if they're having trouble selling a particular show, at which point a Ziv salesman steps in to lend a hand.

Ziv's sales chief, M. J. Rifkin, has been quietly pushing the project since the freeze was lifted. In some cases negotiations were first started when the new stations were no more than a gleam in the licensee applicant's eye. When there was more than one applicant for a new license Rifkin pitched the library plan to all just in case. Most recent nine-show library sales by Ziv were made to KOPR-TV, Butte, Mont.; WNBH-TV, New Bedford, Mass., and KELO-TV, Sioux, Falls, S. D.

## Film Outfits' Aid Sought By Ad Council

NEW YORK, May 30. — The Advertising Council this week launched a campaign to enlist the aid of sponsors and producers of syndicated TV film programs on six major public service campaigns, via the use of special spots in programs—filmed this summer for fall and winter telecasting. The spots were produced by six volunteer agencies: Cunningham & Walsh (National Blood Program); G. M. Basford (U. S. Savings Bonds); Ruthrauff & Ryan (Ground Observer Corps); J. Walter Thompson (Religion in American Life); Young & Rubicam (Stop Accidents) and Benton & Bowles (Better Schools).

The Council is asking each advertiser to set up a regular schedule for the 20-second film spots, which have purposely been produced as non-seasonal for year-round use and for insertion in film re-runs. In line with this the Screen Actors Guild has waived re-run payments for performers appearing in the film spots. The Council will also provide TV flip cards, balloons and slides which the networks can insert into film shows if the advertiser prefers. The spots and slides will be offered to advertisers free of charge. The organizations are paying for the actual cost of the film and the Council is contributing its production supervisory services gratis.

## Official Films Boosts Bruin

NEW YORK, May 30. — A switch in the syndication sales set-up at Official Films, Inc., gives Wells Bruin the newly created title of director of station relations. Bruin will be responsible for station sales over the entire U. S., and will report to syndication sales chief Herman Rush. The move frees Rush to some extent to work with Bud Austin and President Hal Hackett on national sales. In addition, Allen Sweetow has joined the firm for station sales thruout the Midwest.

Official has just acquired three pre-coronation films produced by the British Broadcasting Corporation. Running 26 minutes each, the films deal with the life of Queen Elizabeth II. Acquisition was made by Rush thru Al Bodeck of the William Morris agency.

## SNEAK PREVIEW FOR KID SERIES

NEW YORK, May 30.—In an effort to get the moppets' reactions to "Space Ranger," United Television Programs will "sneak preview" the show all during this summer at the Evans Hotel in the Catskill borscht belt. Cards will be distributed to the kids at the hotel and UTP will try to draw some conclusions from their opinions and later use them in forthcoming episodes in the series. Roland Reed produces.

## Consolid. Sells 'Hollywood' as Sub for Ozzie

NEW YORK, May 30.—Consolidated TV sales, Inc., here this week reportedly sold "Hollywood Half Hour" as the summer sub for "Ozzie and Harriet," which is sponsored on the ABC-TV network from 8 to 8:30 p.m., Fridays, on alternate weeks by Hot Point Appliances and the Lambert Pharmacal Company. The unusual angle of the sale is that the TV film series is currently rounding out its third and fourth reruns in some markets, and is well on its way toward chalking up a record as one of the most durable dramatic properties in the TV film field.

The series, then tagged "Bigelow Theater," was first aired on the CBS-TV network under the sponsorship of Bigelow-Sanford Carpets. Last summer, General Foods ran a 13-week segment of the show tagged "Footlight Theater" as a summer sub for "The Aldrich Family" on NBC-TV. In addition to the network pacts, the series has been syndicated extensively, and is currently pulling its highest rating yet in third run over WCBS-TV here.

Films selected for the ABC-TV run will be reframed with new title footage and closing credit sheets. The package will be screened for marketability, of course, and will probably include as many episodes still in first or second runs as possible rather than the segments which have been around three or four times.

## Unions Nix Theater Pix on Live Shows

NEW YORK, May 30. — The Screen Actors' Guild and the American Federation of Television and Radio Artists this week ended the use of scenes from theatrical film on live video shows. Primarily affected by the union restriction is Ed Sullivan's "Toast of the Town" on CBS-TV which has a deal with 20th Century-Fox to premiere such scenes on the program. "Destination Gobi" was the first such film to be used on "Toast," but many others have been shown. Metro-Goldwyn-Mayer has also made the same sort

## Raymond to Be 'Fireside' Host

NEW YORK, May 30. — Gene Raymond this week was hired to act as host on Procter & Gamble's "Fireside Theater" next season. The advertiser evidently felt that the long-run film property needed some sprucing up and feels that Raymond's charm will do the trick.

Meanwhile, P.&G. this week bought "Nothing But the Best," featuring Eddie Albert, to replace "Fireside" this summer. The program will be produced by Ted Mills. Blow is the agency. The show airs 9-9:30 p.m., Tuesdays, via NBC-TV.

## Kaiser May Get MCA Pix

NEW YORK, May 30. — The William Weintraub agency this week neared closing a deal with MCA-TV for 30 city sponsorship of its "Short Short Theater" by one of its clients. The advertiser reportedly is Kaiser Motors.

It has not been decided whether the program would be network or spot booked. Unless, however, the agency can find good network time, the probability is that the client will spot book the show.

## 'SPACE RANGER' PAYLOAD

# Signs On 10 Products, Tho Not Yet Airborne

NEW YORK, May 30.—Altho not as yet sold in any market, "Rocky Jones, Space Ranger," the TV film series distributed by United Television Programs, already is in high gear in its merchandising activities, which are handled by Jack Danov. Ten different companies are using theme of the show to sell their various products.

The Whitman Publishing Company is expecting to distribute 2,000,000 "Space Ranger" coloring books and to reach another 4,500,000 circulation by including "Space Ranger" in its "March of Comics" series. Over 600,000 "Space Ranger" badges have been produced and sold by the 20th Century Novelty Casting Company. And 65,000 pairs of "Space Ranger" boots have been sold to department stores by the John A. Frye Shoe Company.

Other "Space Ranger" deals are with the P. H. Hanes Knitting Company, for a polo shirt; the Chester H. Roth Company, for a

agers; Montgomery Ward, for a snow suit; Carmody Products, for a children's watch, which is already being featured in the Sears-Roebuck catalog; Columbia Records, for disks; the Van Dam Company, for balloons; the Leslie-Henry Company, for mechanical toys, holsters and guns.

Twenty-two requests already have been made for Dick Crane, star of "Space Ranger," to appear in person at various functions. Danov was an important factor in building up the Roy Rogers merchandising enterprises to its present \$20,000,000 retail market. Roland Reed produces the series.

## AMOS 'N' ANDY

# WCBS to Slot Them Opposite Berle, Bishop

NEW YORK, May 30.—WCBS-TV this week slotted "Amos 'n' Andy" in the Tuesday 8-8:30 slot beginning August 18. The program will be on locally opposite the first half of the new Milton Berle show and Bishop Sheen. Other CBS-TV owned and operated stations are also expected to slot the situation-comedy in the same time period.

The network execs feel that by placing the well-produced situation comedy against its opposition their ratings can be reduced without going to the expense of sustaining and expensive new package. CBS-TV, however, is readying an important half-hour property to follow "Amos 'n' Andy" later in the season. The feeling around the web is that Berle and the Bishop can only be harmed slightly, but that Berle alone in the latter half of his show can be taken.

## Tele-Pictures, Inc., Ups Sales Force

NEW YORK, May 30.—Tele-Pictures, Inc., distributor of the Robert Lippert produced feature films, has opened two more branch offices and added a salesman in the past few weeks. Heading the newly opened Cincinnati office is Harris Dudelson. And John Leo has set up offices in San Francisco.

In addition, Frank Smith has been engaged to cover the entire East Coast. All report to veepee Joe Smith.

## JWT Seeks UTP "Photo Quiz" Films

CHICAGO, May 30.—The J. Walter Thompson agency, here, is dickering with United Television Programs to buy the "Look Photo Quiz" 15-minute video series for one of its clients, reportedly Libby, McNeil & Libby.

The series would be sponsored in about 60 markets.

## Tales' May Be Video Series

NEW YORK, May 30.—George Foley has been considering an offer to make his "Tales of Tomorrow" into a video film series. A syndicate of financiers would provide the loot for the property, which would be filmed by Bing Crosby Productions. Foley would receive a royalty.

The deal, however, is being held up because ABC-TV thinks it can uncover a sponsor to pay the bills for the science fiction show in its live version, and so is sustaining it in the Friday, 9:30-10 p.m., slot.

packaged hosiery deal for teen-

of arrangement with Sullivan on a non-exclusive basis.

Sullivan, however, has agreed not to use the theatrical film on his program in the future. The unions believe that the manner of the use of the film on live shows is such that it goes far beyond their use as trailers. They claim that the scenes become program material, and, therefore, the actors in the film should get extra compensation for TV work. SAG has agreements with three theatrical film companies to get extra compensation when their pictures go on TV. And SAG is also in a position to break its contract with other studios should they sell recently made features to TV.

Variety shows, therefore, will be deprived of what might have become an important programming matter. The Colgate "Comedy Hour" was also considering such an arrangement with Metro-Goldwyn-Mayer. From the theatrical film companies' point of view, the union's prohibition will mean that they have to pay for time they would have got free.

## Brown Voices Optimism Over Small Market TV Stations

WASHINGTON, May 30.—Optimism over the future successful development of small market TV stations was voiced this week by Thad H. Brown Jr., vice-president of the National Association of Radio and Television Broadcasters and counsel to the NARTB television board. Addressing the spring meeting of the Virginia Association of Broadcasters in Williamsburg, Va., Brown said that all available cost information indicates that a station may be operated for approximately \$150,000 if the station contemplates using film or network programming or both.

"It can only be assumed—with reference to network—that the national network advertising dollar will be concentrated within the first 168 markets across the country," said Brown. "There, un-

doubtedly will be brand-new concepts with regard to the providing of network TV programs to markets not otherwise required by the national advertiser. And then, of course, there is always the factor concerning your geographical location to coaxial cable and microwave relay facilities or your ability to establish your own signal pick-up methods.

"Certainly, with the ingenuity usually exhibited in the broadcast industry, a type of network program service to you and your facilities will be accomplished."

Concerning film, Brown said that the general consensus today is that the cost of film is high and that it may go higher. On the other hand, he added, more already produced film is becoming available and much is being produced exclusively for TV.

## STAGGERING FIGURE!

### 'Drunkard' Grosses \$8 Mil; 7,450 Showings in 20 Yrs.

Continued from page 1

date, "The Drunkard" has played to well over two million persons and by its 20th birthday will have grossed close to \$8,000,000. This represents performances every evening since the opener July 6, 1933, and free Sunday matinee for servicemen during World War II; in addition to the regular Sunday evening shows.

Taking an active part in the 20th anniversary performance will be three actors who have been in the cast since its revival debut here, and a fourth who has been associated with the production for 18 years. On hand will be George Stuart, emcee, who also doubles as Brother Bill Downton; Jan Duggan, who portrays the role of the mother and is termed the Bowery nightingale; Neely Edwards, the philanthropist, who also doubles as the bartender, and Marie Duval, with the company for 18 years, who sings popular songs during the olio.

Mrs. Mildred Ilse, owner and producer and one of the three original owners who conceived the idea of the revival, also will be present overseeing the evening's activities as she has since 1933.

Revival of "The Drunkard" came almost a century after P. T. Barnum presented it in his New York American Museum. The Theater Mart's offering is identical to the original, including words, gestures, intonations and costumes. It differs in only one respect. Barnum used "The Drunkard" as temperance propaganda and distributed teetotaler pledges for his audience to sign. The Theater Mart distributes beer, coffee, sandwiches as part of the ticket fee, along with pretzels and soft drinks.

During its long play "The Drunkard" has provided steady work for a batch of actors and house personnel totaling, at any one time, approximately 55. Players have been recruited from among persons who played stock, night clubs and vaudeville.

From the company's ranks few have gone on to theatrical heights, most of its actors being content with the steady employment. Among the exceptions, however, is Helen Westcott, who graduated to the movies after portraying the child role for nine years; Oliver Cliff, who went on to play in the New York production of "Happy Time," and Harry Brandon and Nestor Paiva, who entered motion pictures.

"The Drunkard," in its present form, learned a lesson Barnum wasn't required to learn. Because of its lengthy run, moppets who

portrayed the role of the child, outgrew the part so fast the producers were forced to eliminate the part several years ago rather than undergo periodic child casting. Use of a doll has since solved that problem.

In the period of "The Drunkard's" lasting engagement, 20 marriages from among the cast have taken place, and two veterans passed away. The lengthy engagement is noteworthy for another phase of the theater—the spontaneous gratis performance by top flight name entertainers who frequently attend. Considered the most memorable of such nights was a time when the late Will Rogers and Fred Stone climbed up over the footlights to perform a dance they had done together 30 years before.

Olsen and Johnson have made frequent appearances, taking different tables to heckle one another across the room. For a half hour, on another occasion, Jimmy Durante and his partner, Eddie Jackson, entertained from stage, as have the Duncan Sisters, Martha Raye and Blanche Ring. Movie actor Francis Lederer once sang a love song and, to be different, played a mouth organ.

"The Drunkard" revival in Los Angeles became a theatrical phenomenon on another score. After it had become firmly established as a legitimate success, a large number of other companies sprang up thruout the country to play it with varying degrees of success. Most failed, however, despite use of the same script of the original revival. Strangely, the Theater Mart's own road-show productions, presented in Chicago and San Francisco, enjoyed no greater success than their rivals.

## McHUGH TRYOUT FOR 5TH SINGER

HOLLYWOOD, May 30.—Vet songwriter Jimmy McHugh is going to increase to five the number of his "Singing Stars of 1953" if he can find one to his specifications. He was scheduled to audition hopefuls this afternoon at the Coconut Grove, where he is closing a two-week engagement.

McHugh's chief requirement is that the one selected "must be able to sing." In addition the physical bounds of hopefuls are limited to those no less than five feet tall nor more than five feet eight.

## Stem Combos Have Sub-Par Weekly Takes

NEW YORK, May 30.—Grosses racked up by the presentation houses here this week were, for the most part, under the average for the month. Only the Radio City Music Hall was able to top its average gross for May, taking in \$135,000, against a four-week average of \$125,000.

The Paramount drew \$60,000, against a monthly average of \$65,000. The Roxy dropped to \$45,000, bringing the average down to \$57,000 for the month, while the Palace's \$17,000 made the average take for May \$19,600.

The weather was cool for the time of year, the influx of pre-Decoration Day week-end crowds were fairly heavy on the Stem. Despite the crowds, business in general was off.

## Extra Added

### New York

Labor columnist Victor Reisel is reporter' hot after the American Guild of Variety Artists to place the United States Army on the unfair list for its handling of American performers playing camps in Germany. The issue is expected to be raised at the AGVA convention by Jackie Bright, with Murray Lane and Archie Robbins due to pitch in with testimony. . . . Joni James will do one-nighters on June 5 and 6 at the Veteran's Memorial Building, San Luis Obispo, Calif., and the Mission Beach Ballroom, San Diego, Calif. . . . The George Shearing group plays the Rossonian Lounge, Denver, June 22 to 27. . . . Chanter Alan Dean goes into Moe's Main Street, Cleveland, for a week beginning Monday (1), and follows with a guest show on the Ed Sullivan TV show on June 7, and a week at the Olympi Theater, Miami, starting June 10. . . . Lawyer Chauncey S. Olman reports that he has no connection with any organization of personal managers being organized. . . . Charles V. Yates is recuperating at home after leaving the hospital after a long seige. . . . Former agent Jerry Rosen has purchased the Saxony Club in Brooklyn. . . . Sid Leonard, associated with the

AGVA offices in Miami for the last four years, has been transferred to New Orleans as branch manager of that office.

### Chicago

Maschino Troupe, acro-tumblers, replaced the Lavernes at the Silver Frolics Monday (1). . . . Hal Otis moves into the summer slot at the Hotel La Salle's Lotus Room June 9.

The Len Fisher office of Chicago is putting the Four Wades and the Barons into the dedication program at Garrison Dam, N. D., June 11, when President Eisenhower dedicates the project. . . . Betty Woolbridge is at the Croydon Hotel here. The MCA pianist was booked there by Dick Berry, of the Al Slavin office. She played Las Vegas, Nev., after an earlier appearance in Chicago. She has recovered from a hand injury.

Philadelphia

Joe Widra, who conducted one of the larger center-city record shops until selling out because of illness, returns to the show fold as a theatrical agent in joining the staff of Sands & Nahan. . . . Sy Kaliner reveals plans to remodel his Little Rathskeller, turning the nitery into a musical with three big bars and record names offered. . . . Harry Dash, former manager of Pep's Musical Bar, will be in charge of Issy Bushkoff's Club Esquire, summer spot in Wildwood, N. J. . . . Sam and Mac Lerner made it official with an opening this week to mark their taking over the operation of the center-city Celebrity Room with Kay Kariton joining them to produce the shows.

A new line, directed by Joel Noble, who will also handle the chorus at Jack Southern's Paradise Club in Atlantic City, made its debut at the New Town Tavern in Delair, N. J. . . . Kayolan and a line of girls provide the initial attraction for the Club Shagure across in Camden, N. J., as Mort Casway takes over the operation. . . . Mickey Shaughnessy and Jim McGinty head up the show marking the 20th anniversary of the Cadillac Cafe under the management of the O'Boyle family.

## CCOA Seeks Injunction Against AGVA

CHICAGO, May 30.—Chicago Cafe Owners' Association and the Entertainment Managers' Association announced that they would go into Federal Court here next week to seek a preliminary injunction against the American Guild of Variety Artists' Welfare Fund until their major suit against the union is given a hearing. The main suit, which was filed here Monday (25), seeks a permanent injunction against AGVA and asks \$2,640,000 in damages. The suit has been assigned to Federal Judge Campbell.

## AGVA Faces Major Test in Philly Case

### Hearing on Suit by U. S. Court Could Bring Union Under NLRB Jurisdiction

NEW YORK, May 30.—Legal briefs and oral arguments due to be presented in Philadelphia Federal District Court Tuesday (2) in the action of the Stard Corporation against the Philadelphia Branch of the American Guild of Variety Artists will kick off what many AGVA members see as a battle for the survival of the union. Key to the situation is whether the Federal Court has jurisdiction in the case. Basis for such a decision would be the court's stand that night clubs engage in interstate commerce.

AGVA is certain to train all its guns on the Philadelphia case for fear that the court may place the operators and the union in interstate commerce. If it should be decided that AGVA members are engaged in interstate commerce by virtue of their employment by night clubs in interstate commerce, then the union could also come under the jurisdiction of the National Labor Relations Board. As one AGVA exec put it, "If we must abide by some of the federal regulations then our union is destroyed and the end result will be a horrible jungle for people in the entertainment world, in which only the most vicious will survive."

It is pointed out that under federal labor legislation the closed shop would be forbidden. An employer could hire entertainers whether or not they belong to a union. Further, federal laws state that under a union shop an employee does not have to join until after he has been employed at a location for 30 days or more. Since few if any acts remain at one job for 30 days, no one would be required to belong to the union.

AGVA's battle to remain free from the "stigma" of interstate commerce is certain to be a major item on the agenda of the upcoming Boston convention.

AGVA brass is expected to point out to the membership at the convention that a show business world without a performers' union would place actors "at the mercy of the operators." The membership will be told that the cafe owners have been banding together recently for the specific purpose of trying to meet federal standards for jurisdiction under NLRB regulations. Key edict under federal law is that a business must "ship out merchandise" valued at \$1,000,000 or more a year or "receive merchandise" valued at \$500,000 or more in order to come under federal jurisdiction.

Since few if any clubs can meet this specific requirement, AGVA membership will be told that the forming of associations was designed to create trade groups which would meet the financial requirements.

That the entire battle between operator associations and the union is of the utmost importance is evidenced by the vehement stands being taken by both groups and the legal battles shaping up in the courts.

## SLEEPY SWEDES

### Spot Tries to Keep 'Em Up After 11:30

STOCKHOLM, Sweden, May 30.—An effort to break down the before-midnight closing habits of Sweden's night life was made by the China Theater on Saturday (23) night by ballyhooing a 11:30 showing of its regular vaude bill. Apparently this was just a trial balloon, as there has been no follow-up.

Show time here seems to be confined to the hours between 7 and 11:15 p.m. Not even movie houses, excepting one newsreel spot, operates outside these hours. Circuses play late-afternoon (4 o'clock, excepting on Sundays, when they open at 1 o'clock but draw very light afternoon trade).

Odeon "Sex" The Odeon Theater dropped its vaude policy and is trying a form of burly-revue, dubbed "700-Sex," with a sub-title, "More Sex Than 700." The 700 evidently refers to the festive celebration of Stockholm's 700th anniversary and the Sex (Swedish for six) is just used as bait. In addition to a number of Swedish revue "names," the show has the Three Scampos, comedy act, and three strip tease numbers, Doree, Corana and Three Arlees.

## Dennert Assets Sold for 57G

CINCINNATI, May 30.—Real estate and other holdings of the late Arthur Dennert, Newport, Ky., night club operator who died in an automobile accident last December, were sold for \$57,330 at a public auction held this week at Campbell County Courthouse, Newport. Dennert's relatives bought most of the holdings.

Club Alexandria, Newport, was bought by a brother, Harry, for \$52,500. He also bought 50 shares of stock for \$3,500 in the American Company, which controls 10 pieces of Kentucky business property, and two Newport lots for \$60. Brother-in-law William Beckmeyer, Fort Thomas, Ky., bought 165 shares of stock in the Monroe Company for \$670. The company controls the Glenn Rendezvous property. Sale of other real estate brought in \$600.

The court ordered the auction after Dennert's widow, Mrs. Jennie Dennert, filed a petition asking that the sale be held to satisfy creditors. In the petition Mrs. Dennert revealed that the federal government is the largest creditor with a tax lien of \$350,000.

## 'Ahoy' Draws Biz To Coast Terrace Room

HOLLYWOOD, May 30.—Business at the Statler Hotel's Terrace Room picked up during the eight-week stand of "Ice Ahoy," first ice show ever to be presented in a West Coast hostelry.

The revue played to an average Saturday night crowd of 550 covers and week nights to an average of 275. Its biggest night was Saturday (23) with 597 covers, second only to Xavier Cugat's 612 chalked up on the third night of his run. Room's cover charge is \$2.

The Cugat aggregation opened the Terrace Room last October and returns for a 10-week engagement, starting Tuesday (2).

## Frisco Rose Room Plans Martin Bow

SAN FRANCISCO, May 30.—The Palace Hotel here may soon re-open its famed Rose Room for year-around dancing, with Freddy Martin and his orchestra as the initial attraction.

If the deal jells, Martin will headquarter six months here and six months on tour. Other name bands will be brought in when he's away.

## Eat, Drink Grosses Up \$13 Mil in April

WASHINGTON, May 30.—Eateries and drinkeries in the nation ran up sales totaling \$1,085,000,000 in April, compared with \$1,072,000,000 the previous month, Commerce Department reported last week. The latest total was a gain of \$45,000,000 over the previous April.

## Plant Lay-Offs Cut Domino, Hampton Det. Gross to 35G

DETROIT, May 30.—The second consecutive week of stagelights at the Fox Theater, under a policy of rare spot bookings, proved a disappointment with the Lionel Hampton ork and The Dominoes, who grossed only \$35,000. Hampton took in \$40,000 when he played the house in March, 1949.

Basic reason for the drop below an anticipated \$45,000 figure was a chain reaction of lay-offs in Ford, Chrysler and other major plants. Total lay-offs ran over 100,000 in the area. The shut-downs hit the rhythm and blues audience naturally attracted by Hampton. The week started off fairly strong, but started slipping when the Ford lay-off of 85,000 was announced.

## Cassway-Goldberg Operate Shagure

CAMDEN, N. J., May 30.—Mort Cassway, who some years back built and operated the Celebrity Room across the river in Philadelphia, returns to the after-dark field, joining with Nate Goldberg in taking over the operation of the Club Shagure here. Goldberg also operates the Yacht Club in Atlantic City. Shagure is located outside the city and features regular floorshows, including semi-names.

## Titling Songs From Movies Is Mutual Exploitation Twist

Gimmick Stirs Heavy Disk, Sheet Music Sales; Also Aids Box Office

Continued from page 1

have paid off more lucratively than ever before.

Prime examples of the lengths to which producers will go in title switches and promotion efforts are "Anna," "Limelight," "Moulin Rouge," and "Melba." In each instance, the song and record as sold to the public bears little or no resemblance to title of the song or background music as it was scored in the film. "Anna" is actually a Spanish ditty "El Negro Zumbon." "Song From Moulin Rouge" is sub-titled "Where Is Your Heart," which is a re-written lyric for a 36-bar song called "It's April Again." As the film was originally scored, the "Moulin Rouge" melody was a French item called "Banks of the Seine."

"Limelight" disks are sub-titled "Terry's Theme" on all disks but the Hugo Winterhalter RCA Victor version which fails to mention the movie. The upcoming "Melba" flick will be promoted via a tune called "Melba's Waltz" which is actually scored in the film as "Dream Time."

The drive to get direct plugs for the film and for diskeries to cash in on the name value of the film has created a somewhat confusing new problem. Two tunes taken from the film "Shane" are now being promoted as disks under the title of the film. Actual titles of the two different songs are "Eyes of Blue" and "Call of the Far Away Hills."

The realization of the value of such co-operative promotional effort has hit home strongest with United Artists which recently formed the United Artists Music Company for future promotional activities of this nature and also hired vet music merchandiser Lyle K. Engle as music consultant to the releasing company. United Artists execs are insisting that publishers who want to take over scores from the independent films released by UA must first agree to re-title one of the melodies to match the film title.

Just how much free advertising the current strength of movie songs is delivering to the film companies is difficult to estimate. It is known, however, that Broadcast Music, Inc., estimates that the "Song From Moulin Rouge" has garnered over 30,000 local

disk jockey plugs alone since the Percy Faith disk was first issued.

The M-G-M Record "Anna" is credited with adding both box office and bookings for the Italian film released by I.F.E. Releasing Corporation. At the same time, the disk has invariably taken off in areas where the film is playing. The motion picture has played over 2,900 theaters since the first of the year—including such towns as Missoula, Mont.; Arcadia, La.; Mount Airy, N. C.; Caldwell, Ia., and Dennison, Tex.—towns not ordinarily considered prospects for bookings of Italian films.

Even more, the film had never been booked into the Philadelphia area. However, the pressure of the disk's strength and the I.F.E. sales pitch got the Warner circuit there to take "Anna." Coincidentally, sales for the disk in Philadelphia spurted after the

M-G-M distributor there had never been able to break thru with the "Anna" disk before.

I.F.E.'s earlier Italian film with Silvana Mangano, "Bitter Rice," didn't have the benefit of a disk for exploitation purposes. And tho it was considered by many critics to be a better film than "Anna," it took I.F.E. three years to get "Bitter Rice" booked into 2,900 theaters.

Other film-disk pairings getting the full treatment are "President's Lady," "Bad and the Beautiful," "Return to Paradise," "The Moon Is Blue," "Take the High Ground," "Ruby," and others.

Perhaps the most unusual attempt to capitalize on the song and movie title was a Norma Talmadge early talking picture called "Woman Disputed." Much effort, but little success, was placed on a song called "Woman Disputed, I Love You."

## Gabler Named New Decca A.&R. Topper

Former Coral Exec Replaces Jim Hilliard; Thiele Takes Over Coral A.&R. Management

NEW YORK, May 30. — Milt Gabler has been named pop artist and repertoire chief at Decca Records to replace Jimmy Hilliard, whose resignation takes effect Monday (1). In announcing the executive shift, Milton R. Rackmil, Decca president also announced the appointment of Bob Thiele to the top a.&r. post at the firm's subsidiary label, Coral Records.

Hilliard, whose future plans in the industry are indefinite at this point, may eventually wind up in another executive post at the diskery. It is understood that he and Rackmil will discuss this possibility upon the latter's return from a trip to Europe. Rackmil left Thursday (28) for London and Rome. He will be gone about three weeks.

Gabler, who joined Decca in 1941, has been active in the record business for the past 25 years. Starting as a retailer (he founded the Commodore Music Shop here), he launched the Commodore label in 1938 which soon developed into a leading jazz diskery. As a Decca a.&r. exec he was credited with cutting a number of million sellers among them "Glow Worm," "Good Night

Irone," "Powder Your Face With Sunshine," "A Little Bird Told Me" and "Choo Choo Ch'Boogie."

Last summer Gabler was named head of a.&r. at Coral, after Hilliard left the post to assume the top a.&r. job at Decca. Among the hits Gabler fathered during his stint at Coral were "Till I Waltz Again With You," "Hold Me, Thrill Me, Kiss Me" and "Takes Two to Tango."

Thiele, until his new promotion, served as Gabler's assistant at Coral for the past year. He was founder and president of Signature Records, which included in its talent stable such artists as Mindy Carson, Toni Arden, Alan Dale, Ray Bloch and Connie Haines. Early in 1952 Thiele arranged to turn over all the Signature masters to Coral, and himself joined the label's a.&r. staff later that same year.

With the changes at Decca and Coral, the a.&r. set-up at the two labels is currently as follows: Gabler has under him Paul Cohen as assistant, with the latter expected to play an increasing role in the recording of pop material, in addition to his efforts in the c.&w. field. Leonard Joy remains an a.&r. staff and Gabler is expected soon to add a new man to take the post recently vacated by Eddie Kissack. Decca's classical and children's department remains under the leadership of Si Rady.

At Coral, Thiele has Phil Rosen as assistant. A third a.&r. exec may be added later this summer.

## Big Cap Push On 'Can-Can'

HOLLYWOOD, May 30.—Capitol is rushing its original cast album of "Can-Can" into release, but three weeks after it was recorded with the biggest ballyhoo campaign it ever staged on behalf of a single release. Album of the Broadway musical was recorded two weeks ago in New York by Capitol's artist-repertoire veepee, Alan Livingston, and will be released June 8.

According to Capitol, album is already attracting the largest advance sale of any show album in the company's history. In addition to regular exploitation-promotion drum-beating, Cap has budgeted an extensive consumer and trade press ad schedule, its biggest to date for an album's sake. Buttressed by its apparent heavy advance sale and all-out ad-promotion push, Cap execs predict its latest show release will emerge the biggest show seller it's had to date, and may well give the Coast major what it has long sought. If the prediction materializes in fact, Cap will enjoy what it has long sought—a solid selling show album.

## Carlton States Policy As Victor A.&R. Chief

NEW YORK, May 30. — Joe Carlton, RCA Victor pop a.&r. chief, will give definite and broad authority to his a.&r. aides in the management of his department. The thinking behind Carlton's move is to instill a spirit of team play into the operation so as to make the best possible use of the company's a.&r. executive set-up. With this end in view, Hugo Winterhalter, Henri Rene, Steve Sholes, Steve Carlin, Hy Grill and others will be empowered to make decisions with regard to publishers and artists.

"The new regime is a team operation," Carlton stated, "with each man vested with authority to give publishers definite answers." In this way, each member of the a.&r. staff will be encouraged to produce to the best of his capacity.

## Hearing Date Set On Juke Box Bill

Music Machine Industry Is Asking Postponement to Prepare Its Case

By BEN ATLAS

WASHINGTON, May 30.—A battle royal over legislation to extend copyright royalties to juke-box playing of disks is once again gaining steam as the Senate Judiciary Subcommittee on Copyrights, Patents and Trademarks prepares to stage a hearing Friday (5) on the long-controversial issue. The subcommittee, headed by Sen. Alexander Wiley (R., Wis.), is hoping to avoid protracted sessions, but a lengthy hearing seems unavoidable. American Society of Composers, Authors and Publishers will head an array of proponents of the juke box copyright legislation testifying next Friday, but spokesmen for major opponents of the legislation will request the committee for time to prepare their arguments, it was disclosed. There appears little doubt that Senator Wiley will grant the request.

MILWAUKEE, May 30.—Clint Pierce, president of Wisconsin Music Operators' Association, said tonight he had a wire from Senator Wiley telling him proponents of the McCarran-Dirksen bills will be heard Friday (5), but the juke box industry will be given additional time to prepare its case.

Announcement of the forthcoming hearing was made Thursday (28) by Senator Wiley. The hearing will center on two juke box copyright bills which have been introduced in the Senate. One of the bills is by Sen. Pat McCarran (D., Nev.), proposing to extend the Copyright Act to juke boxes but exempting operators of single juke boxes. The other bill is sponsored by Sen. Everett M. Dirksen (R., Ill.). The latter measure is identical with the old Scott Bill of 1946-'47 proposing to amend the Copyright Act so as to wipe out the juke box exemption but without specifying how the royalties would be collected, or what the royalties would be.

## Gale Package To Feature Brown, Louis

NEW YORK, May 30. — The line-up for the Gale Agency rhythm and blues package, eight-week one-nighter trek this summer, as exclusively reported in The Billboard a few weeks ago, is now set. The package will feature the following: Ruth Brown, Joe Louis and his group, the Clovers, the Buddy Johnson ork, the Lester Young combo, Wynonie Harris, Dusty Fletcher and a dance act.

This new road unit, the first r.&b. package of its size to date, is expected to hit the road about the middle of July. It will play ballparks, arenas and auditoriums. It will be the first time that Joe Louis has appeared with a road show package.

There appears to be little chance for decisive Senate committee action on the measures this year inasmuch as congressional leaders are hoping for adjournment or at least a lengthy recess starting mid-July. In the last Congress, hearings on the Bryson-Kefauver Bill to impose copyright royalties on juke boxes extended over several months. Hearings were held by the House Judiciary Subcommittee on Copyrights, Patents and Trademarks, which was then headed by the late Rep. Joseph Bryson (D., S. C.), a co-author of the bill with Sen. Estes Kefauver (D., Tenn.). Supporters of the Bryson-Kefauver bill held the center of the stage at a one-day hearing which launched the proceedings, and foes had their inning some months later. Subsequently the hearing was resumed for rebuttals.

The line-up of supporters and opponents of the McCarran and Dirksen bills is expected to be similar to last year's. ASCAP will lead off witnesses supporting the legislation. Last session, ASCAP was bulwarked by Broadcast Music, Inc. Authors' League of America, Songwriters' Protective Association, National Federation of Music Clubs, American Book Publishers' Council, Inc.; the Librarian of Congress, the State Department and the Register of Copyrights. Foes of the bill will include Automatic Phonograph Manufacturers' Association, Music Operators of America, various State operators' groups, individual distributors and various trade associations. Expectations also are that the opposing witnesses will include only again spokesmen for Columbia, RCA Victor, M-G-M and Decca records.

A spokesman for the Senate Judiciary Subcommittee said subcommittee members are hopeful that the hearing can be a speedy one, in view of the exhaustive hearings which were held by the House Judiciary Subcommittee on Copyrights, Patents and Trademarks last year on the Bryson-Kefauver Bill. Most observers, however, believe that the hearings will have to be extensive if all parties are to be heard, particularly because this will be the first airing of the subject by a Senate group since the juke box copyright controversy entered a stormy phase nearly a decade ago.

It is doubtful whether Senator Wiley will be able to spend much time at the hearings because of the heavy pressure of work by the Senate Foreign Relations Committee, which Wiley also heads. Sen. William E. Jenner (R., Ind.), a member of the subcommittee, also is heavily occupied with other committee work, particularly the committee on rules and administration, which he heads. Sen. James O. Eastland (D., Miss.), a member of the three-man subcommittee, may have to preside over the bulk of the hearings if the proceedings extend much beyond a single day.

Reports are current that the upcoming hearing will get testimony from Sen. Estes Kefauver (D., Tenn.) and Rep. Sol Bloom (D., N. Y.). In last year's hearings, Kefauver submitted a brief in behalf of the bill which he co-sponsored with Bryson, and Bloom, who was then chairman of the House Judiciary Committee, argued lengthily in behalf of the proposed legislation. Whether or not the Senate subcommittee hearings are completed this year, the legislation will stay alive when Congress resumes for its second term starting next January. Supporters of the legislation are figured as gaining a strategic advantage time-wise by the hearing getting under way next week, especially if subsequent sessions are wound up before the present session is completed. This would give the Wiley subcommittee

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## MPA Meet to Discuss Juke Royalty Bill

NEW YORK, May 30. — The annual meeting of the Music Publishers' Association Thursday (4) will feature a discussion of the upcoming hearings on the juke royalty bill (see separate story) to decide on whether or not to take a firm stand on the controversial issue. While the standard music publishers have little financial stake in the outcome of the measure, they are committed to sponsorship of a general overhaul of the Copyright Act. It is believed they will view any modernization of the act as a constructive step.

Among the several topics scheduled for discussion at the meet, to be held at the Warwick Hotel, is the question of the physical size of sheet music. There has been no significant change in sheet dimensions since World War I, and some publishers are known to favor a reduction in size as an economy move.

Leonard Feist, MPA prexy, will preside at the conclave, during which four publishers will be elected to fill vacated spots on the association board. The morning business session will be open to MPA members only, but all publishers may attend afternoon forums.

40---COUNT 'EM---40!

# LP Prices Range From 69c to \$7.30

NEW YORK, May 30.—At the present time the disk buyer can buy a 10-inch, long-playing record at more than 22 different list prices. There are over 18 different prices for 12-inch LP disks. This does not take into account special prices on records because of close-outs, sales, discounts, etc. These 22 different 10-inch and 18 different 12-inch prices are those officially listed by manufacturers as "suggested list price."

That the pricing situation is confusing to both dealers and customers is quite evident. Manufacturers, however, believe that the confusion has had little or no effect on sales to consumers. It is even pointed out that the over-anxious federal agents seeking price-fixing violations could never accuse the record industry of collusive action in the matter of retail pricing.

It may be significant, tho, that the apparent pattern being set Extended Play records is almost universally standard. The original prices of \$1.47 for pop disks and \$1.58 for classical packages set by RCA Victor are being followed by most new manufacturers entering the field. Diskeries specializing in low-priced merchandise for syndicate and chain stores have stayed below the major label prices.

The spread in LP prices ranges from 69 cents to \$6.24 for 10-inch records and from 99 cents to \$7.30 for the 12-inch LP. The spread also varies as little as 1 cent from one label to another. For

example, it is possible to buy a 12-inch LP for \$2.99, \$3.00, \$3.08 and \$3.10.

To add to the confusion, some of these include federal excise tax while others do not. Further, some labels include the tax in the list prices for one speed but not for another speed.

Current range of price for 10-inch LP disks are: 69 cents, \$1.59, \$1.69, \$1.77, \$1.99, \$2.50, \$2.62, \$2.85, \$2.95, \$3.00, \$3.15, \$3.35, \$3.65, \$3.85, \$4.00, \$4.45, \$4.67, \$4.75, \$4.85, \$4.95 and \$6.24.

The 12-inch LP prices now prevailing are: 99 cents, \$1.89, \$2.19, \$2.99, \$3.00, \$3.08, \$3.10, \$3.85, \$4.19, \$4.85, \$5.00, \$5.45, \$5.72, \$5.75, \$5.85, \$6.45, \$6.48, \$6.95, \$7.30.

## May Denies Quitting; Calls It Vacation

CHICAGO, May 30.—Rumors that Billy May intended to disband his orchestra because he was unhappy on the road, were denied here today (29).

"The rumors are erroneous," May said. "We've been doing fine on the road and that's no time to quit. I do plan to take a vacation."

May said he was not unhappy on the road, and pointed out he had enjoyed a prosperous trip. "The only change in the band is that I have severed relationship with Carlos Gastel," he asserted. Gastel was May's personal manager.

Regarding rumors that May might return to Hollywood to resume duties as musical director of the Ozzie Nelson TV show, May said, "I haven't even talked to Ozzie."

## Dealers Attack Sub-Distrib Disk Set-Up

NEW YORK, May 30.—There have been rumblings of dealer discontent over the revelation of activities of the rack selling being done in supermarkets and five and dimes by sub-distributing firms in various sections of the country (The Billboard, May 23).

Most of the sound and the fury has centered in Philadelphia, where the activities of the Philadelphia Music Merchants and the Philadelphia Music Mart are concentrated. Most of the ire has been aroused because these sub-distributors are getting an extra discount from some distributors when they buy their platters.

A number of dealers in the Philadelphia area met Thursday night (28) to discuss the growth of the sub-distribution business, and especially the extra discount

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## Trade Mulls Tack of AFM, Disker Talks

Union May Clarify Position on Tracking, MPTF, Tapes, Etc., at Montreal Confab

NEW YORK, May 30.—The American Federation of Musicians convention scheduled to open June 22 in Montreal has renewed trade speculation on the line which the upcoming negotiations between the AFM and record manufacturers will take. The current contract expires December 31. It is generally agreed that both AFM President James C. Petrillo and the various diskeries will wind up in discussions on foreign tapes, permission for tracking, contributions to the Mu-

sic Performance Trust Fund, cancellations of record dates and rates for rehearsal time and a two-side session. Petrillo, this year, is also faced with the possibility of negotiating a new contract with record manufacturers thru the Record Industry Association of America. In previous years, the AFM has worked out its agreement with individual diskeries.

### Fund Angle

It is generally believed that the Federation will seek increased contributions to the Trust Fund, rather than increased rates for recording session. It is considered almost certain that Petrillo will seek a method of controlling the heavy importation of tapes from foreign countries on which the AFM loses both employment opportunities and possible contributions to the MPTF. If Petrillo is unable to control the importation of tapes thru negotiations with record manufacturers, it is considered possible that he will seek some control method thru the federal government. The latter move would affect the many classical diskeries which do not have any contract with the AFM, since all their disk material is imported.

The record manufacturers, it is known, have been rankled for some time by various regulations imposed by the Federation and its locals. The diskeries can be ex-

(Continued on page 18)

## Como 6-Month Sales Highest Since 1943

NEW YORK, May 30.—After 10 years of recording for RCA Victor, Perry Como has sold more current pops in the last six months than during any other six-month period since June 20, 1943, when he first cut "Goodbye Sue" for the label. RCA Victor claims that Como has sold over 2,500,000 pop singles on four different disks during the past six months. In addition, the chanter is the label's top seller on EP.

Breakdown of disk sales for Como are: "Don't Let the Stars Get in Your Eyes," 1,500,000; "Wild Horses," 500,000; "My One and Only Heart," 500,000; and initial orders for "No Other Love," over 130,000.

The diskery and Como have scheduled another summer promotion tour similar to the one he made last year. Como will cover 10 major cities, beginning in July. He will visit with distributors, dealers, juke box operators and jockeys. All visits will be unheralded.

(Continued on page 18)

(Continued on page 18)

## JIMMY RODGERS' DAY

### Folk Artists and Execs Stage Great Tribute

Continued from page 1

donated by Ernest Tubb and Hank Snow.

Under a 94 degree sun, speeches were given by various dignitaries and political figures, the high spot being a very plain and touching talk by Hank Snow on the feeling of hillbilly people of America toward Jimmie Rodgers and on his struggles which opened the door for hillbilly music. Other talks by Jimmy Davis, Governor Clement of Tennessee and Mrs. Jimmie Rodgers were well received by the perspiring throng.

The monument was then unveiled by Justin Tubb, son of Ernest Tubb, and Jimmie Rodgers Snow, namesake of the late Rodgers and son of Hank Snow.

Following this, the presentations of four plaques mounted on a flagpole base in the park were made. One plaque donated and dedicated by Ralph Peer, discoverer of Rodgers, faces east; a

second, donated by RCA Victor, facing west, was dedicated by J. B. Elliott, vice-president of the firm; the third was donated by the Brotherhood of Railroad Trainmen, and the fourth, by the Lieutenant Governor of Mississippi, Carroll Gartin.

### Epitaph

Nothing could more fit the feelings of those assembled better than the epitaph written for the Jimmie Rodgers Monument by H. B. Teeter of The Nashville Tennessean:

"His is the music of America; He sang the songs of the people he loved, Of a young nation growing strong."

(Continued on page 44)

## AFM-Band Truce Seen

WASHINGTON, May 30.—Labor Department topiders are contemplating the possibility of arranging a truce between the American Federation of Musicians and the service bands. Tension developed last week when AFM President James C. Petrillo declared here that service bands "are knocking my players out of work."

A subsequent recital by the Marine Corps Band at D. C. Bar Association memorial services prompted Paul J. Schwarz, president of musicians' Local 161, to protest "the displacement of civilian musicians who were formerly employed for this affair." Schwarz charged that participation of the Marine Corps Band in the memorial rites this week violated federal laws prohibiting armed forces' bands from competing with civilian musicians. In past years an organist and violinist performed at the services.

(Continued on page 49)

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(Continued on page 18)

(Continued on page 18)

## SHINDIG

### Trade Party To Kick Off Noel Waxing

CINCINNATI, May 30.—Music men, disk jockeys, ork leaders, radio-TV execs and newspaper folk from all over this area will converge on Cincinnati next Sunday (7) to attend a mammoth cocktail party to herald the release of the new Decca record, "This Is My Prayer" and "Till I See You Again," waxed by Dick Noel, former Ray Anthony and WLW warbler, reportedly being groomed as a new male name vocalist for the Decca label. Hosting the party is Harry A. Carlson, prominent local photographer and songwriter, who clefted the two ditties in collaboration with his songwriting partner, Erwin King. Both are ASCAP writers.

The local radio-TV, disk jock and newspaper fraternities are slated to turn out en masse for the occasion, with the two veteran Cincy music men, Billy White, Robbins, Feist and Miller rep, and Danny Engel, of Chappell, assisting Carlson in the arrangements. Jimmy Dorsey is flying in from Memphis for the party, with Betty Clooney due in next Sunday morning from Detroit.

Lew Douglas, writer, arranger and conductor, whose 24-piece crew finished the background for the two Noel recordings, also will be on deck for the event. Other out-of-towners who have acknowledged invitations up to press time

(Continued on page 18)

## M-G-M Summer Disk Push Pegged Around EP Packages

NEW YORK, May 30.—M-G-M Records will peg a healthy portion of its summer promotion on the company's entry into the field of Extended Play recordings and on the issuance of three new film sound-track packages. The first 45 EP disks will be the "Gentlemen Prefer Blondes" score with original movie cast. M-G-M will also release dramatic highlights from the motion picture "Julius Caesar" and the Fred Astaire-Nanette Fabray movie musical "Bandwagon." "Julius Caesar" cast includes such names as Marlon Brando, James Mason, John Gielgud, Louis Calhern, Edmond O'Brien, Greer Garson and Deborah Kerr.

Price set for the M-G-M EP

packages follows the pattern now considered standard in the industry, \$1.47 per disk. The diskery will start first deliveries and promotional work on the EP line about mid-June, with full shipments to be made on July 1. The first batch of EP packages will feature Arthur Smith, Woody Herman, Billy Eckstine, Blue Barron, Hank Williams, David Rose, Jimmy Durante, Sarah Vaughan, Macklin Marrow, Tommy Edwards, Frank Petty, Ziggy Elman, George Shearing, Art Lund, Debbie Reynolds and Carlton Carpenter.

The label this week also named engineer Clair D. Krepps as technical director of recording.

(Continued on page 49)

## Interest High in Belgian Disk Case

Court Rules Broadcasters Cannot Play Records Without Supp. Mech. Licenses

NEW YORK, May 30.—The Court of Appeals of Brussels, Belgium, recently ruled that Belgian broadcasters cannot play disks without securing licenses from the composers and authors of the tunes, or from their agents. The case, which has been in litigation for many years, has attracted the attention of copyright attorneys and music business tradesters all over the Continent, in view of the possible implications of the case.

Plaintiffs in the case include composers Igor Stravinsky; Arthur Honegger, publisher Durand & Co., of Paris, and the Societe National Du Droit de Reproduction des Editions Mecaniques, known as SONDREM. The latter is the Belgian counterpart of the French-based Bureau International d'Edition Mecanique, known as

BIEM. The latter, the French agency for mechanicals, had been involved in earlier litigation on the case. The court ruled, however, that the earlier action was not receivable, owing to the fact that BIEM was a French organization and had no civil status in Belgium. This situation was obviated with SONDREM as a plaintiff. The latter acted on behalf of a client, Tom Rays.

Durand, incidentally, was listed in the case as a plaintiff publishing the music of Saint Saens, Debussy and Ravel, among others.

### Court Holds

The court, in its recent ruling, in favor of the plaintiffs and against the government-owned broadcasting stations, held as follows:

(1.) The use by radio stations of disks bought in commerce and reproducing the works of the plaintiffs is prohibited. (2.) Court orders the stations to pay each of the plaintiffs, provisionally, one franc for damage. (3.) Court holds that the stations, by their use of the plaintiffs' work via records, harmed the plaintiffs' right of reproduction and caused material prejudice. (4.) Court prohibits future use of disks bought in commerce (unless licensed by plaintiff). (5.) Radio stations are ordered to pay the damages of the litigation. (6.) The court decrees that the contesting parties—plaintiffs and stations—come together on June 13 to discuss the matter of payment for the use of recordings. The plaintiffs, it is understood would be reimbursed retroactively to 1948.

Tradesters, including foreign publishers now in the United States, believe that the decision of the Belgian court possibly opens the way for claims by artists, musicians, arrangers and disk manufacturers.

The Belgian court, it is said interpreted the present case as involving music uses or rights distinct from performing rights (which are cleared thru SABAM), or mechanical rights. The right in question has been termed a supplementary mechanical right

(Continued on page 47)

## Anti-Narcotic Drive by AFM

HOLLYWOOD, May 30.—Disturbed at the embarrassment caused professional musicians by tunesters arrested on narcotics raps, members of the American Federation of Musicians at their annual convention next month will be asked to approve a law that would automatically expel any member convicted on such charges.

The arrest here last week of five musicians on narcotics using charges has prompted Local 47 to support the Las Vegas local's resolution at the Montreal convention to make mandatory the expulsion of AFM members convicted on such charges. Present federation law now provides that convicted users or carriers of narcotics are only subject to expulsion by the international executive board.

The Las Vegas proposal would make expulsion mandatory by the

(Continued on page 18)

## WARING THROWS ANNUAL OUTING

NEW YORK, May 30.—If the Brill building offices, the booths in the Turf Restaurant are deserted on Tuesday (1), and the a.&r. men have a day of rest it will be due to call of Fred Waring's elegant club, Shawnee - on - the-Delaware. For once again the annual song plucker outing, courtesy of Waring, is being held at the ork leader's Pennsylvania country club. It will be a day of golf, swimming and fun for the song-pluggers, and it is expected that a good time will be had by all who attend the clambake.

Up and Coming Tunes!

**SCRAP OF PAPER**

Soon To Be Released  
**MOONLIGHT TANGO**  
**TENNESSEE WIG-WALK**

Village Music Company  
1410 BROADWAY, SUITE 507  
NEW YORK 19, N. Y.

**NO MORE!**

From the International  
"Tango" Success

**"BASTA"**

Recorded by . . .

**VERA LYNN**



LONDON RECORD #1298

MUSIC PUBLISHERS  
550 5th Ave.  
New York 36, New York

A "HIGHLIGHT"  
For Every Program

**JUNE NIGHT**

LEO FEIST, INC.

**MEXICO**  
By Francis Lopez  
Recorded by **Ken REMO**  
for MGM Records

Another BMI Pin-Up Hit!  
**RAMBLIN' MAN**  
Recorded by Frankie Laine (Columbia) and Hank Williams (MGM)  
Published by ACUFF-ROSE PUBLICATIONS

**THE WHEN THE RED, RED ROBIN COMES TERRY BOB BOB THEME BOBBIN' ALONG (LIMELIGHT)**  
BOURNE INC.

**AVIS RODRIGUEZ**  
Songwriter and Composer  
Write: Raceland, Louisiana

**BB CHART ANGLES EASY DISK PROGRESS SUM-UP**

By NEV GEHMAN

NEW YORK, May 30.—In order to clarify the progress of the new records for dealers, operators and disk jockeys, The Billboard will combine "New Records to Watch," "This Week's Best Buys" and "Coming Up in the Trade" on a single page. This change in arrangement begins in this issue.

By this consolidation it will be easier to follow the picture of a new record with potential from the time of release until it becomes a national best seller. Three steps in the early life of a record are covered: (1) the record as a brand-new release, (2) the record as it gets off the ground in sales and (3) the record as it continues to build in selling importance. Because of the added clarity of this 1-2-3 logical flow, the new arrangement should further increase the value and ease of using The Billboard as a record buying guide.

Following is an explanation of what each of these three listings attempts to do.

**"New Records to Watch"**

Records listed in "New Records to Watch" are disks which in the opinion of The Billboard music staff have special merit. This feature was formerly carried on the record review page. These records are selected from the multitude of new records The Billboard receives for review each week (an average of more than 100). In most cases "New Records to Watch" selections are made on the basis of commercial potential. In other words, these are the records which The Billboard thinks will be solid selling records. In certain instances a record will be included in this category for other reasons, such as a new band or new singer who kicks off his disk career in an auspicious manner. The Billboard believes that the highlighting of new talents who may become tomorrow's stars is an important service to the trade. Comments following each "New Record to Watch" will explain why that particular record was selected.

**"This Week's Best Buys"**

Whereas "New Records" are the opinion of The Billboard music staff, "This Week's Best Buys" are based on solid sales information gained from the most exhaustive field research in the record business on the progress of new records. These are records which according to reports from dealers, operators and one-stops in key markets are getting off the ground and showing signs of being solid sellers. "Best Buys" are recommendations as opposed to "New Records to Watch" being suggestions. "Best Buys" not only attempts to spotlight in advance all big hits but also other records which may never hit the national charts but nevertheless can be profitable items for dealers and operators. Having the best sellers in stock is important, but neither dealers nor operators can thrive on the big hits alone. There are other records that are good volume items. "Best Buys" is the place to look both for tomorrow's hits as well as other future good sellers. This feature, which was started last November, is, in the opinion of The Billboard, the most important of the various charts published.

**"Coming Up in the Trade"**

To check the continued progress of records that have shown a definite upswing in sales, "Coming Up in the Trade" is the feature to which to refer. This third part of the 1-2-3 punch follows the continued progress of records that have shown a definite upswing in sales. This category in the past carried dealer, disk jockey and operator picks. From now on it will combine this information as well as that which in the past was called "Late Reports on Recent Best Buys." In other words, this section will report (in alphabetical form) those records that have not yet appeared on any national dealer or operator chart but are showing continued steady or increased sales patterns. To qualify for a listing, a record must either have been selected as a "Best Buy" previously or have appeared on at least one territorial chart. When a record appears on a national chart, it will no longer be listed in "Coming Up in the Trade." Those records which never make the national charts will be carried for a reasonable period of time. Records will be listed, to repeat, alphabetically. When a previous "Best Buy" fails to live up to expectations, this fact will be noted.

**Summary**

Thus, the new format will follow the three steps in the early life of a record, from the time of release till the time it has definitely established itself as a seller. By combining these three features in a logical flow on a single page, dealers, operators and jockeys should be greatly assisted in their weekly use of The Billboard.

**Sub-Distrib Disk Set-Up**

Continued from page 17

granted by a number of the Philly outlets. It is not known at this time what sort of action was decided upon as a result of the meeting.

**Wright Letter**

The Billboard received a letter from John H. Wright, owner of Wright's Gift Shop in Haddon-

**Anti-Narcotic**

Continued from page 17

field, N. J. this week, who attacked the sub-distributing firms, and especially the extra discount. He claims that the business being done by a Woolworth's store near his own, which is serviced by Music Merchants, Inc., is not plus business at all, but is business that would have gone to his store if the dime store was not selling pop hits.

"I wonder who," he continues, "the record companies would sell their slow-moving but important numbers to in EP 45 and LP's if the regular dealer refused to handle them. Don't these manufacturers realize that the pop record business is the life-blood of the industry and it is the cream that we can skim off that enables us to give a full service even on less wanted merchandise to our customers, and without it most record dealers could not exist?"

"This excludes, of course, those big New York and Philadelphia dealers who work on volume and cut prices on LP's, but neither I, nor any other dealer can last long if we just have to sell longhair and staples. . . . If other dealers . . . see as red as I am at the moment, they will re-organize a national record dealers association and, but fast, and give the manufacture a choice as to whom they want to sell their records."

**Extra Discount**

Sub-distributors, such as Music Merchants and Philadelphia Mu-

**Congress Would Stiffen 'Featherbed' Provisions**

Continued from page 1

AFM's right to demand that a theater hire a local union orchestra to play overtures, intermissions, and exit music when a name band was employed. The high court in reaching that decision several months ago reversed the Sixth Circuit Court of Cincinnati and upheld a ruling by the NLRB in determining that the musicians' union demand did not constitute unfair labor practice under the present Taft-Hartley law, since the union proposed actual work for compensation (The Billboard October 18; November 11, November 29, 1952; March 21, 1953).

Whether the proposed change in the Taft-Hartley law would revive this issue as introducing a new meaning of congressional intent is debatable. A committee staff legalist who worked on the new recom-

mendations voiced belief that the revision would make no appreciable change in the law's interpretation on this matter. He said that "it could be argued that the proposed work (overtures, intermissions and 'chasers') are relevant and useful." He said that the proposed revision of the law does not specifically say "relevant and useful to the employer," but leaves to the NLRB the decision on the usefulness and relevancy in each case.

The staff legalist said that he and his colleagues did not have the AFM in mind when this revision was written. He said the revision was drafted in view of a garment union's demand that milliners employ dressmakers, which the legalist described "a clearly irrelevant demand."

Chances are that the committee in deliberating the proposed change will seek to clarify this still further, to preclude any possibility of a legal interpretation which might revive the Gamble case issue. Among other changes proposed by the staff is a provision authorizing temporary employees to join a union after a week's employment. Under the present law, an employee must have 30 days continuous employment to qualify. Paring down this period to a week would have a major effect on intermittent workers, a category which is common in the amusement industry, particularly in TV, radio and motion pictures.

**Trade Mulls**

Continued from page 17

pected to ask for national recognition for the right to cancel dates, with just cause and a reasonable period of advance notice. Currently, the New York local does not permit any cancellations of record sessions.

**Two-Side Factor**

Diskeries, too, will probably ask for a special rate for two sides at a session. Current rules set one basic rate for three-hour sessions at which four or less sides can be cut. Recording men claim that they often are forced to cut unwanted sides in order to amortize the basic cost of a session during which only two needed sides are cut. Some a.&r. men have, however, been able, at times, to work out split sessions using the same musicians but cutting two different vocalists.

Since the AFM banned tracking, a.&r. men complain that they are forced into unnecessary expenses when an artist cancels a date and the musicians hired cannot also be canceled. If the AFM relaxes its various local rulings on cancellations of dates, the diskeries may forego demands for permission to track. Otherwise the diskeries probably will ask for special permission but only for special occasions and upon submission of proof of necessity.

**Noel Shindig**

Continued from page 17

are Bud Brandom, publisher; Lee Petrillo, general manager of WCFL, Chicago; Jimmy Hilliard, Mike Conner, Decca promotion and publicity topper, and Dick Kuhn, of the Marion and Broadway Music firms.

Disk jockeys who have signified their intention of being present for the shindig are Don McLeod, Detroit; Bob Seymour, Dearborn, Mich.; Gil Newsome, Ed Bonner and Hal Fredericks, St. Louis; Bill Randle and Joe Mulvihill, Cleveland; Art Pallan and Jay Michaels, Pittsburgh; Easy Gwynn, Indianapolis; John Gale and Beacher Frank, Louisville; Paul Cowley and Artie Kay, Lexington, Ky.; Hugh Cherry, Nashville; Irwin Johnson, Maurice Jackson, Johnny Michaels, Jay Jasin and Gene Fullin, Columbus, O.; Lou Emm, Gene Barry, Bud Baldwin, Howard Malcom and George and Mary Lou Case, Dayton, O.; Johnny Reznor and Jim Harpring, Middletown, O., and Norman Keller and Ted Richardson, Hamilton, O.

sic Mart have been granted an extra discount by various distributors of national lines because the sub-distributors give a discount of 28 to 30 per cent to the supermarkets or the chain stores which they service.

If they cannot get more than a 40 per cent discount, the sub-distributors claim, they are unable to make out on their rack service, which includes servicing the chains and markets with hits and kiddie platters. Many distributors, anxious to get disks in more locations than record shops, have felt the extra discount was justified; others have not.

Many dealers however, feel that sub-distributors have no right to get more than the normal 40 per cent and also claim that the sub-distributors are merely taking away business from them, and not, as the sub-distributors claim, tapping a new group of record buyers.

**Nickelodeon Adds Pressing Facilities**

DETROIT, May 30.—Arrangements for additional pressing facilities for the new Nickelodeon Records, being inaugurated by a group of principal juke box union leaders, were announced this week by William E. Bufalino, president of the record company as well as of Detroit Teamsters Local No. 985 (Service Drivers and Helpers Union). Capitol Records plants at Scranton and Hollywood will be used to press Nickelodeon, he said, in addition to the pressing formerly announced at Philadelphia and Owosso, Mich.

First test airing of the new (Continued on page 82)

The Juke Box Record of the Decade! The Gayest, Live-It-Up, Celebratinnest Song in a Generation

**"TELL US WHERE THE GOOD TIMES ARE"**

Guy Mitchell and Mindy Carson with Mitch Miller and His Orch. Columbia Record #3992 Oxford Music Corporation

THE NEW NOVELTY SONG HIT!

**Little Red Monkey**

MILLER MUSIC CORPORATION

MA Swings it . . . and so does PA with the **FOUR ACES** Decca Record of

**ORGAN GRINDER'S SWING**

American Academy of Music



# Buyboard

**TOP SELLERS—**

**POPULAR**

Based on Actual Capitol Sales Reports

1. HALF A PHOTOGRAPH  
ALLEZ-VOUS-EN ..... K. Starr ..... 2464
2. APRIL IN PORTUGAL  
SUDDENLY ..... L. Baxter ..... 2374
3. PRETEND  
DON'T LET YOUR EYES GO SHOPPING ..... N. Cole ..... 2346
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!  
SAN ..... P. Hunt ..... 2442
10. GIGI  
I LOVE PARIS ..... L. Baxter ..... 2479
11. DON'T START COURTIN' IN A HOT ROD  
WE'RE A-GROWIN' UP ..... T. Ernie & M. Bee ..... 2473
12. ANYBODY HURT!  
HEY, BELLBOY! ..... G. Wood ..... 2471
13. C'EST MAGNIFIQUE  
HOMIN' TIME ..... G. MacRae ..... 2465
14. SAY YOU'RE MINE AGAIN  
THE SONG FROM MOULIN ROUGE ..... J. Hutton & A. Stordahl ..... 2429
15. THE NEARNESS OF YOU  
GYPSY GIRL ..... B. Manning ..... 2383
16. SOMETIMES I'M HAPPY  
I WAS WRONG ABOUT YOU ..... F. Faye ..... 2472
17. BIG MAMOU  
IS IT ANY WONDER ..... E. M. Morse ..... 2441

**LATEST RELEASE**

No. 371

- |                                      |                      |      |
|--------------------------------------|----------------------|------|
| VAYA CON DIOS                        | Les Paul & Mary Ford | 2486 |
| JOHNNY (IS THE BOY FOR ME)           |                      |      |
| NO OTHER LOVE                        | Helen O'Connell      | 2487 |
| NIGHT FOR LOVE                       |                      |      |
| WHEN THE SAINTS GO MARCHING IN MARCH | Ray Anthony          | 2488 |
| THAT'S MY WEAKNESS NOW               |                      |      |
| SOMETHING WONDERFUL HAPPENS          | Margaret Whiting     | 2489 |
| WHERE DID HE GO                      |                      |      |
| I'LL STOP LOVING YOU                 | Gene O'Quin          | 2490 |
| I DON'T WANT YOUR KISSES             |                      |      |
| HOW ABOUT A DATE                     | Jimmy Lee            | 2491 |
| CRYIN' WON'T CHANGE MY MIND          |                      |      |
| I HAVE BUT ONE GOAL                  | The Smith Bros.      | 2492 |
| THE SINNER'S DREAM                   |                      |      |
| THE DOGGIE ON THE HIGHWAY            | Molly Bee            | 2494 |
| I'LL TELL MY MOMMY                   |                      |      |

A great pair by

**JEAN SHEPARD**

**"A DEAR JOHN LETTER"**

**"I'D RATHER DIE YOUNG  
(Than Grow Old Without You)"**

Record No. 2502

**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. THE MARSHAL'S DAUGHTER  
THE SAN ANTOINE STORY  
T. Ritter ..... 2475
5. IS IT LOVE OR IS IT LIES!  
LONESOME JOE  
R. Acuff ..... 2460
6. HANK'S SONG  
I'LL NEVER HAVE YOU  
F. Huskey ..... 2397
7. I FEEL IT IN MY SOUL  
ASK, YOU SHALL RECEIVE  
M. Carson ..... 2477
8. DRINKIN' AT THE BAR  
'TIL THE DAY I DIE  
J. Willard ..... 2455
9. HIGH NOON  
GO ON! GET OUT!  
T. Ritter ..... 2120
10. THIS ORCHID MEANS GOODBYE  
OUT OF SIGHT, OUT OF MIND  
J. Wakely ..... 2484

**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. NEW CONCEPTS OF ARTISTRY IN  
RHYTHM  
Stan Kenton ..... 383
6. BY THE LIGHT OF THE SILVERY MOON  
Gordon MacRae & June Hutton ..... 422
7. POPULAR FAVORITES BY STAN KENTON  
Stan Kenton ..... 421
8. THE KAY STARR STYLE  
Kay Starr ..... 363
9. THE BILLY MAY BAND  
Billy May ..... 412
10. RAY ANTHONY CONCERT  
Ray Anthony ..... 406
11. NAT "KING" COLE'S TOP POPS  
Nat "King" Cole ..... 9110
12. BYE BYE BLUES  
Les Paul & Mary Ford ..... 356
13. THE BENNY GOODMAN BAND  
Benny Goodman ..... 409

**BEST SELLING—**

**CHILDREN'S ALBUMS**

Based on Actual Capitol Sales Reports

1. HOPALONG CASSIDY AND THE MAIL  
TRAIN ROBBERY  
William Boyd ..... 3164
2. ANIMAL FAIR & I WAS BORN A  
HUNDRED YEARS AGO  
Tex Ritter ..... 3144
3. NEVER SMILE AT A CROCODILE &  
FOLLOWING THE LEADER  
Jerry Lewis ..... 3163
4. LITTLE RED MONKEY & PUSSY CAT  
PARADE  
Mel Blanc ..... 3170
5. BOZO'S NURSERY SONGS  
Pinto Colvig ..... 3154
6. I TAUT I TAW A PUDDY TAT &  
YOSEMITE SAM  
Mel Blanc ..... 3104
7. TEENA, THE LAUGHING HYENA  
Pinto Colvig ..... 3143
8. I'M A LITTLE TEAPOT & THE TEDDY  
BEARS' PICNIC  
Frank DeVol ..... 3083
9. WALT DISNEY'S STORY OF ROBIN  
HOOD  
Nestor Paiva, Billy May ..... 3138
10. LITTLE TOOT  
Don Wilson, The Starlighters ..... 3001
11. TWEET AND TOOT & THE E. I. O.  
SONG  
Mel Blanc ..... 3155
12. BOZO ON THE FARM  
Pinto Colvig ..... 3076
13. BOZO HAS A PARTY  
Pinto Colvig ..... 3133


Another "first-place" record by  
America's First Lady of Song—

*Jane Froman*  
SINGS



**"IF I LOVE YOU  
A MOUNTAIN"**  
from the 20th-Century Fox picture "The Girl Next Door"  
and  
**"MY SHINING HOUR"**  
the great standard by Johnny Mercer and Harold Arlen  
on Capitol Record No. 2496

**BOB MANNING**



sings two top ballads of  
stage and screen—

from the Broadway hit musical,  
Cole Porter's "Can-Can":

**"IT'S ALL RIGHT  
WITH ME"**

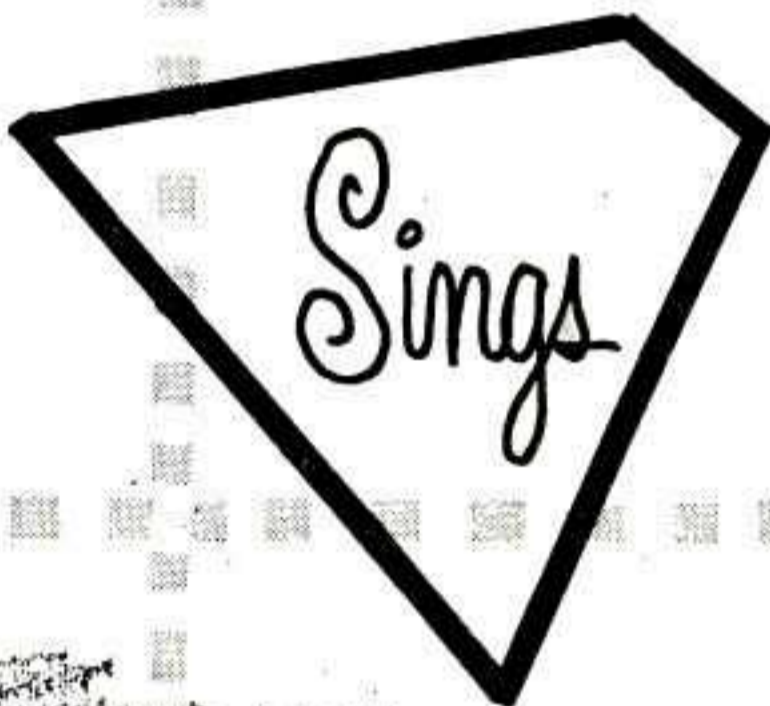
and the title song of  
the new Universal film:

*"Call of Desire"*

Record No. 2493

*a Country-Western Smash*  
**GOING POP!**

**Eddy Arnold**



**HOW'S THE WORLD  
TREATING YOU**  
*and*  
**FREE HOME  
DEMONSTRATION**

20/47-5305

**RCA VICTOR**  
FIRST IN RECORDED MUSIC



The Billboard's Music Popularity Charts

**Favorite Tunes**

... For Week Ending May 30

**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.

Week This		Weeks Last on Chart
1.	SONG FROM MOULIN ROUGE (R) (F)—Broadcast....	1 8
2.	APRIL IN PORTUGAL (R)—Chappell.....	2 8
3.	I BELIEVE (R)—Cromwell.....	2 13
4.	I'M WALKING BEHIND YOU (R)—Leeds.....	7 4
5.	PRETEND (R)—Brandom.....	6 18
6.	DOGGIE IN THE WINDOW (R)—Santly-Joy.....	4 16
7.	YOUR CHEATIN' HEART (R)—Acuff-Rose.....	8 14
8.	RUBY (R)—Miller.....	5 5
9.	SAY YOU'RE MINE AGAIN (R)—Meridian.....	10 5
10.	SEVEN LONELY DAYS (R)—Jefferson.....	9 8
11.	MY ONE AND ONLY HEART (R)—Roncom.....	15 3
12.	SIDE BY SIDE (R)—Shapiro-Bernstein.....	12 12
13.	ANNA (R)—Hollis.....	13 4
14.	TILL I WALTZ AGAIN WITH YOU (R)—Village.....	11 23
15.	DANCIN' WITH SOMEONE (R)—Valando.....	14 4

**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 30 in Radio**

A Blues Serenade (R)—Mills—ASCAP	Nearness of You (R)—Famous—ASCAP
A Fool Such as I (R)—Robbins-B. Miller	No Help Wanted (R)—Acuff-Rose—BMI
All by Myself (R)—Berlin—ASCAP	Pretend (R)—Brandom—ASCAP
April in Portugal (R)—Chappell—ASCAP	Ramona (R)—Lion—ASCAP
Belle of the Ball (R)—Mills—ASCAP	Return to Paradise (R) (F)—Remick—ASCAP
Big Mamou (R)—Peer—BMI	Ruby (R)—Miller—ASCAP
Blue Gardenia (R)—Harms—ASCAP	Say Si Si (R)—E. B. Marks—BMI
Breeze (R)—Leeds—ASCAP	Say You're Mine Again (R)—Blue River—BMI
Doggie in the Window (R)—Santly-Joy—ASCAP	Seven Lonely Days (R)—Jefferson—ASCAP
Haven't Got a Worry (R) (F)—Famous—ASCAP	Side by Side (R)—Shapiro-Bernstein—ASCAP
I Believe (R)—Cromwell—ASCAP	Song From Moulin Rouge (R) (F)—Broadcast—BMI
I'm Sitting on Top of the World (R)—Feist—ASCAP	Till I Waltz Again With You (R)—Village—BMI
I'm Walking Behind You (R)—Leeds—ASCAP	Wedding Day (R)—Bregman, Vocco & Conn—ASCAP
Just Another Polka (R)—Frank—ASCAP	Your Cheatin' Heart (R)—Acuff-Rose—BMI
Kaw Liga (R)—Milene—ASCAP	
My One and Only Heart (R)—Roncom—ASCAP	

**Top 10 in Television**

Doggie in the Window (R)—Santly-Joy—ASCAP	Pretend (R)—Brandom—ASCAP
I'm Sitting on Top of the World (R)—Feist—ASCAP	Ruby (R)—Miller—ASCAP
I'm Walking Behind You (R)—Leeds—ASCAP	Side by Side (R)—Shapiro-Bernstein—ASCAP
My Lady Loves to Dance (R)—United—ASCAP	Song From Moulin Rouge (R) (F)—Broadcast—BMI
	When the Red, Red Robin Comes Bob, Bob, Bobbin' Along (R)—Bourne—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. Little Red Monkey—Robbins (Miller)
2. I'm Walking Behind You—Peter Maurice (Leeds)	12. Wonderful Copenhagen—Morris (Frank)
3. Pretend—Leeds (Brandom)	13. Celebration Rag—Bradbury Wood (Chappell)
4. I Believe—Cinephonic (Cromwell)	14. Moulin Rouge Theme—Connelly (Broadcast)
5. The Windsor Waltz—Michael Reine (E. B. Marks)	15. Theme From Limelight—Bourne (Bourne)
6. Pretty Little Black-Eyed Susie—Cinephonic (Santly-Joy)	16. Till I Waltz Again With You—Francis Day (Village)
7. Downhearted—New World (Payton)	17. Broken Wings—John Fields (Shapiro-Bernstein)
8. Doggie in the Window—Connelly (Santly-Joy)	18. I Talk to the Trees—Chappell (Chappell)
9. Oh, Happy Day—Chappell (Bregman, Vocco & Conn)	19. She Wears Red Feathers—Dash (Oxford)
10. Hold Me, Thrill Me, Kiss Me—Mills (Mills)	20. Wild Horses—Morris (Simon)



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315 W. 47TH ST., NEW YORK, N. Y.

The Billboard Music Popularity Charts

... for Week Ending May 30

REVIEWS OF THIS WEEK'S NEW RECORDS

Popular

**JOHNNIE RAY-DORIS DAY**  
Candy Lips ..... 84  
COLUMBIA 40001—Doris Day and Johnnie Ray have a solid follow-up to their recent smash "Full Time Job," with this swinging new effort. Both Dodo and Ray hand it a sock warble over a wild, vaudeville-type ork backing. Side moves, and the duo has a disk that should end up with a raft of loot. (Milene, ASCAP)

Let's Walk That-a-Way... 77  
A rhythmic novelty item, a sort of folksy-styled tune, receives a happy, lilting reading from the singing pair over ringing ork support. This side isn't as powerful as the flip, but the jocks should spin it too. (Alamo, ASCAP)

**LES BAXTER**  
Giel ..... 83  
CAPITOL 2479—Another French import for the Baxter ork could catch on for another big one now that the ork is hot. Tinkling, summery sound fits the season perfectly. This one bears watching. (Alamo, ASCAP)

I Love Paris... 77  
This is from Cole Porter's "Can-Can." It's an ode to the French capital as suggested via the title. Ork and chorus reading is good. Material is good Porter. Show's opening could help move this one. (Chappell, ASCAP)

**LES PAUL-MARY FORD**  
Johnny ..... 82  
CAPITOL 2486—Duo drops their normal procedure of coupling at least one standard per record. This side is set to a medium fast beat and is a good showcase for the cool tones of the songstress and the technique of Paul. It may take a few plays, but then could catch a lot of action. (Iris, ASCAP)

Vaya Con Dios... 80  
This one is a slow semi-religious item which is handled in quiet style by the pair. This side too grows on you after a few plays. (Ardmore, ASCAP)

**RICHARD HAYMAN ORK**  
Eyes of Blue ..... 82  
MERCURY 70168—Attractive tune from the new Paramount pic, "Shane," is played sweetly and tenderly by the ork, with Hayman carrying the melody on the harmonica. Instrumental could easily break for the big money.

Terry's Theme  
(From Limelight)... 80  
Mercury's entry in the "Limelight" sweepstakes does full justice to the beautiful melody. The strings bow it lushly in this dramatic reading. If tune builds as big as expected, there could be loot left over for this one, too. (Bourne, ASCAP)

**HUGO WINTERHALTER'S ORK**  
The Terry Theme ..... 82  
V 20-5326—This is the theme from "Limelight." Of those that have been released to date, this is probably the most different in concept. There are plenty of strings as in the others, but on this a piano leads as if it were a concerto. Tempo is also slowed a bit. Power of Winterhalter as an artist should help make this a potent entry. (Bourne, ASCAP)

Symphony of a Starry Night... 77  
Another exciting Winterhalter arrangement which features a mixed chorus with the violins dancing behind. A tremendous wind-up draws it to a close. (Johnstone-Montel, BMI)

**VICTOR YOUNG ORK**  
Theme From Limelight ..... 82  
DECCA 28735—Here's an outstanding version of Terry's theme from the Chaplin flick, "Limelight." It's performed in lush, warm style by the Victor Young crew, with the fiddles stressing the lovely melody. Side is a mighty potent one, and should easily share some of the loot on the tune, which is already breaking for a big, big hit via the London version. (Bourne, ASCAP)

The Bad and the Beautiful... 76  
From the flick of the same name comes another theme for records. Tune was penned by Davis Raskin, and it is played with the same lush arrangement as the flip side. Tho it doesn't have the power of the "Limelight" side, it should also pull jock spins. (Robbins Music, ASCAP)

**LITA ROZA**  
Return to Paradise ..... 82  
LONDON 1349—Waxed heretofore as an instrumental on many labels, the flick tune here debuts with a lyric. Lita Roza gives it a delicate reading, in keeping with the sensitive nature of the composition. Side could easily move out with exposure.

Tell Me We'll Meet Again... 73  
Lovely ballad is given a fine reading by Lita Roza. The thrush is backed by a chorus and fine instrumentalists.

effort should do right fine in the juke boxes.

**GISELE MacKENZIE**  
I'd Rather Die Young ..... 79  
CAPITOL 2501—Thrush injects much emotion in her reading of the weeper ballad. Should strike a responsive chord in many, and could win action, bears watching.

I Didn't Want to Love You... 76  
An insinuating Latin beat backs Miss MacKenzie as she warbles the romantic ditty mighty prettily. Another good side.

**HARRY BELAFONTE ORK**  
Matilda, Matilda ..... 79  
V 20-5311—This is one of the strongest wax efforts yet made by the ballad singer turned folk singer. Calypso item is infectious, and the backing and Belafonte's reading are strong. (Duchess, BMI)

Suzanne... 73  
Ballad from the film "Bright Road" was penned by Belafonte, who also sings it in the movie. Good chanting by the singer—and in his old style. (Feist, ASCAP)

**THE SILVER STRINGS**  
Return to Paradise ..... 78  
V 20-5318—This is the label's new house ork—fronted by Henri Rene. The group impresses as another fine string ork, tho brass, etc., is evident thruout this lovely reading of the flick theme. If the tune breaks thru, this should get some of the action. Competition is heavy, tho. (Remick, ASCAP)

The Moon Is Blue... 73  
Latest entry in the movie theme music race is this item from the upcoming picture of the same name. The lush ork handles it in the light, bouncy way in which it was written. It's pleasant listening. Could catch on, tho it fairly cries for a lyric. (Santly Joy, ASCAP)

**VAUGHN MONROE ORK**  
Don't You Care ..... 78  
V 20-5329—Vaughn Monroe gives his distinctive, assured style of performance on this ballad. Backing is tasteful, with a choral group abetting the effect. A nice side. (Sherwin, ASCAP)

My Good Girl... 75  
Fetching novelty is given a solid reading by Vaughn Monroe, with the Moon Maids chiming in on choruses. An attractive side, it's well-produced. Should get plenty of exposure via boxes and deejays.

**ROBERT MAXWELL**  
Hindustan ..... 78  
MERCURY 70159—Bobby Maxwell, who can really make a harp swing, turns in a bright instrumental performance here on the well-known evergreen. It's one of his best waxings in a long time, and it should really grab coins. (Forrester, ASCAP)

Bubble, Bubble, Bubble... 76  
Another fine side by the "hot" harpist, once again on a familiar oldie. Both sides of the Maxwell slicing look like money makers for ops. (Mills, ASCAP)

**JOHNNY LONG ORK**  
Till the Moon Turns Green ..... 77  
CORAL 61004—Cute novelty effort based on a familiar folk ditty, receives a good vocal from an unbilled warbler, with solid support from the chorus and Johnny Long ork. It's a listenable side, and with exposure it could get some loot. (Emperor, BMI)

I Wanna Know... 77  
Johnny Long follows in the footsteps of the Buddy Morrow ork with this version of a hit r.&b. tune. It's handed a good performance by the ork, again with a strong vocal from the unnamed warbler. This side too is a potent one, and it could snare spins and coins. Sides are the best from the Long crew in the past few months. (Park Avenue, BMI)

**AMES BROTHERS**  
Always in My Dreams ..... 77  
CORAL 61005—The Ames Brothers turn in a fine reading of a pretty ballad on this waxing, one of their last slicings for the label before heading toward RCA Victor. It's in the warm style of the recent Ames Brothers' disks, and the jocks will spin it again and again. (Witmark, ASCAP)

This Is Fiesta... 76  
Here's another good job by the boys, this time on a familiar Latin tune, freshened up with a new set of lyrics. It's sung smoothly by the boys, with the ork selling it in Latin style. (Malden, ASCAP)

**THE AMES BROTHERS**  
You, You, You ..... 77  
V 20-5325—The Ames Brothers start their career on the label with a warm rendition of an evocative new effort, showing off their precise harmony over lush ork backing. Side is headed for a bundle of spins. (Mellin, BMI)

(Continued on page 38)

Number of Releases This Week

(Listed Alphabetically by Label)

Label	Pop	C&W	R&B
APOLLO	1	1	1
BBS	1	1	1
CADILLAC	1	1	1
CAPITOL	8	3	1
CHANCE	2	1	1
COLUMBIA	1	1	1
CORAL	2	1	1
DECCA	7	2	1
DOT	1	1	1
EMERALD	1	1	1
FEDERAL	1	1	2
FOUR STAR	1	3	1
IMPERIAL	2	1	1
INTRO	1	2	1
JUBILEE	2	1	1
KING	1	1	1
LEO	1	1	1
LONDON	2	1	1
MERCURY	3	1	2
M-G-M	6	3	3
METEOR	1	1	2
OKEH	1	1	1
RCA VICTOR	9	1	1
REGENT	1	1	1
REPUBLIC	1	1	1
SAVOY	1	1	2
SELECT	1	1	1
TONEX	1	1	1
TOTALS	52	15	16

Spiritual

**THE TRAVELING FOUR**  
I Ain't Gonna Study War No More... 79  
SCORE 5040—Here's a rousing, swinging rendition of the well-known spiritual by the Traveling Four who are backed solidly by an organ. It's a lively reading of the fine spiritual by the group, and should pull spins and sell lots of records in the market. (Aladdin, BMI)

No Love Like Mother's... 72  
The boys demonstrate some good vocal work on this side, too, as they tell of the unselfishness of a mother's love. The speeded-up second chorus does not enhance the disk at all.

**SUNSHINE BOYS**  
Oh, Happy Day ..... 78  
BIBLETONE 2112—The pop hit of not too many months ago is converted here into a religious opus that has a haunting quality as delivered by the contrasting voices of the group. Could be a profitable entry.

Every Day Will Be Sunday... 75  
Happy item is sung with cheerful good feeling by the vocal combo. Beat is rapid and infectious.

Sacred

**MARTHA CARSON**  
I Feel It In My Soul ..... 76  
CAPITOL 2477—Martha Carson turns in a good vocal on this fast-tempo, religious ditty, helped by a small chorus who add some spirited hand-clapping to the disk. Good wax that should please the thrush's many fans. (Ben L. Spear, BMI)

Ask, You Shall Receive... 75  
Same comment. (Acuff-Rose, BMI)

**MADDOX BROTHERS AND ROSE**  
The Land Where We'll Never Grow Old ..... 74  
4 STAR 1639—Group blends nicely on this sacred effort. Should find a ready market. (4 Star, BMI)

I'll Fly Away... 70  
Another good sacred rendition by the group. Rose carries the lead. (4 Star, BMI)

**BROWN'S FERRY FOUR**  
When the Redeemed Are Gathering In ..... 73  
KING 1209—The old sacred opus is harmonized effectively at a happy beat. Good guitar backing here.

What Shall I Do With Jesus?... 67  
Familiar hymn tune is sung simply by the group. (Lonat, BMI)

**CRUSADERS QUARTET**  
Yes, Religion Is Real ..... 72  
BIBLETONE 4014—Group's vocal preaching has a slight pop flavor. It's well done.

The Great Homecoming Week... 70  
Typical parlor type reading of a sacred item. (SESAC)

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.

Rhythm & Blues

**LLOYD PRICE**  
Baby, Don't Turn Your Back on Me... 82  
SPECIALTY 463—A fine performance by all hands on this slow blues. Price sings with heart and at times lets the tears flow. Side bears watching. (Venice, BMI)

Where You At?... 79  
Price shouts out the question in a wild side that the band joins in willingly. (Venice, BMI)

**THE DU DROPPERS**  
I Found Out ..... 82  
V 20-5321—The group, whose "I Wanna Know" is currently riding high, comes thru with another strong effort. Etching has lots of infectious spirit, a penetrating beat and seems destined for heavy action. Should earn plenty of loot. (Park Avenue Music, BMI)

Little Girl, Little Girl... 78  
Cute ditty about a gal who tells all in her sleep is chanted in great style by the combo. Another potent slicing. (Park Avenue Music, BMI)

**VARETTA DILLARD**  
Mercy, Mr. Percy ..... 80  
SAVOY 897—Chirp pleads convincingly above a solid beat by the small ork. Repetitious phrase is catchy and is material that could serve for a hand-clap, gang-sing. Could earn a lot of loot. (Savoy, BMI)

No Kinda Good, No How... 79  
Miss Dillard abuses her vocal chords unmercifully as she gives her all in an uninhibited shout of the rhythmic blues. Side should do fine on the boxes. Two good sides by the thrush. (Crossroads, BMI)

**THE CRICKETS**  
I'll Cry No More ..... 80  
M-G-M 11507—The Crickets, who came thru with a big one with "You're Mine," a while back, show off their smooth harmony again on this potent new platter. They sing the tune with feeling over quiet support. It's a good platter, and with exposure it could grab loot. Watch it.

For You I Have Eyes... 79  
Another listenable side by the boys on another smooth ballad. Should also interest the jocks.

**Cecil Carter Ork**  
What's Wrong With Me?... 75  
FEDERAL 12130—Warbler Ben Hughes, whose style is similar to that of blues shouter Jimmy Rushing, sings his way thru this old-fashioned blues, backed by a solid ork beat. Side has a lot of life and ought to get some attention. (Cal-Car, BMI)

Strange Blues... 75  
Strange is the word for this blues. It's played in an unusual, tho listenable, manner by the Cecil Carter crew, on this instrumental slicing. Ginger Smock does a good job on violin. Disk has a sound, and adventurous jocks and jazz jocks will spin it. (Cal-Car, BMI)

**CHRISTINE KITTRELL**  
I'll Help You Baby ..... 75  
REPUBLIC 7044—Christine Kittrell turns in a very good vocal on this doleful blues melody, selling it with a lot of feeling. The ork backs her with a beat. Performance is much stronger than the material, and the spins and plays it gets will be due to the vocal by the thrush. (Babb, BMI)

Jazz

**GENE KRUPA SEXTET**  
Coronation Hop ..... 77  
MERCURY 89057—Cute item bounces along merrily as Krupa sets the beat and shows his technique on the drums. Jazz fans should find this an attractive slicing and buy it in steady amounts. (JATAP)

Paradise... 74  
The pretty oldie is played gracefully by the combo in a quiet and intimate manner. Tune is carried, in turn, by Charlie Shavers on the trumpet, Willie Smith on alto and Teddy Wilson on the 88's. (Feist, ASCAP)

**ROY ELDRIDGE QUARTET**  
Love for Sale ..... 75  
MERCURY 89056—The haunting Cole Porter evergreen is performed smoothly here by Eldridge, backed neatly by Oscar Peterson on organ, Barney Kessel, Ray Brown and Jo Jones. (Harms, ASCAP)

Dale's Walk... 75  
A slight riff effort receives a spirited go from Eldridge, with the boys supporting him strongly. It starts out mildly but builds to a swinging close. (Little Jazz)

Country & Western

**GEORGE MORGAN**  
I Passed by Your Window ..... 84  
COLUMBIA 21108—Morgan awards the weeper a moving rendition for a strong country side. His tender warble of the fine ditty will appeal to many. Could earn much loot. (Alamo, ASCAP)

Half-Hearted... 78  
Cleverly-constructed ditty makes pleasant listening as chanted here. Another good side. (Pine Ridge, ASCAP)

**FERLIN HUSKEY**  
Minni-Ha-Cha ..... 79  
CAPITOL 2495—Here's the answer to "Kaw-Liga," with the same great tune and "girl" lyrics. Huskey awards it a strong performance, and the side is almost certain to win plentiful deejay exposure.

I Lost My Heart Today... 72  
Huskey emotes without restraint in a dolorous reading of the rural weeper.

**RAMBLIN' JIMMIE DOLAN**  
The Wheel That Does the Squeakin'... 77  
CAPITOL 2482—A happy and bright novelty effort is sung out by Jimmie Dolan in his strong, individual style, and it all adds up to a good, listenable platter. Side should be able to pull a lot of deejay spins and plays in the country markets. (American, BMI)

I Can't Run Away... 73  
Dolan sings of his inability to forget the past, as he tells of his broken heart. Okay weeper. (Four Star Sales, BMI)

**JEAN SHEPHERD**  
A Dear John Letter ..... 76  
CAPITOL 2502—The gal writes her G.I. beau that all is over between them. Not only that, but she's marrying his brother. Ditty tackles a basic emotion, and it is projected with feeling. Might catch favor.

I'd Rather Die Young... 75  
The appealing ditty is sung warmly by the mellow-voiced thrush. A listenable effort that should attract spins.

**ZEB TURNER**  
You're My Cutie Pie ..... 75  
KING 1208—Good rhythm tune is sung well by the chanter, who sells it with verve. Could pull some loot. (Lois, BMI)

I'm Glad That It's Over... 74  
The country weeper receives a warm vocal from Turner, over an attractive ork backing. Jocks can use. (Lois, BMI)

**JIMMIE DEAN**  
Queen of Hearts ..... 75  
FOUR STAR 1640—Dean is in search for a little fortune telling as he asks the red queen to answer a few pertinent questions about his future. Lots of wailing fiddles on this one. (Four Star, BMI)

I'm Feeling for You... 72  
Jumpy hand-clapping side is sparked by Dean's effort to get his gal back. Should catch a lot of juke coin. (Eagle, BMI)

**OWEN PERRY**  
Use Your Imagination ..... 74  
CAPITOL 2483—Lyric has fresh idea, and Owen Perry sings it neatly. (Acuff-Rose, BMI)

Whirpool... 70  
Bluesy lyric is given a sincere reading by Owen Perry. (Beechwood, BMI)

**ERNIE LEE**  
Hangin' My Heart Out to Dry... 74  
M-G-M 11517—Far-fetched imagery in the lyric, but there's no denying the impact of this ditty and performance. It has a beat, and Ernie Lee's vocal is strong in phrasing and tone quality.

How Come You Never Answer?... 72  
Lilting ditty asks the old question and poses the old answer: You're not my baby anymore. Ernie Lee belts out an infectious vocal.

**BOB WILLS**  
I Want to Go to Mexico ..... 74  
M-G-M 11516—Latin-styled ditty gets a fetching interpretation by Bob Wills. Should get spins among Western jocks.

A Broken Heart for a Souvenir... 73  
A weeper, he sings of his wasted years and broken heart. A second voice occasionally urges him on to tell more. Tempo is slow, which fits the sad quality of the lyric.

**REX PROPHET**  
I'm Gonna Sink Your Boat ..... 73  
DECCA 28679—Fast tempo novelty with lively guitar backing. A cute lyric unfolds, as he finds out she's a triflin' woman and prepares to sink her boat. (Old Charter, BMI)

The Travelin' Kind... 70  
The familiar story is told again: He's the traveling kind and no love affair binds him. Pleasant warbling by Rex Prophet. (Forrest, BMI)

**TOMMY HILL**  
Love Me for a Lifetime ..... 72  
DECCA 28690—Warbler Hill has a distinctive sound as he tells his sweeties he's not looking for a one-night stand. (Prestige, ASCAP)

(Continued on page 41)

**EXTRA**

**EXTRA**

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## The Billboard Music Popularity Charts

... for Week Ending May 30

## NEW RECORDS TO WATCH

In the OPINION of The Billboard, these NEW records merit special attention.

## Popular

**RICHARD HAYMEN**  
SHANE ("Eyes of Blue") (Paramount, ASCAP)—Mercury 70168

**PAUL WESTON**  
SHANE ("Call of the Far-Away Hills")—Columbia 40014—Both of these are from the film of the same name, but they are different tunes as identified by the sub-titles. Yet both will undoubtedly be known as "Shane." Both of these records also point up a growing problem of couplings that face operators today. The Hayman backing is "Limelight," already a best seller by Chacksfield on London. The Weston backing is "Gigi," picked this week as a "Best Buy." Both of these "Shane" efforts, however, look to have the potential strength to overcome any coupling problems that might exist. Other recordings are available on Decca and M-G-M.

**GISELLE MACKENZIE**  
I'd Rather Die Young (Randy Smith, ASCAP)—Capitol 2501—Tune is already on the charts via the Hilltopper version. Gal's version has a lot of power and could easily share in the loot. Flip is "I Didn't Want to Love You."

## Country &amp; Western

**CARL SMITH**  
Trademark (Hill & Range, BMI)  
Do I Like It? (Alams, ASCAP)—Columbia 21119—A strong disk by the warbler that could pick up healthy sales. "Trademark" particularly hits the mark.

**WEBB PIERCE**  
It's Been So Long (Cedarwood, BMI)  
Don't Throw Your Life Away (Forrest, BMI)—Decca 28725—Another potentially winning effort by the singer with the stylized pipes. Both good weepers.

**FERLIN HUSKY**  
Minni-Ha-Cha (Acuff-Rose, BMI)—Capitol 2495—Those who yearn for the "and they lived happily ever after" ending and were left hanging over an abyss with "Kaw-Liga" will rest comfortably knowing that the cigar store Injun found his wooden Indian maid and heap big papooses resulted. It's a cute lyric and Husky handles it well. Flip is "I Lost My Heart Today."

## Rhythm &amp; Blues

**EDDIE BOYD**  
Third Degree (Burton, BMI)—Chess 1541—

A strong blues effort by Boyd that could kick up a lot of action. Flip is "Back Beat" (Burton, BMI).

**THE CRICKETS**  
I Cry No More (Beacon, BMI)  
For You I Have Eyes (Beacon, BMI)—M-G-M 11507—The Crickets appear to have a strong follow-up record to "You're Mine" which sparked the first real r.&b. action for the label since the heyday of Ivory Joe Hunter.

## Spiritual

**DIXIE HUMMING BIRDS**  
Eternal Life (Lion, BMI)  
Lord If I Go (Lion, BMI)—Peacock 1713—Two sparkling efforts by the group which could register big sales for dealers.

**MARIE KNIGHT**  
On My Appointed Time (Gospel Publishers, BMI)  
I Just Keep From Crying Sometimes (Gospel Publishers, BMI)—Decca 48298—The vibrant voice of the singer is in excellent form as she renders these two moving spirituals. Potentially her strongest in some time.

## THIS WEEK'S BEST BUYS

According to EARLY SALES REPORTS from important markets, these recent releases are making solid sales progress.

## Popular

**GIGI (ALAMO, ASCAP)—Les Baxter—Capitol 2479**

Already on the best seller charts with "April in Portugal" and "Ruby," Baxter appears to have another potentially strong instrumental. New York, Buffalo, Pittsburgh, Chicago and St. Louis all noted good to strong initial sales. Flip is "I Love Paris" (Chappell, ASCAP). A previous "New Record to Watch."

**INTO EACH LIFE SOME RAIN MUST FALL (Pickwick, ASCAP)**

**TOO MUCH MUSTARD (Schubert, ASCAP)**

—Teresa Brewer—Coral 60994  
Very new but already getting good sales in Boston, Philadelphia, Pittsburgh, Cincinnati and Cleveland. Side preference is almost evenly split depending on area. A previous "New Record to Watch."

**LEARNING (Randy Smith, ASCAP)**

**EIGHT BAR BOOGIE—Johnny Maddox—Dot 15090**  
Definite upward movement among dealers and operators. Boston, New York, Pittsburgh, Cleveland and Chicago all returned good reports. Most action on "Learning." A previous "New Record to Watch."

**JOHNNY (Iris, ASCAP)**  
**VAYA CON DIOS (Ardmore, ASCAP) — Les Paul-Mary Ford—Capitol 2486**

The very new reports from the East Coast and the Midwest all point to this being another good seller for the duo. There is split action with the nod going to "Johnny."

**SHEIK OF ARABY (Mills, ASCAP)—Super-Sonics—Rainbow 214**

Recommended primarily to juke box operators. Record has been getting good activity in New York, Boston, Philadelphia, Buffalo and Pittsburgh. Flip is "New Guitar Boogie Shuffle."

**DON'T CALL MY NAME (Laurel, ASCAP)**

**THE BREEZE (Leeds, ASCAP)—Helene Dixon—Okeh 6964**

This record was listed as a "Best Buy" last week and thru a typographical error "Don't Call My Name" was omitted. Record continues to gain in strength with the side preference definitely "Don't Call My Name."

**TREASURE UNTOLD (Peer, BMI)**

**I'M SORRY WE MET (Peer, BMI)—Red Foley—Decca 28695**

St. Louis, Eastern Pennsylvania, Buffalo, Pittsburgh and Cleveland all noted good upward movement on this disk.

**CRAZY BLUES**  
**RAINBOW—Mac Wiseman—Dot 1168**

Good reports showing increasing action from St. Louis, Pittsburgh, sections of the South and Cincinnati.

**I CAN'T WAIT (Acuff-Rose, BMI) — Faron Young—Capitol 2461**

On the Nashville chart and reports are good from L. A., St. Louis, Chicago and Buffalo. Flip is "What's the Use to Love You." (Central, BMI)

## Rhythm &amp; Blues

**SHE FELT TOO GOOD—Jimmy McCracklin—Peacock 1615**

Very strong in North Carolina and good in L. A., Philadelphia and St. Louis. Flip is "Share and Share Alike."

**WHERE YOU AT? (Venice, BMI)**

**BABY DON'T TURN YOUR BACK ON ME (Venice, BMI)—Lloyd Price-Specialty 463**

Very strong in Philadelphia and also good in a number of Midwest areas. A previous "New Record to Watch."

**I'M GLAD**  
**ROLL 'EM—Mitzi Mars—Checker 773**

On juke box chart with good reports from a number of Southern and Midwestern points. A previous "New Record to Watch."

## COMING UP IN THE TRADE

According to FOLLOW-UP REPORTS from dealers, operators, disk jockeys, distributors and one-stops in important markets, these records are selling well but not yet strong enough to make national dealer or operator charts.

## Popular

**APRIL IN PORTUGAL**  
Tony Martin—RCA Victor  
20-5279

**BIG MAMOU**  
Dolores Gray—Decca 28676

**THE BREEZE**  
Trudy Richards—Derby 823

**CANDY LIPS**  
Doris Day-Johnnie Ray—Columbia 40001

**CRAZY MAN CRAZY**  
Ralph Marterie Ork—Mercury  
70153

**DENNY THE MENACE**

**LITTLE JOSEY**  
Rosemary Clooney-Jimmy  
Boyd—Columbia 39988

**DON'T CALL MY NAME**

**THE BREEZE**  
Helene Dixon—Okeh 6964

**ELMER'S TUNE**

**JERSEY BOUNCE**  
Del Wood—Republic 7043

**I AM IN LOVE**

**MY FLAMING HEART**  
Nat King Cole-Capitol 2459

**LEAN BABY**

**I'M WALKING BEHIND YOU**  
Frank Sinatra—Capitol 2450

**MY ONE AND ONLY HEART**  
Perry Como—RCA Victor  
20-5277

**OH SAN**  
Pee Wee Hunt-Capitol 2452

**P. S.: I LOVE YOU**  
The Hilltoppers—Dot 15085

**SAY SI SI**  
Mills Brothers—Decca 28670

**SEND MY BABY BACK TO ME**  
Sunny Gale—RCA Victor  
20-5306

**SWANEE RIVER BOOGIE**

**HONEY IN THE HORN**  
The Commanders—Decca 28659

**TELL US WHERE THE GOOD**

**TIMES ARE**  
Mindy Carson-Guy Mitchell—Columbia 39992

**USKA DARA**  
Eartha Kitt—RCA Victor  
20-5284

**WHO'S GONNA PAY THE**

**CHECK?**  
Peggy Lee—Decca 28631

**BIG MAMOU**  
Link Davis-Okeh 18001

**BROKEN WINGS**

**CANNONBALL YODEL**  
Elton Britt-RCA Victor  
20-5251

**DON'T CALL MY NAME**

**HEY, MR. COTTON PICKER**  
Roberta Lee-Tex Williams—Decca 28721

**FREE HOME DEMONSTRATION**

**HOW'S THE WORLD**

**TREATING YOU?**  
Eddy Arnold—RCA Victor  
20-5305

**A HALF-WAY CHANCE WITH**

**YOU**

**A CASTLE IN THE SKY**  
Marty Robbins—Columbia  
21111

**HONKY TONK WALTZ**

**YOU SAID THAT YOU COULD**

**DO WITHOUT ME**  
Kitty Wells—Decca 28666

**I BELIEVE**  
Red Foley—Decca 28694

**RED ROSE**  
Slim Willet—4 Star 1637

**RESTLESS HEART**  
Slim Whitman—Imperial 8199

**SOUTH IN NEW ORLEANS**

**THE WINNER OF YOUR**

**HEART**  
Johnnie & Jack—RCA Victor  
20-5290

**TOO YOUNG TO TANGO**  
Sunshine Ruby—RCA Victor  
20-5250

## Rhythm &amp; Blues

**CHEROKEE**  
Earl Bostic—King 4623

**HEAVY JUICE**  
Tiny Bradshaw—King 4621

**I WANNA KNOW**  
Dolly Cooper—Savoy 891

**LONG, LONG DAY**  
Amos Milburn—Aladdin 3168

**MY MOTHER'S EYES**  
Tab Smith—United 147

**PLAYGIRL**

**BIG MAMOU**  
Smiley Lewis—Imperial 5232

**SHE'S GOT TO GO**  
The Ravens—Mercury 70119

**WILD, WILD YOUNG MEN**

**MEND YOUR WAYS**  
Ruth Brown—Atlantic 993

## CURRENT TOP RECORDS

See page 30 for the current top pop records.  
See page 40 for the current top c.&w. records.  
See page 42 for the current top r.&b. records.



The **MIGHTY** Mite  
Of Music

# RICHARD HAYMAN

WITH  
"Eyes of Blue" from  
**SHANE**

featuring solo harmonica by Richard Hayman

AND  
**"LIMELIGHT"**

A Double Barreled

## SMASH!

MERCURY 70168 • 70168X45



## CLIMBING TO THE HIT PARADE



**"LOVE ME, LOVE ME"**

And  
**"MORE THAN I"**  
**BOBBY WAYNE**  
MERCURY 70148 • 70148X45

**"OO, WHAT YOU DO"**  
And  
**"NOW THAT I'M IN LOVE"**  
**PATTI PAGE**

MERCURY 70127 • 70127X45



**"CRAZY, MAN, CRAZY"**

And  
**"GO AWAY"**  
**RALPH MARTERIE**  
MERCURY 70153 • 70153X45

COMING OUT! "ANOTHER TELL ME YOU'RE MINE"

## THE GAYLORDS

WITH  
**"TELL ME THAT  
YOU LOVE ME"**  
AND  
**"COQUETTE"**

MERCURY 70170 • 70170X45



### CURRENT BEST SELLERS

\*DENOTES AVAILABLE ON 45 RPM

- RUBY**  
Dansero ..... RICHARD HAYMAN No. 70146\*
  - DOGGIE IN THE WINDOW**  
My Jealous Eyes ..... PATTI PAGE No. 70070\*
  - SEVEN LONELY DAYS**  
If You Take My Heart Away ..... GEORGIA GIBBS No. 70095\*
  - APRIL IN PORTUGAL**  
Anna ..... RICHARD HAYMAN No. 70114\*
  - OO, WHAT YOU DO**  
Now That I'm In Love ..... PATTI PAGE No. 70127\*
  - APRIL IN PORTUGAL**  
I'm Walking Behind You ..... VIC DAMONE No. 70128\*
  - SHANE**  
Limelight ..... RICHARD HAYMAN No. 70168\*
  - CARAVAN**  
While We Dream ..... RALPH MARTERIE No. 70097\*
  - LOVE ME, LOVE ME**  
More Than I ..... BOBBY WAYNE No. 70148\*
  - RAMONA**  
Spinning A Web ..... THE GAYLORDS No. 70112\*
  - CRAZY, MAN, CRAZY**  
Go Away ..... RALPH MARTERIE No. 70153\*
  - USKA DARA**  
Nowhere Guy ..... BERNICE PARKS No. 70160\*
  - JUST ANOTHER POLKA**  
Trust Me ..... RICHARD HAYES No. 70147\*
  - TELL ME YOU'RE MINE**  
Aye, Aye, Aye ..... THE GAYLORDS No. 70067\*
  - NO HELP WANTED**  
Texarkana Baby ..... RUSTY DRAPER No. 70077\*
- TOP COUNTRY HITS**
- NO HELP WANTED**  
This Heart Is Not For Sale ..... THE CARLISLES No. 70028\*
  - KNOTHOLE**  
Leave That Liar Alone ..... THE CARLISLES No. 70109\*
  - S. S. LURLINE**  
I Won't Get Dreamy Eyed ..... JOHNNY HORTON No. 70156\*
  - I'M NOT THAT KIND OF GIRL**  
I Long To Tell You ..... SUE THOMPSON No. 70152\*
  - BUCKSHOT**  
Live While You're Young ..... EDDIE HILL No. 70142\*
  - ELMER'S TUNE**  
Don't Sing Aloha ..... JERRY BYRD No. 70130\*
- TOP RHYTHM & BLUES**
- HITTIN' ON ME**  
Ecstasy ..... BUDDY JOHNSON No. 70116\*
  - SHE'S GOT TO GO**  
Come A Little Bit Closer ..... THE HAVENS No. 70119\*
  - APPLE WINE**  
The Traveler ..... ARNETT COBB No. 70171\*
  - ROSE OF BIRDLAND**  
Galoshes And Rubbers ..... PAUL QUINICHETTE No. 70138\*
  - MAMA DOES THE BOOGIE**  
West Coast Blues ..... RED JOHNSON No. 70141\*
  - I DON'T WANT TO SEE YOU**  
Swanee River Boogie ..... ALBERT AMMONS No. 70159\*
  - THE MESSAGE**  
My Inspiration ..... PLAID THROATS No. 70143\*

Here They Go Again!



## THE CARLISLES

WITH A NEW COUNTRY HIT!

**"IS ZAT YOU  
MYRTLE?"**

AND

**"SOMETHING  
DIFFERENT"**

MERCURY 70174 • 70174X45



DINAH'S GOT A NEW BLUES HIT!

**"LEAN BABY"**

And  
**"NEVER, NEVER"**

**Dinah Washington**

MERCURY 70175 • 70175X45

ANOTHER BIG ONE FOR

**BUDDY JOHNSON**

**"JIT, JIT"**

And

**"That's How I Feel About You"**

MERCURY 70173 • 70173X45



The Billboard Music Popularity Charts

... for Week Ending May 30

# 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	Title	Label
1		10	SONG FROM MOULIN ROUGE—P. Faith	Col 39944—BMI
2		10	APRIL IN PORTUGAL—L. Baxter	Suddenly—Cap 2374—ASCAP
3		5	I'M WALKING BEHIND YOU—E. Fisher-H. Winterhalter	Just Another Polka—V 20-5293—ASCAP
4		9	RUBY—R. Hayman	Love Mood—Mercury 70115—ASCAP
5		7	SAY YOU'RE MINE AGAIN—Perry Como	My One and Only Heart—V 20-5277—ASCAP
6		9	ANNA—S. Mangano	I Loved You—M-G-M 11457—BMI
7		16	I BELIEVE—F. Laine	Your Cheatin' Heart—Col 39938—ASCAP
8		19	DOGGIE IN THE WINDOW—P. Page	My Jealous Eyes—Mercury 70070—ASCAP
9		17	PRETEND—Nat (King) Cole	Don't Let Your Eyes Go Shopping—Cap 2346—ASCAP
10		6	THE HO HO SONG—Red Buttons	Strange Things Are Happening—Col 39981—ASCAP
11		2	LIMELIGHT (Terry's Theme)—F. Chacksfield	Limelight (Ballet Music)—London 1342—ASCAP
12		2	RUBY—L. Baxter	Little Love—Cap 2457—ASCAP
13		6	I BELIEVE—J. Froman	Ghost of a Rose—Cap 2332—ASCAP
14		13	SEVEN LONELY DAYS—G. Gibbs	If You Take My Heart Away—Mercury 70095—ASCAP
15		6	APRIL IN PORTUGAL—R. Hayman	Anna—Mercury 70114—ASCAP
16		1	APRIL IN PORTUGAL—V. Damone	I'm Walking Behind You—Mercury 70128—ASCAP
17		3	SONG FROM MOULIN ROUGE—Mantovani	Vola Colomba—London 1328—BMI
18		3	CRAZY MAN CRAZY—B. Haley's Comets	What 'Cha Gonna Do?—Essex 321—BMI
19		1	I'D RATHER DIE YOUNG—Hilltoppers	I Love You—Dot 15085—ASCAP
20		1	RUBY—Victor Young	Song From Moulin Rouge—Dec 28675—ASCAP

## Most Played in Juke Boxes

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

This Week	Last Week	Weeks on Chart	Title	Label
1		6	SONG FROM MOULIN ROUGE—P. Faith	Swedish Rhapsody—Col 39944—BMI
2		5	I'M WALKING BEHIND YOU—E. Fisher-H. Winterhalter	Just Another Polka—V 20-5293—ASCAP
3		7	APRIL IN PORTUGAL—L. Baxter	Suddenly—Cap 2374—ASCAP
4		6	SAY YOU'RE MINE AGAIN—P. Como	My One and Only Heart—V 20-5277—BMI
5		13	SEVEN LONELY DAYS—G. Gibbs	If You Take My Heart Away—Mercury 70095—ASCAP
6		13	I BELIEVE—F. Laine	Your Cheatin' Heart—Col 39938—ASCAP
7		16	PRETEND—Nat (King) Cole	Don't Let Your Eyes Go Shopping—Cap 2346—ASCAP
8		16	YOUR CHEATIN' HEART—Joni James	I'll Be Waiting for You—M-G-M 11426—BMI
9		18	DOGGIE IN THE WINDOW—Patti Page	My Jealous Eyes—Mercury 70070—ASCAP
10		6	ALMOST ALWAYS—J. James	Is It Any Wonder?—M-G-M 11470—ASCAP
11		4	ANNA—S. Mangano	I Loved You—M-G-M 11457—BMI
12		3	HO HO SONG—R. Buttons	Strange Things Are Happening—Col 39981—ASCAP
13		2	RUBY—R. Hayman	Love Mood—Mercury 70115—ASCAP
14		3	CRAZY MAN CRAZY—B. Haley's Comets	What 'Cha Gonna Do?—Essex 321—BMI
15		1	APRIL IN PORTUGAL—V. Damone	I'm Walking Behind You—Mercury 70128—ASCAP
16		3	RUBY—L. Baxter	Little Love—Cap 2457—ASCAP
17		1	ORGAN GRINDER'S SWING—Four Aces	Honey in the Horn—Dec 28691—ASCAP
17		1	I'D RATHER DIE YOUNG—Hilltoppers	I Love You—Dot 15085—ASCAP
19		1	THAT HOUND DOG IN THE WINDOW—Homer & Jethro	Pore Of' Koo-Liger—V 20-5280—ASCAP
19		1	HALF A PHOTOGRAPH—K. Starr	Alliez-Vous-En—Cap 2464—BMI

## Most Played by Jockeys

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

This Week	Last Week	Weeks on Chart	Title	Label
1		7	SONG FROM MOULIN ROUGE—P. Faith	Swedish Rhapsody—Col 39944—BMI
2		4	I'M WALKING BEHIND YOU—E. Fisher-H. Winterhalter	Just Another Polka—V 20-5293—ASCAP
3		14	I BELIEVE—F. Laine	Your Cheatin' Heart—Col 39938—ASCAP
4		9	APRIL IN PORTUGAL—L. Baxter	Suddenly—Cap 2374—ASCAP
5		8	RUBY—R. Hayman	Love Mood—Mercury 70115—ASCAP
6		6	SAY YOU'RE MINE AGAIN—Perry Como	My One and Only Heart—V 20-5277—ASCAP
7		12	SEVEN LONELY DAYS—G. Gibbs	If You Take My Heart Away—Mercury 70095—ASCAP
8		3	RUBY—L. Baxter	Little Love—Cap 2457—ASCAP
9		4	SONG FROM MOULIN ROUGE—Mantovani	Vola Colomba—London 1328—BMI
10		17	DOGGIE IN THE WINDOW—P. Page	My Jealous Eyes—Mercury 70070—ASCAP
11		16	PRETEND—Nat (King) Cole	Don't Let Your Eyes Go Shopping—Cap 2346—ASCAP
12		4	I'M WALKING BEHIND YOU—F. Sinatra	Lean Baby—Cap 2450—ASCAP
12		12	CARAVAN—R. Marterie	While We Dream—Mercury 70097—ASCAP
14		1	MY ONE AND ONLY HEART—P. Como	Say You're Mine Again—V 20-5277—ASCAP
15		3	ANNA—S. Mangano	I Loved You—M-G-M 11457—BMI
16		5	APRIL IN PORTUGAL—V. Damone	I'm Walking Behind You—Mercury 70128—ASCAP
17		15	YOUR CHEATING HEART—J. James	I'll Be Waiting for You—M-G-M 11426—BMI
17		4	IS IT ANY WONDER?—J. James	Almost Always—M-G-M 11470—ASCAP
19		1	HO HO SONG—R. Buttons	Strange Things Are Happening—Col 39981—ASCAP
20		11	TELL ME A STORY—F. Laine-J. Boyd	Little Boy and the Old Man—Col 39945—BMI

## 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	Title	Label
<b>33 1/3 R.P.M.</b>				
1		4	MUSIC OF VICTOR HERBERT—Mantovani	Ork—London LL-746
2		21	MUSIC FOR LOVERS ONLY (4)—J. Gleason	Cap H-352
3		21	HANS CHRISTIAN ANDERSEN—D. Kaye-G. Jenkins	Dec DL-5433
4		4	ARTHUR GODFREY'S TV CALENDAR SHOW—A. Godfrey and His Friends	Col CL-521
5		2	WONDERFUL TOWN—R. Russell	Dec A-937, DL-9010
6		62	CALL ME MADAM—E. Merman	Dec DL-5465, DL-8035
7		7	BY THE LIGHT OF THE SILVERY MOON—Doris Day	Col CL-6248
7		15	SWEETHEARTS (4)—M. Marlowe and F. Parker	Col CL-6241
9		21	STARS AND STRIPES FOREVER—A. Newman	M-G-M E-176
10		39	LIBERACE AT THE PIANO—Liberace	Col CL-6217
<b>45 R.P.M.</b>				
1		19	HANS CHRISTIAN ANDERSEN—D. Kaye-G. Jenkins	Dec 9-364
2		16	MUSIC FOR LOVERS ONLY (4)—J. Gleason	Cap EBF-325
3		5	BY THE LIGHT OF THE SILVERY MOON—Doris Day	Col B-334
4		3	MUSIC OF VICTOR HERBERT—Mantovani	London BEP-6074, London BEP-6075
5		62	CALL ME MADAM—E. Merman	Dec ED-508
5		15	SWEETHEARTS (4)—M. Marlowe and Frank Parker	Col B-331
7		11	ARTHUR GODFREY'S TV CALENDAR SHOW—A. Godfrey and His Friends	Col G 4-418
8		3	STAN KENTON CONCEPTS—S. Kenton	Cap EBF-383
9		11	LIBERACE AT THE PIANO (4)—Liberace	Col B-308
10		22	STARS AND STRIPES FOREVER—A. Newman and 20th Century-Fox Studio Ork	M-G-M K-176

## 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 thruout the country with a high sales volume in children's records. No distinction is made between record speeds. Number after title indicates the number of records in each set.

This Week	Last Week	Weeks on Chart	Title	Label
1		15	PETER PAN (2)—B. Driscoll-Original Cast	V VY-4001
2		7	DOGGIE IN THE WINDOW (1)—Patti Page	Mercury 70070
3		15	HANS CHRISTIAN ANDERSEN (4)—D. Kaye—Decca	A-919
4		3	LITTLE RED MONKEY (1)—R. Clooney	Col MJV-164
5		4	TELL ME A STORY (1)—J. Boyd-F. Laine	Col MJV-161
6		102	PETER AND THE WOLF (2)—Sterling Holloway	V Y-386
6		2	THUMBALINA—D. Kaye—Dec	28380
6		19	TWEETY PIE (1)—M. Blanc-E. May	Cap CAS-3074
9		39	ROBIN HOOD (2)—B. May-E. Pala-G. Wyle-E. Hayes-L. E. Watkins	Cap DBX-3138
9		12	BOZO ON THE FARM (2)—P. Colvig-B. May	Cap DBX-3076
9		39	TRAIN TO THE ZOO (1)—N. Rose—Children's Guild	1001
9		169	CINDERELLA (2)—I. Woods & Others	V Y-399
9		1	NEVER SMILE AT A CROCODILE—H. Winterhalter-J. Vakebtube	V Y-463
14		11	HOWDY DOODY AND THE AIR-O-DOODLE (2)—Bob Smith-H. Rene	V Y-397
15		28	LONE RANGER VOL. 1 (He Becomes the Lone Ranger) (1)—G. Trendle	Dec K-29





*the BEST record of the great NEW HIT!*

*the Terry theme from*  
**LIMELIGHT**

*Hugo*

**WINTERHALTER**  
*and his orch.*

20/47-5326

c/w **SYMPHONY OF A STARRY NIGHT**

**NEW RELEASES**

RCA VICTOR—  
Release #53-23

**BEST SELLERS**

This Week's  
RCA Victor  
Best Sellers

**POPULAR**

78 | 45

- NO OTHER LOVE**  
(from the musical prod. "Me and Juliet")
- KEEP IT GAY**  
(from the musical prod. "Me and Juliet")
- PERRY COMO** with Henri Rene's Orchestra and Chorus 20-5317 (45-5317)\*
- YOU, YOU, YOU ONCE UPON A TUNE**  
The Ames Brothers with Hugo Winterhalter and his Orch. 20-5325 (47-5325)\*
- Vaughn Has A Hit!*
- DON'T YOU CARE MY GOOD GIRL**  
**VAUGHN MONROE** and his Orch. 20-5329 (47-5329)\*
- THE SONG FROM MOULIN ROUGE—Mambo**  
(Where Is Your Heart)  
(from the motion picture "Moulin Rouge")
- FANTASIA MEXICANA—Mambo**  
Nora Morales and his Orch.  
Trumpet Solo: Chauncey Welsh 20-5324 (47-5324)\*



**COUNTRY-WESTERN**

- ON AND ON WITH YOU JUST FOR YOU**  
Elton Britt and Rosalie Allen  
Elton Britt and The Beaver Valley Sweethearts 20-5322 (47-5322)\*
- SIXTEEN CHICKENS AND A TAMBOURINE ONE ROOM APARTMENT**  
Jerry Glenn 20-5323 (47-5323)\*
- BABY, YOU'RE THE ONLY ONE LITTLE HOO-WEE**  
T. Tommy 20-5327 (47-5327)\*

**RHYTHM-BLUES**

- DO ME A FAVOR DON'T YOU CARE**  
Damita Jo with Joe Reisman's Orch. 20-5328 (47-5328)\*

**ALBUMS**

- Sultry Star of "New Faces"*
- RCA Victor Presents  
**EARTHA KITT**  
EPB-3062\* LPM-3062\*\*
- PEDRO VARGAS CANTA**  
EPB-3043\* LPM-3043\*
- \*45 rpm cat. nos. \*\*33 1/3 rpm cat. nos.

**CLIP—FILL IN—ORDER TODAY!** →

**POPULAR**

78 | 45

- I'M WALKING BEHIND YOU/JUST ANOTHER POLKA**  
Eddie Fisher ..... 20-5293 (47-5293)
- SAY YOU'RE MINE AGAIN/MY ONE AND ONLY HEART**  
Perry Como ..... 20-5277 (47-5277)
- YOU, YOU, YOU/ONCE UPON A TUNE**  
Ames Brothers ..... 20-5325 (47-5325)
- USKA DARA/TWO LOVERS**  
Eartha Kitt ..... 20-5284 (47-5284)
- THAT HOUND DOG IN THE WINDOR/PORE OL' KOO-LIGER**  
Homer & Jethro ..... 20-5280 (47-5280)
- NO OTHER LOVE/KEEP IT GAY**  
Perry Como ..... 20-5317 (47-5317)
- NOW HEAR THIS/APRIL IN PORTUGAL**  
Tony Martin ..... 20-5279 (47-5279)
- THE HONEY JUMP/TIME TO DREAM**  
Sauter-Finegan ..... 20-5307 (47-5307)
- WHAT A CRAZY GUY/THERE IS A TAVERN IN THE TOWN**  
Wally Cox ..... 20-5278 (47-5278)
- APRIL IN PORTUGAL/PENNY WHISTLE BLUES**  
Freddy Martin ..... 20-5052 (47-5052)
- HEAP BIG BEAT/I WONDER WHY**  
Buddy Morrow ..... 20-5295 (47-5295)
- SEND MY BABY BACK TO ME/MEANWHILE**  
Sunny Gale ..... 20-5306 (47-5306)
- RUBY/LESS THAN TOMORROW**  
Vaughn Monroe ..... 20-5286 (47-5286)
- HOT TODDY/SERENADE**  
Ralph Flanagan ..... 20-5095 (47-5095)
- DOO WACKA DOODLE/THE SONG FROM MOULIN ROUGE**  
Boston Pops ..... 10-4166 (49-4166)

**COUNTRY-WESTERN**

- FREE HOME DEMONSTRATION/HOW'S THE WORLD TREATING YOU**  
Eddy Arnold ..... 20-5305 (47-5305)
- SPANISH FIRE BALL/BETWEEN FIRE AND WATER**  
Hank Snow ..... 20-5296 (47-5296)
- TOO YOUNG TO TANGO/HEARTS WEREN'T MEANT TO BE BROKEN**  
Sunshine Ruby ..... 20-5250 (47-5250)
- I'M WAITING FOR SHIPS THAT NEVER COME IN/I'M GONNA SIT RIGHT DOWN AND WRITE MYSELF A LETTER**  
Eddy Arnold ..... 20-5188 (47-5188)
- WHEN YOUR HAIR HAS TURNED TO SILVER/ANGRY**  
Eddy Arnold ..... 20-5189 (47-5189)

**RHYTHM-BLUES**

- I FOUND OUT/LITTLE GIRL, LITTLE GIRL**  
The Du Droppers ..... 20-5321 (47-5321)
- I WANNA KNOW/LAUGHING BLUES**  
The Du Droppers ..... 20-5229 (47-5229)
- ALL NIGHT BABY/OH WHY**  
The Robins ..... 20-5271 (47-5271)

**- IN THE MONEY**  
*with their first for RCA Victor*



The  
**AMES BROTHERS**

**YOU, YOU, YOU**  
c/w  
**ONCE UPON A TUNE**

with  
**HUGO WINTERHALTER**  
20/47-5325

the **HIT** answer  
to a **HIT** question

I Want To Know

**I FOUND OUT**

(What You Do When You Go 'Round There)

c/w

**LITTLE GIRL, LITTLE GIRL**

The  
**DU DROPPERS**

20/47-5321



**SALES GROW**  
**WHEN YOU GO "45"**

**RCA VICTOR**  
FIRST IN RECORDED MUSIC



The Billboard's Music Popularity Charts

... For Week Ending May 30

## 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.

New Orleans...BIG MAMOU

D. Gray, Decca 28676

## Territorial Best Sellers

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

## Pittsburgh

1. Song From Moulin Rouge  
P. Faith, Columbia
2. I'm Walking Behind You  
E. Fisher-H. Winterhalter,  
Victor
3. Say You're Mine Again  
P. Como, Victor
4. April in Portugal  
V. Damone, Mercury
5. I Believe  
F. Laine, Columbia
6. April in Portugal  
L. Baxter, Capitol
7. P.S.: I Love You  
Hilltoppers, Dot
8. Less Than Tomorrow  
H. Menzies, Decca
9. Crazy Man Crazy  
B. Haley, Essex
10. Oh!  
P. W. Hunt, Capitol

## Cincinnati

1. Song From Moulin Rouge  
P. Faith, 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  
F. Laine, Columbia
6. Ruby  
R. Hayman, Mercury
7. April in Portugal  
L. Baxter, Capitol
8. Pretend  
Nat (King) Cole, Capitol
9. I Believe  
J. Froman, Capitol
10. I'd Rather Die Young  
Hilltoppers, Dot

## Atlanta

1. I'm Walking Behind You  
E. Fisher-H. Winterhalter,  
Victor
2. April in Portugal  
L. Baxter, Capitol
3. Song From Moulin Rouge  
P. Faith, Columbia
4. I'd Rather Die Young  
Hilltoppers, Dot
5. Say You're Mine Again  
P. Como, Victor
6. Ruby  
V. Young, Decca
7. I Believe  
F. Laine, Columbia
8. Pretend  
Nat (King) Cole, Capitol
9. Ruby  
L. Baxter, Capitol
10. I Believe  
J. Froman, Capitol

## New Orleans

1. Song From Moulin Rouge  
P. Faith, Columbia
2. April in Portugal  
L. Baxter, Capitol
3. Doggie in the Window  
P. Page, Mercury
4. Ruby  
V. Young, Decca
5. I Believe  
F. Laine, Columbia
6. Spinning a Web  
Gaylords, Mercury
7. Anna  
S. Mangano, M-G-M
8. I'd Rather Die Young  
Hilltoppers, Dot
9. Big Mamou  
D. Gray, Decca
10. Seven Lonely Days  
G. Gibbs, Mercury

## St. Louis

1. Song From Moulin Rouge  
P. Faith, Columbia
2. I'm Walking Behind You  
E. Fisher-H. Winterhalter,  
Victor
3. April in Portugal  
L. Baxter, Capitol
4. Crazy Man Crazy  
B. Haley, Essex
5. April in Portugal  
V. Damone, Mercury
6. Ruby  
R. Hayman, Mercury
7. Anna  
S. Mangano, M-G-M
8. P. S.: I Love You  
Hilltoppers, Dot
9. I'm Walking Behind You  
F. Sinatra, Capitol
10. Big Mamou  
P. Hanley, Okeh

## Boston

1. Song From Moulin Rouge  
P. Faith, Columbia
2. Ruby  
R. Hayman, Mercury
3. Pretend  
Nat (King) Cole, Capitol
4. Say You're Mine Again  
P. Como, Victor
5. Anna  
S. Mangano, M-G-M
6. Limelight (Terry's Theme)  
F. Chacksfield, London
7. April in Portugal  
L. Baxter, Capitol
8. Doggie in the Window  
P. Page, Mercury
9. Half a Photograph  
K. Starr, Capitol
10. I'd Rather Die Young  
Hilltoppers, Dot

## Los Angeles

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

## Washington-Baltimore

1. Song From Moulin Rouge  
P. Faith, 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  
L. Baxter, Capitol
5. I Believe  
J. Froman, Capitol
6. Ruby  
R. Hayman, Mercury
7. Pretend  
Nat (King) Cole, Capitol
8. I Believe  
F. Laine, Columbia
9. Anna  
S. Mangano, M-G-M
10. The Breeze  
T. Richards, Derby

## Seattle

1. Song From Moulin Rouge  
P. Faith, Columbia
2. Anna  
S. Mangano, M-G-M
3. April in Portugal  
L. Baxter, Capitol
4. I'm Walking Behind You  
E. Fisher-H. Winterhalter,  
Victor
5. I Believe  
J. Froman, Capitol
6. Doggie in the Window  
P. Page, Mercury
7. Ruby  
R. Hayman, Mercury
8. Seven Lonely Days  
G. Gibbs, Mercury
9. Limelight (Terry's Theme)  
F. Chacksfield, London

## Detroit

1. Song From Moulin Rouge  
P. Faith, Columbia
2. I'm Walking Behind You  
E. Fisher-H. Winterhalter,  
Victor
3. Say You're Mine Again  
P. Como, Victor
4. April in Portugal  
R. Hayman, Mercury
5. April in Portugal  
L. Baxter, Capitol
6. I Believe  
F. Laine, Columbia
7. Ho Ho Song  
R. Buttons, Columbia
8. Ramona  
Gaylords, Mercury
9. Now That I'm in Love  
P. Page, Mercury
10. Oh!  
P. W. Hunt, Capitol

## New York

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

## Dallas-Ft. Worth

1. Song From Moulin Rouge  
P. Faith, Columbia
2. April in Portugal  
L. Baxter, Capitol
3. Anna  
S. Mangano, M-G-M
4. Ruby  
R. Hayman, Mercury
5. I'm Walking Behind You  
E. Fisher-H. Winterhalter,  
Victor
6. I Believe  
F. Laine, Columbia
7. I Believe  
J. Froman, Capitol
8. Doggie in the Window  
P. Page, Mercury

## Denver

1. April in Portugal  
L. Baxter, Capitol
2. Song From Moulin Rouge  
P. Faith, Columbia
3. Ruby  
R. Hayman, Mercury
4. Doggie in the Window  
P. Page, Mercury
5. Song From Moulin Rouge  
Mantovani, London
6. I Believe  
J. Froman, Capitol
7. I'm Walking Behind You  
E. Fisher-H. Winterhalter,  
Victor
8. Anna  
S. Mangano, M-G-M
9. Ruby  
L. Baxter, Capitol

## Chicago

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

## Philadelphia

1. Song From Moulin Rouge  
P. Faith, Columbia
2. Ruby  
R. Hayman, Mercury
3. April in Portugal  
L. Baxter, Capitol
4. I'm Walking Behind You  
E. Fisher-H. Winterhalter,  
Victor
5. I Believe  
F. Laine, Columbia
6. Say You're Mine Again  
P. Como, Victor
7. Anna  
S. Mangano, M-G-M
8. April in Portugal  
V. Damone, Mercury
9. Song From Moulin Rouge  
Mantovani, London
10. Limelight (Terry's Theme)  
F. Chacksfield, London

## NEWS REVIEW

## Harry James Bows in First At Astor Roof

NEW YORK, May 30 — The Astor Roof, one of the town's most elegant summer band showcases, opened this week for the season with the Harry James ork, with Buddy Rich featured on the drums. It was a stylish opening, and the dinner turnout was good, with music men, tourists and just plain dancers in attendance.

The Harry James crew should add much to its reputation with this Astor Roof engagement. For the ork is back on the beam, playing as smoothly and as warmly for dancing as any band around today. The addition of Rich to the ork has done a lot. The solid beat furnished by the drummer-man, certainly one of the top men in the business today, sparks the entire crew and furnishes the anchor long needed by the band. It is a much improved ork today as against the band it was when it played the Bandbox here a few months ago. James made a good investment when he added Rich.

James himself is playing more in his old style again. He does not reach out for those incredible solos that he used to turn in back in the swing days, but he is playing surely and musically, adding just the touch of schmaltz that put him up on top. And the ork is very mellow behind him. They played quietly for the dinner crowd, sticking to standards and pop hits and special items like the blues from "An American in Paris," from his new Columbia album. But after the ropes were down, the ork proved it could swing out with oldies like "Music Makers," "Don't Be That Way" and others in the same vein. The arrangements on all of the tunes were sharp and crisp, with now and then a touch of the modern.

Thrus April Ames did a pleasant job with her vocal chores, and Tommy Gumina was featured on accordion now and then. Harry cuts an imposing figure on the bandstand, and the men looked neat in black business suits. The James crew will be at the Astor for four weeks, after which the Sammy Kaye crew bows in for another four-week stay.

Bob Rolontz.

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

INY 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

ANNIS'EEN 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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Cincinnati 14,  
Ohio

# Columbia Best Buys

## BEST SELLING POPULAR RECORDS

Based on actual sales reports for week ending May 30

THE SONG FROM MOULIN ROUGE SWEDISH RHAPSODY	Percy Faith and Felicia Sanders	39944 • 4-39944
THE THEME FROM LIMELIGHT INCIDENTAL MUSIC FROM LIMELIGHT	Wally Stott and his Orch.	40013 • 4-40013
STRANGE THINGS ARE HAPPENING THE HO HO SONG	Red Buttons	39981 • 4-39981
I BELIEVE YOUR CHEATIN' HEART	Frankie Laine	39938 • 4-39938
LET'S WALK THAT-A-WAY CANDY LIPS	Doris Day and Johnnie Ray	40001 • 4-40001
LITTLE JOSEY DENNIS THE MENACE	Rosemary Clooney and Jimmy Boyd	39988 • 4-39988
TELL ME A STORY THE LITTLE BOY AND THE OLD MAN	Frankie Laine and Jimmy Boyd	39945 • 4-39945
TELL US WHERE THE GOOD TIMES ARE THERE'S NOTHING AS SWEET AS MY BABY	Guy Mitchell and Mindy Carson	39992 • 4-39992
TATTLE-TALE DUCK ORANGE BLOSSOM SERENADE	Sammy Kaye	39999 • 4-39999
RUBY PALLADIUM PARTY	Harry James	39994 • 4-39994
I'D NEVER FORGIVE MYSELF I'M LOVED	Liberace	39995 • 4-39995
GLAD RAG DOLL SOMEBODY STOLE MY GAL	Johnnie Ray	39961 • 4-39961
I LET HER GO RAMBLIN' MAN	Frankie Laine	39979 • 4-39979
RETURN TO PARADISE (part I) RETURN TO PARADISE (part II)	Percy Faith	39998 • 4-39998
WITHOUT A MEMORY SEND MY BABY BACK TO ME	Judy Garland	40010 • 4-40010

## BEST SELLING FOLK RECORDS

Based on actual sales reports for week ending May 30

THIS ORCHID MEANS GOODBYE JUST WAIT 'TIL I GET YOU ALONE	Carl Smith	21087 • 4-21087
A CASTLE IN THE SKY A HALF-WAY CHANCE WITH YOU	Marty Robbins	21111 • 4-21111
NEVER NO MO' BLUES SLEEP, BABY SLEEP	Lefty Frizzell	21101 • 4-21101
CALIFORNIA BLUES I'M LONELY AND BLUE	Lefty Frizzell	21102 • 4-21102
I PASSED BY YOUR WINDOW HALF-HEARTED	George Morgan	21108 • 4-21108
THE NAIL-SCARRED HAND WE SHALL MEET SOME DAY	Carl Smith	21110-s • 4-21110-s
I COULDN'T KEEP FROM CRYING AFTER YOU LEAVE	Marty Robbins	21075 • 4-21075
MEXICAN JOE YOU HAVE MY HEART NOW	Billy Walker	21085 • 4-21085
BRING YOUR SWEET SELF BACK TO ME TIME CHANGES THINGS	Lefty Frizzell	21084 • 4-21084
AT THE DAWNING WHEN HE CALLS I'LL FLY AWAY	The Chuck Wagon Gang	21097-s • 4-21097-s

## MORTON GOULD conducting the ROCHESTER "POPS"

in thrilling performances of

The Theme from RUNNYMEDE RHAPSODY LEGEND

39997 • 4-39997

## BEST SELLING ALBUMS

BY THE LIGHT OF THE SILVERY MOON —Doris Day "Lp" CL 6248 • 45 Set B-334 78 Set C-334	CAVALIERIA 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 • 45 Set A-1042
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 • Set G-418 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

### NEW POPULAR RELEASES

Johnnie Ray  
WITH THESE HANDS  
SATISFIED  
40006 • 4-40006

Jimmy Boyd  
PLAYMATES  
SHOO-FLY PIE AND APPLE  
PAN DOWDY  
40007 • 4-40007

### NEW FOLK MUSIC RELEASES

Vin Bruce  
MY MAMA SAID  
I'LL STAY SINGLE  
21120 • 4-21120

The Stamps Quartet  
A ROUND-UP IN THE SKY  
I KNOW THAT GOD IS  
REAL  
21121-s • 4-21121-s

### NEW POPULAR ALBUMS

#### MUSIC FROM HOLLYWOOD

Return to Paradise • Ruby • The Song  
From Moulin Rouge • The Bad and the  
Beautiful.  
"Lp" CL 6255 • 45 Extended Play Sets  
B-1692 and B-1693

#### SQUARE DANCES—Vol. IV

Makin' Hay • Haymaker's Jig • Sugar-  
loaf Shuffle • Ninepin • Fred's Favorite  
• Sammy's Chain • Beantown Break-  
down • Promenade and Sing called by  
LAWRENCE LOY.  
"Lp" HL 9024 • 45 Set H 4-20  
• 78 Set H-20

### NEW POPULAR RELEASES

GUY MITCHELL  
LOOK AT THAT GIRL  
HANNAH LEE  
40008 • 4-40008

FELICIA SANDERS  
HOW DID HE LOOK  
I NEVER SAW THE SHOW  
40011 • 4-40011

CHAMP BUTLER  
TILL NOW  
GYPSY LOU  
40009 • 4-40009

FRANKIE YANKOVIC  
ALPINE CLIMBER'S BALL  
SKYLARY POLKA  
40012 • 4-40012

### NEW EXTENDED PLAY RELEASES

Art Lowry: His Piano and Orchestra  
Xavier Cugat Rhumbas  
Danny Kaye Entertains  
Eddie South and His Orchestra  
A Victor Borge Program—Vol. II  
Floor Show—Teddy Wilson, Ella Fitzgerald, Lena Horne  
Frank Sinatra sings George Gershwin  
Conversation Piece for Horns and Harpsichord—Mitch Miller  
Harry James in Person—Vol. II  
The Three Bells—Les Compagnons De La Chanson

B-1505  
B-1668  
B-1669  
B-1670  
B-1671  
B-1672  
B-1673  
B-1674  
B-1675  
B-1676

A REAL SENSATION!

# ROSE MADDOX

in

## I'D RATHER DIE YOUNG THE NIGHTINGALE SONG

21127 • 4-21127

COLUMBIA RECORDS

## Abeles to Tell Of Pact With Jap Pubbers

NEW YORK, May 30.—Julian Abeles, of the legal firm of Abeles and Bernstein, will visit Washington Wednesday (3) to talk to officials in the Copyright Division and the State Department concerning his recent visit to Japan for a group of American publishers. Abeles, who returned from Japan this week, worked out an agreement there on behalf of his clients, with the Japanese Society of Rights of Authors and Composers.

The agreement reached calls for the Japanese Society, a government-run non-profit organization, to collect mechanicals and performance monies for the publishers here, with the society taking 20 per cent after taxes and sending 80 per cent to the States.

While in Japan, Abeles spoke on the necessity of a stronger copyright law for Japan, in order to protect the legitimate publisher from the pirate. According to the lawyer and other reliable observers of the Japanese scene, the music business in Japan has been nearly dominated for the past few years by illegitimate publishers. Publishers represented by Abeles on his trip included both BMI and ASCAP publishers, both large and small.

### Immediate Payment

Abeles' agreement with the Japanese Society calls for immediate payment of money collected and for the use of the original American title of the song along with the new Japanese title.

George Forstler, agent and trustee in Japan for a number of American and European publishers, and ASCAP representative there, also recently worked out an agreement with the Japanese government to allow 100 per cent conversion of monies collected into American dollars for transmission abroad.

The six major recording com-

## SHOWBOAT AIDS VARIETY'S WORK

WASHINGTON, May 30.—The Variety Club Welfare Fund and the Epilepsy League, Inc., jointly will benefit from the opening performance of "Showboat" at the Carter Barron Amphitheater here June 15. President and Mrs. Dwight D. Eisenhower and Vice-President and Mrs. Richard Nixon have been invited to attend. The musical will launch the summer season at the Amphitheater under Washington Festival, Inc., a new local play production group headed by actress Constance Bennett.

## Essex Contract for Monty Kelly

NEW YORK, May 30.—Dave Miller, head of Essex Records, has pacted arranger-conductor Monty Kelly to a two year, non-exclusive pact, to make 32 instrumental sides for the label. Contract calls for Kelly to conduct and arrange the sessions. Sides to be cut will include 16 original tunes and 16 standards over the two-year period. The conductor, however, is still free to make records for other labels, as long as they are not instrumental sides.

Kelly is the first conductor pacted by the label since its inception about two years ago. He recently waxed two sides for Essex, "Tropicana" and "Life in New York," two instrumentals penned by Bernie Wayne. The forthcoming Kelly sides will be made with 40-piece orks.

panies in Japan have agreed to pay Forstler's clients a royalty of 2 cents per composition, or a royalty of 2 per cent, whichever is greater, and to submit prompt quarterly accounting. The Japanese diskeries have also agreed to pay Forstler royalties dating back to 1945.

## BMI, NBOA Come to Terms

NEW YORK, May 30.—Broadcast Music, Inc., and the National Ballroom Operators' Association have agreed on a new music licensing contract which will be offered by BMI to all ballroom operators. The new agreement is to take effect on July 1 and will run for three years.

It differs from previous BMI agreements with the NBOA in that instead of the usual BMI formula which fixed license fees on a percentage of music pay rolls, ballroom operators will pay a percentage of their gross receipts from admissions. The new BMI contract will be similar to that of the American Society of Composers, Authors and Publishers, which also works on a percentage of gross admission receipts.

The terms of the new agreement were worked out at a meeting in Des Moines between BMI and the NBOA, Wednesday (27). Doc Chinn, Fargo, N. D., operator who heads the NBOA, said that since polls show wide use of BMI tunes, operators should assure themselves of legal protection against infringement suits by licenses to use the catalog.

### Keep or Switch

Carl Haverlin, head of BMI, said that operators who are now licensed, will—under "most favored nations" clauses in their contracts—have the right to keep existing agreements or switch to the new formula.

In addition, he expressed pleasure "... that our differences with the NBOA have now been resolved. The new agreement recognizes the special problem of the ballroom business by fixing the license fee at a fair percentage of gross receipts from admissions. We are sure that ballroom operators thruout the country will recognize the benefits to be derived from the BMI contract."

## VOX JOX

By GENE PLOTNIK

Art Ford, WNEW, New York, heralded the Coronation celebration with a special "Milkman's Matinee" program Monday night (25), via the spinning of a group of special British Empire disks. The imported platters ranged from an "Australian Bushman's Yodel" to "Burma Special," an African march played by the Gold Coast Military Band. The program was rounded out by English vaude ditties recorded by London Palladium artists.

### Gimmix of the Week

Jockey Jack Gibson, WMBM, Miami Beach, got himself and his station manager in the jug for this one. Gibson announced on his morning show that the first listener driving up to the front door of the studio and telling what the three rings of the Ballantine symbol stand for would get a free case of the beer. The announcement caused a traffic jam on McArthur Causeway. When the police arrived, they hauled in Gibson and Jim Vaughan, station manager, for causing a traffic hazard. . . . Mike Paxton, KAYS, Kays, Kan., has started a "Baby Sitters Serenade" Saturday nights. During the playing of the first record, he takes requests from baby sitters only. Got 18 calls in this way on his show last week. . . . Bob Chambers, WEBK, Tampa, has started a feature he calls "Band Vocal Cycle,"

Boston to appear as guest on WEEI's "Disk Jockey Jamboree" and an hour show of her own Saturdays via WKXL. . . . Jack Gardner, WBIP, Booneville, Miss., makes an announcement every afternoon inviting out-of-State tourists driving on near-by highway 45 to stop in at the studio and have a Coke on him. This gimmick is the idea of WBIP manager, Vernon Wroten. . . . Don Schmitt, WISC, Madison, Wis., says his top audience building trick is keeping his mouth shut.

### Strange Things

Hank Goldman, WANN, Annapolis, Md., got the hiccups during a recent morning stint. Of the innumerable phone calls received within the next two hours, Goldman counted 47 different home remedies for the hiccups. . . . At 6 a.m. last Monday (18), Mac McGuire, WIP, Philadelphia, was home sound asleep instead of at the mike for his "Start the Day Right" show. Meanwhile, Joe McCauley, pilot of the all-night "Dawn Patrol" informed WIP listeners that Mac had driven back from Illinois the night before and had probably overslept. A police radio operator at Mount Ephraim, N. J., heard this, and radioed the Paulsboro, N. J., police, who relayed it on to the Pitman, N. J., police department, who immediately dispatched a patrol car to the McGuire residence to rouse the deejay out of bed.

### Chatter

Max Baer, former heavyweight boxing champ, has joined the disk spinning profession. His show is beamed via KLX, Oakland, Calif., and features standards and show tunes, guest stars and "Max's Memory Corner," consisting of tunes from his own collection. The program is taped during the dinner hour at Jack London Square and goes on at 11:05 p.m., Mondays. . . . Art Ross, WNOR, Norfolk, has added a new afternoon show, 3-5:45 p.m., to his wake up duties. . . . Johnny Morris, WLOL, Minneapolis, has had his "Johnny on the Spot" show increased to three and three-quarter hours across the board. . . . Chuck Cofield, WHKK, Akron, reports that the opening of his new Colony night club in Youngstown, O., in partnership with Floyd Haynes of that city, was a smash. The Cecil Young Quartet and the Oscar Petterson Trio played the first week, followed by the Mill Buckner Trio. . . . Tom Gibson, WFTR, Front Royal, Va., says he's not the Tom Gibson who's moved to a station in Georgia, as reported in a recent "Vox Jox." This Gibson says he's not only still at WFTR, but he had another half hour added to his show.

## A MESSAGE

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### YESTERYEAR'S TOPS—

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

JUNE 5, 1943

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

JUNE 5, 1948

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

which traces the history of a particular band's vocalists via diskings. . . . Brad Lacey, WKXL, Concord, N. H., has completed a talent search for the most promising gal disk jockey in his area. Jane Crowell, 18, of Concord was named "Miss Columbia" by the board of judges. She gets a \$25 bond, a Columbia album of her choice, an expense paid trip to

## DEALER DOINGS

By JOE MARTIN

### Distributor Action

Jim Burt, formerly Pitco Record Sales, has gone into the distributing business as Burt Distributing Corporation, Atlanta. The firm handles the London line in Georgia, Alabama and Tennessee. . . . Another new distribber is Independent Sales Company, Boston, handling the Republic and Audivox lines. Jim Lynch heads the operation. . . . Jimmy Friedman, Recordit Distributing Company, St. Louis, reports success in promoting Billy Eckstine disks via tie-ins with "Mr. B. Shirts" line of sport shirts. . . . Quality Records, Ltd., Canadian Distributors for M-G-M, Mercury, Remington and Quality lines, have made the following changes in personnel; Jack Boswell is now manager of the Ontario Sales Division, Michael Jrawchuck has been named office supervisor and Ken MacGregor will continue to handle major accounts as senior sales rep in the division.

### News and Chatter

Eddie Brill, Brill's Record Shop, Passaic, N. J., complains: "How low can record distribu-

tors crawl? In our neck of the woods they guarantee the sale of pops and LP's to the 5 and 10-cent stores with no consideration given the so-called franchised dealer." . . . Mildred Mabry, Sparks Radio Service, Beaumont, Tex., reports good results with a regular mailing to some 200 customers of colored mimeographed sheets listing new releases, standards and replete with chatter. . . . Amos T. Poulin, The Disk, Troy, N. Y., says that something can be done about "stiff" listening. He moved all players from listening booths and installed remote control, three-speed players behind the counter and away from the reach of customers. This, said Poulin, has cut down all listening by 40 per cent and "stiff" listening by some 85 per cent. Best part of the deal, he reports, is that business increased better than 20 per cent. . . . Charles M. Wood, manager of the Record Shop, Canton, N. C., reports: "I am steadily closing out all popular tunes—won't stock them in the future except unusually large selling hits. This town is definitely hillbilly."



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The Billboard's Music Popularity Charts

## Classical Records

... For Week Ending May 30

### Best Selling Classics

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 classical records. Separate charts are listed for 33 1/3 and 45 r.p.m. records.

Week This	33 1/3 R.P.M.	Last Week	Weeks on Chart
1.	<b>BEETHOVEN SYMPHONY NO. 9</b> —E. Farrell, N. Merri-man, J. Pearce, N. Scott, R. Shaw, Chorale; NBC Sym-phony Ork, A. Toscanini, conductor... V(33)LM-6009	33	34
2.	<b>MUSIC OF VICTOR HERBERT</b> —Mantovani Ork. .... London(33)LL-746	2	4
3.	<b>OFFENBACH: GAITE PARISIENNE</b> —Boston Pops Ork, A. Fiedler, conductor... V(33)LM-1001	5	19
4.	<b>RIMSKY-KORSAKOV: SCHEHERAZADE</b> —Minneapolis Symphony Ork, Dorati, conductor. Mercury(33)MG-50009	3	10
5.	<b>RACHMANINOFF CONCERTO NO. 2</b> —A. Rubinstein, piano, NBC Symphony Ork, Golschman, conductor... V(33)LM-1005	4	17
<b>45 R.P.M.</b>			
1.	<b>ROSSINI: WILLIAM TELL OVERTURE</b> —NBC Symphony Ork, A. Toscanini, conductor... V(45)WDM-605	1	37
2.	<b>MUSIC OF JOHANN STRAUSS</b> —Minneapolis Sym-phony Ork, E. Ormandy, conductor V(45)WDM-262	3	42
2.	<b>TCHAIKOVSKY: NUTCRACKER SUITE</b> —E. Ormandy, conductor, Philadelphia Ork. .... V(45)WDM-1020	4	17
4.	<b>GERSHWIN: RHAPSODY IN BLUE</b> —O. Levant, Phila-delphia Symphony Ork, E. Ormandy, conductor... Col(45)A-251; Col(45)A-1643	1	5
5.	<b>BEETHOVEN SYMPHONY NO. 9</b> —E. Farrell, N. Merri-man, J. Pearce, N. Scott, R. Shaw, Chorale; NBC Sym-phony Ork, A. Toscanini, conductor... V(45)WDM-6009	5	15

### Reviews of the Current Classical Releases

**PUCCINI: LA BOHEME HIGHLIGHTS; PUCCINI: MADAME BUTTERFLY HIGHLIGHTS (1-12")** ..... 79  
 London (33) LL649; London (33) LL650  
 London has excerpted the most important sections from the two popular operas for platters that should provide near unadulterated joy for most opera lovers. The voices are excellent, with soprano Renata Tebaldi outstanding in both works. Slicings are taken from the label's complete waxings under the direction of conductor Alberto Erede, issued a year or two back. Tebaldi fans, of whom there are many indeed, will buy in healthy amounts.

**CHERUBINI: SYMPHONY IN D; BEETHOVEN: SEPTET IN E-FLAT, OP. 20—NBC Symphony Orchestra; Arturo Toscanini, Cond. (1-12")** ..... 77  
 V (33) LM 1745  
 The Cherubini is an LP first and a work well worth having in the active catalog. The melodious, robust symphony, uncomplicated and quickly enjoyed, is certain to gain quick favor under the magic sponsorship of Toscanini. In the Beethoven, Toscanini indulges his predilection for giving full orchestral treatment to favorite scores written for smaller combinations. It's early Beethoven and full of catchy tunes. Good sales prospects here, especially among those who want Toscanini but are reluctant to duplicate standard works already purchased.

**CHOPIN: CONCERTO NO. 1 IN E MINOR FOR PIANO AND ORK, OP. 11—Gyorgy Sandor, Piano, with the Philadelphia Orchestra; Eugene Ormandy, Cond. (1-12")** ..... 76  
 Columbia (33) ML 4651  
 The richness of melody which is identified with Chopin is one of the beauties of this concerto. Sandor's performance, which is top-flight thruout, is especially impressive in the last movement which he presents with a real flourish. Competitively, this is faced basically with a Brailowsky on Victor and several low-priced versions. Despite this, the Columbia issue stacks up as an important catalog entry.

**HAYDN: SYMPHONY NO. 45 IN F SHARP MINOR (FAREWELL); SYMPHONY NO. 7 IN C MAJOR (LE MIDI) — Eugene Ormandy Conducting the Philadelphia Orchestra (1-12")** ..... 75  
 Columbia (33) ML 4673  
 The Philadelphia Orchestra has a superlative recording here of two noteworthy Haydn Symphonies. Under the exacting direction of Eugene Ormandy the orchestra performs the two symphonies with care and skill that should appeal to the followers of the great orchestra as well as the many Haydn fans. Set should become a steady seller in the market. There are a few other versions of these works on the market, but none coupled as on this LP and none performed with the authority of the Philadelphia Orchestra versions.

**MENDELSSOHN: VIOLIN CONCERTO IN E MINOR; ITALIAN SYMPHONY, (No. 4)—Siegfried Borries, Violinist; Berlin Philharmonic Orchestra; Sergiu Celibidache, Cond. The Halle Orchestra; Sir John Barbirolli, Cond. (1-12")** ..... 73  
 Bluebird (33) LBC 1049  
 RCA Victor is issuing the standard classical catalog, or what are commonly known as the warhorses, on its lower priced Bluebird label. This new release, one of a number of recent Bluebird issues, continues the tradition with two familiar Mendelssohn works. Both are well-performed, the violin concerto especially so. The recording is first-rate. The value of this disk lies in the low price and the fact that it contains two full length works on one platter. It should have a good sale among customers who are building a basic classical record library.

**RATINGS:** 90-100 Tops; 80-89 Excellent; 70-79 Good; 40-69 Satisfactory; 0-39 Poor.  
**HOW RATINGS ARE DETERMINED:** Each record is reviewed and rated according to factors which affect its commercial potential. The following factors are considered: Artist's name value, quality of performance and recording; appeal of the composition; effectiveness of manufacturer's distribution; promotion accorded the recording; strength of the coupling; competitive entries and price.

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1325	.....	.....	ALL THE TIME AND EVERYWHERE - Dickie Valentine

### LONDON'S NEW RELEASES...

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1343	.....	.....	CORONATION RAG: BOUNCE THE BOOGIE Winifred Atwell, piano

USE THIS AD AS ORDER BLANK



# LONDON

RECORDS



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# Popular Record Reviews

Continued from page 24

**Once Upon a Tune...76**  
A light and charming new tune is sung in stylish fashion by the boys over a cute, gimmicky arrangement by the ork. Side has an attractive flavor, and gimmix should help it get a lot of jock spins. (Jefferson, ASCAP)

**JANE FROMAN**  
**My Shining Hour...77**  
CAPITOL 2496 — Songstress flashes her rich pipes as she handles the oldie in nice style. Backing by Sid Feller's ork adds to attractiveness. (E. H. Morris, ASCAP)

**If I Love You a Mountain...76**  
Taken from the movie, "The Gal Next Door," the song gets a literal interpretation from Miss Froman. Could catch some attention as the film makes its rounds. (Feist, ASCAP)

**ALAN DEAN**  
**Love Me, Love Me...76**  
M-G-M 11513 — The new Italian-flavored tune, adapted from "La Spanola," receives an effective rendition from the warbler, backed by a chorus, bells and an overdone arrangement. More Dean and less arrangement would have made this a stronger disk.

**Make Me Your Slave...75**  
Fine performance by Dean on a big, new ballad, over an effective Latin arrangement by the ork. Dean proves again here that he can sing, now all he needs is the right material.

**HAMISH MENZIES**  
**Albis...76**  
DECCA 28705—The young Scot sings a Jolson-type tune and catches some of the latter's singing style. He also injects some of his own vocal tricks. (Supreme, ASCAP)

**Fly Home, Little Blue Bird...69**  
Menzies turns loose his stylized pipes on this ditty. Side fails to register as well as flip. (Kingsway, BMI)

**HAL McINTIRE ORK**  
**By the Light of the Silvery Moon...75**  
DECCA 28724—Dancers will like this platter. A solid beat spaces out the rendition of the oldie, with the ork playing strongly thruout. Vocal chorus is unobtrusive. (Remick, ASCAP)

**Swingin' Down the Lane...75**  
The McIntire ork has another side here that is made to order for tapers. Good program wax and fine juke filler. (Leo Feist, ASCAP)

**BILLY ECKSTINE**  
**I Laughed to Keep From Crying...75**  
M-G-M 11511—Eckstine and a vocal

group team for an effective ballad offering, with Eckstine singing the tune warmly. It's a good platter for the warbler and should please his fans.

**Send My Baby Back to Me...73**  
Bounce ditty showing some action via the Judy Garland and Sunny Gale waxings is handed another good reading from Mr. B. This, tho, is somewhat of a switch from his usual ballad offering. Billy in his dance band days used to handle this stuff aplenty. Should get a share of the action.

**OWEN BRADLEY ORK**  
**The Breeze...75**  
DECCA 28732—Ditty that's enjoying good action in a version by Trudy Richards on Derby is covered effectively by the ork. Lyrics are chanted rhythmically by a vocal group. Should do well on the coin boxes. (Leeds, ASCAP)

**Granada...74**  
Kids who like to dance could do lots worse than latch on to this instrumental waxing. The Bradley sidemen play with zip and fine precision. (Peer, BMI)

**ELAINE RODGERS**  
**You'll Need My Help...75**  
CHANCE 3001—The answer to the pip and c.w. hit "No Help Wanted," receives a good rendition by thrush Elaine Rodgers, over interesting ork support. Tune is the same as "No Help Wanted," and the new lyrics are clever. Side has a change to get some action. (Acuff-Rose, BMI)

**I'll Not Forget...72**  
The thrush delivers a soft and intimate vocal on this listenable ballad, showing off her expressive set of pipes. The ork arrangement is in keeping with her vocal. Nice wax this, that should get jock spins. (Boulevard, BMI)

**FOUR CHICKS AND CHUCK**  
**Hock Mir Nisht Kein Cheinik...75**  
JUBILEE 6042—Rather effective novelty on the Yiddish admonition to shut up is chanted pleasantly by the group. Backing has a good beat, and the entry might win some attention here and there. (General, ASCAP)

**Smarty...60**  
Vocal combo does its best to sustain interest in this trite novelty ballad. They're only partially successful, tho. (Joshua, BMI)

**RUSS MORGAN ORK**  
**Too Many Times...74**  
DECCA 28698 — Fast two-step is played with engaging spirit by the ork. It has a pleasing old-fashioned

sound that could make it an attractive juke platter. (Supreme, ASCAP)

**Ring My Finger...73**  
Good gang-sing ditty is read happily. Tony Romano handles the occasional solos cheerfully. (E. H. Morris, ASCAP)

**PATTI AND JERRY LEWIS**  
**Little Man You've Had a Busy Day...74**  
CAPITOL 2481—The first wax effort of Lewis and his wife should get deejay interest. It's the oldie, but done up with a new lyric for the husband-wife duet. (T. B. Harms, ASCAP)

**If You Loved Me Truly...73**  
The comic and his wife, a former band chimp, are teamed on wax for the first time in a cute reading of the unusual item from Cole Porter's "Can-Can." Should get spins because of the material and the artists. (Chappell, ASCAP)

**THE WORLD SYMPHONY ORK**  
**Tyrolian Tango...74**  
REQUEST R 729—The World Symphony ork turns in a most attractive instrumental performance on a pretty tango penned by Hans Lengsfelder. Tune and performance fall somewhat in the light classical field, but the platter is a good one for deejay programming on quiet hour shows or late night segs. (Pleasant Music, ASCAP)

**Caramba La Samba...72**  
Another light instrumental etching by the large ork, this time on a Latin-styled effort with an attractive melody. Both sides are well recorded and should interest jocks. (Pleasant Music, ASCAP)

**SHAY TORRENT**  
**Powerhouse...74**  
MERCURY 70154 — Raymond Scott's pounding oldie is handed a most potent performance by organist Shay Torrent, backed by a rhythm group. With sides of this type getting action these days, this one—with exposure—could rack up juke loot. (Advance, ASCAP)

**Swamp Fire...73**  
Another oldie and another potent instrumental waxing by the organist. Both sides will earn their way on the boxes. (Lutz Brothers, BMI)

**AL MARTINO**  
**This Night I'll Remember...74**  
CAPITOL 2480 — A big Baxter ork and choral group back Martino on an attractive ballad on which country artist Jimmy Wakely is listed as co-writer. Slight echo chamber use gives Martino that big sound which started him on wax. Should catch some coin with this one. (Jimmy Wakely Songs, BMI)

**When You're Mine...71**  
Martino tackles a bounce ditty here for a less effective side, for him—that is. His forte is still the mood ballad. (Commercial, ASCAP)

(Continued on page 45)

# Album and LP Reviews

## Popular

**DANCE THE SAMBA...71**  
Edmundo Ros Ork (1-10")  
London (33) LB 742

**DANCE THE MAMBO**  
Edmundo Ros Ork (1-10")  
London (33) LB 743

**CARIBBEAN CARNIVAL**  
Stanley Black Ork (1-10")  
London (33) LB 744

Here are three LP disks that should please Latin-American enthusiasts. These are both English bands which as yet, have not come into their own in this country but nevertheless merit attention. Ros is strictly a Latin band, while Black, one of Britain's best arrangers, has made many forays into the field. Their Latin rhythms are in the more sophisticated vein, the type heard in hotel ballrooms and the like. In other words, they lack the wildness and uninhibited nature of the Cuban and Mexican bands and substitute instead stylish arrangements and easily danceable rhythm. Tho there are many items of this nature available, for pure listening or dancing these disks are every bit the equal of American slicings of the same nature.

**ANNE SHELTON FAVORITES**  
(Vol. 2)  
With Orchestral Accompaniment (1-10")  
London (33) LB 707

"Kiss of Fire," "Body and Soul," "And the Angels Sing," "Wonderful One," "Isle of Innisfree," "Come Back to Angouleme," "The Loveliest Night of the Year."

The Stanley Black, Bob Farnon and Ted Heath orks back the fine English chimp on these sides culled from her many single releases both here and in her native England. It would seem, however, that the market for this disk is limited strictly to those in this country who've become fans of Miss Shelton in the past half-dozen years. The potpourri of songs include some recent items and some oldies—and a few which never quite made it either then or now. As for Miss Shelton, she's a wonderful song seller who should get more attention than she does.

**BLACK AND WHITE MAGIC...65**  
Winifred Atwell and her Pianos; Ted Heath and his Musk (1-10")  
London (33) LB 732

"T a b o o," "Tambnoo," "Serenata," "Britannia R a g," "Dinah Boogie," "Dixie Boogie," "Lady of Spain," "Plink, Plank, Plunk"

Almost a full half-hour of Miss Atwell's honky-tonkish piano, good as it is, can be a long 30 minutes. It

must be said, however, that the disk has been put together smartly—with good taste and change of pace evident. Selections have, for the most part, been available as single records. Backing by the fine Heath dance ork is strong enough to make this good dance music on a couple of the sides. Most of the material tho is Miss Atwell and rhythm section. Selections range from the familiar standards, to originals and to public domain arrangements. Recording sound is fine.

## Jazz

**SPRING FEVER...69**  
Ralph Sharon, Pianist (1-10")  
London (33) LB 733

The collection of eight ditties on this disk aptly carry out the theme of the title, since they all have some reference to the season. Sharon, an imaginative pianist, is given rhythm backing as he tackles such items as "One Morning in May," "It Might as Well Be Spring," "Spring Will Be a Little Late this Year," Mendelssohn's "Spring Song," and others. His fresh approach makes for delightful listening. Jazz fans should go for the platter.

**BATTLE OF JAZZ (Vol. 4)...6**  
Edmond Hall Swing Sextet-Miff Mole Ork (1-10")  
Brunswick (33) BL 58042

This is the latest in the "Battle of Jazz" series that is being issued on the Brunswick label. The recordings of both jazz groups were made in 1944. The Edmond Hall group consists of Irving Randolph on trumpet, Henderson Chambers on trombone, Hall on clarinet, Ellis Larkin, piano; Arthur Trappier, drums, and John Williams, bass. The Miff Mole combo includes Miff on trombone, Sterling Bose on trumpet, Pee Wee Russell on clarinet, Eddie Condon on guitar, Bob Casey on bass, Gene Schroeder on piano, and Joe Grauso on drums. The jazz played by the two groups is not very memorable, but it will interest their followers.

**PEARL SET FOR 3 O HENRY STANDS...**  
The Ray Pearl ork will play three engagements this year at O Henry Ballroom in Willow Springs, Ill., Bill Black, of McConkey Artists Corporation, announced. Pearl opens June 3 for three weeks, returns September 6 for six weeks and again December 23 for an indefinite run. Last year's indefinite run wound up after 10 weeks.



# MOVING ALONG...

# the 4 TRAVELERS

in the High Riding Hit...

# why darling why

b/w GO AWAY

with HUGO PERETTI and his Orchestra

6959 78 rpm 4-6959 45 rpm

product of Columbia Records, Inc. Trade Marks "Columbia," "Okeh" Marks Registered Reg. U.S. Pat Off.



**THE SMASH HIT  
FOR YOUR  
SUMMER BUSINESS!!**

**'GAMBLER'S**

**GUITAR'**

**TWO GREAT RECORDS!**



**WRITTEN BY A NEW  
SONGSMITH FROM THE OZARKS**

**JIM LOWE**

**RECORDED IN HIS OWN  
INIMITABLE MANNER WITH  
A FRESH FOLK STYLING**

*coupled with*

**"THE MARTINS AND THE COYS"**

MERCURY 70163 • 70163X45

**... AND FOR AMERICA'S POPULAR BUYERS**

**ALSO RECORDED BY**

**THE ONE AND ONLY**

**RUSTY  
DRAPER**

**COUPLED WITH A GREAT  
NOVELTY BACKING**

**"FREE HOME DEMONSTRATION"**

MERCURY 70167 • 70167X45



**GET ON THESE WINNERS!**  
(You'll be glad you did)

**MARTY ROBBINS**

**CASTLE IN THE SKY**  
b/w  
**A HALF-WAY CHANCE WITH YOU**  
Columbia 21111

**JIMMY DICKENS**

**SIDEMEAT & CABBAGE**  
b/w  
**TEARDROPS (Fell Like Raindrops)**  
Columbia 21093

**CURLEY WILLIAMS**

**ON THE OKEFENOKEE**  
b/w  
**WHAT'S THE MATTER WITH MY HEART?**  
Columbia 21096

**RAY PRICE**

**COLD SHOULDER**  
Columbia 21117

**DON GIBSON**

**WALKIN' IN THE MOONLIGHT**  
b/w  
**I JUST LOVE THE WAY YOU TELL A LIE**  
Columbia 21109



**The Billboard's Music Popularity Charts**  
**TOP C & W RECORDS**

... For Week Ending May 30

**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 country and western records. The reverse side of each record is also listed.

This Week	Last Week	Weeks on Chart
1. MEXICAN JOE—J. Reeves.....	1	9
I Could Cry—Abbott 116—BMI		
1. TAKE THESE CHAINS FROM MY HEART—H. Williams.....	4	4
Ramblin' Man—M-G-M 11479—BMI		
3. THAT HOUND DOG IN THE WINDOW—Homer & Jethro.....	2	3
Pore Ol' Koo-Lier—V 20-5280—ASCAP		
4. YOUR CHEATIN' HEART—H. Williams.....	2	16
Kaw-Liga—M-G-M 11416—BMI		
5. KAW-LIGA—Hank Williams.....	7	16
Your Cheatin' Heart—M-G-M 11416—ASCAP		
6. LAST WALTZ—W. Pierce.....	6	11
I Haven't Got the Heart—Dec 28594—BMI		
6. BUMMING AROUND—T. T. Tyler.....	8	7
Jealous Love—Dec 28579—BMI		
8. THIS ORCHID MEANS GOOD-BYE—Carl Smith.....	—	3
Just Wait Till I Get You Alone—Col 21087—BMI		
9. SEVEN LONELY KINGS—Bonnie Lou.....	8	5
Just Out of Reach—Kinn 1192—ASCAP		
10. RUB-A-DUB-DUB—H. Thompson.....	10	3
I'll Sign My Heart Away—Cap 2445—BMI		
10. SPANISH FIRE BALL—H. Snow.....	—	1
Between Fire and Water—V 20-5296—BMI		

**Most Played by Jockeys**

Records are ranked in order of the greatest number of plays on country and western disk jockey radio shows throughout 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
1. MEXICAN JOE—J. Reeves.....	2	10
Abbott 116—BMI		
2. YOUR CHEATIN' HEART—H. Williams.....	1	13
M-G-M 11416—BMI		
3. NO HELP WANTED—Carlises.....	3	22
Mercury 70028—BMI		
4. KAW-LIGA—Hank Williams.....	4	16
M-G-M 11416—ASCAP		
5. LAST WALTZ—W. Pierce.....	6	8
Dec 28594—BMI		
6. KNOTHOLE—Carlises.....	5	9
Mercury 70109—BMI		
7. TAKE THESE CHAINS FROM MY HEART—H. Williams.....	7	2
M-G-M 11479—BMI		
8. THIS ORCHID MEANS GOOD-BYE—Carl Smith.....	—	1
Col 21087—BMI		
9. RUB-A-DUB-DUB—H. Thompson.....	—	2
Cap 2445—BMI		
9. I CAN'T WAIT—F. Young.....	—	1
Cap 2461		

**Most Played in Juke Boxes**

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

This Week	Last Week	Weeks on Chart
1. MEXICAN JOE—J. Reeves.....	2	10
Abbott 116—BMI		
2. NO HELP WANTED—Carlises.....	1	17
Mercury 70028—BMI		
3. YOUR CHEATIN' HEART—H. Williams.....	4	15
M-G-M 11416—ASCAP		
4. TAKE THESE CHAINS FROM MY HEART—H. Williams.....	5	4
M-G-M 11479—BMI		
5. BUMMING AROUND—T. T. Tyler.....	6	4
Dec 28579—BMI		
6. KAW-LIGA—Hank Williams.....	3	16
M-G-M 11416—ASCAP		
7. JUST WAIT TILL I GET YOU ALONE—Carl Smith.....	9	2
Col 21087—BMI		
7. THAT HOUND DOG IN THE WINDOW—Homer & Jethro.....	—	1
Pore Ol' Koo-Lier—V 20-5280—ASCAP		
7. RUB-A-DUB-DUB—H. Thompson.....	—	1
Cap 2445—BMI		
10. HEY, MR. COTTON PICKER—Tennessee Ernie.....	—	1
Cap 2443—ASCAP		

**Four Pubbers Sue Bridgeport Nitery**

BRIDGEPORT, Conn., May 30.—Sued for copyright infringement has been filed against the Club Rio here by Chappell and Company Inc.; Harms, Inc.; Gotham Music Service, Inc.; and M. Whitmark and Sons, music publishers, alleging that their copyrighted songs were performed without authorization in the club. The songs involved are "How High the Moon," "Mood Indigo," "As Time Goes By," and "Don't Take Your Love From Me."

In their complaint the music publishers, members of the American Society of Composers, Authors and Publishers, asked the court to restrain the defendant from publicly performing the songs in the future and to award statutory damages of not less than \$250 for each of the unau-

**Django Reinhardt, French Guitarist**

PARIS, May 30.—Django Reinhardt, top-ranking French jazz guitarist and composer, died here May 17. Despite the accidental loss of two fingers he was able to maintain his renown as a leading guitarist. He was founder of the Hot Club of France quintet and for a time operated a Montmartre cabaret, La Roulette. He played in concerts with Duke Ellington's band in New York and Cleveland and, in 1946, played at New York's Cafe Society Uptown.

authorized performances, together with court costs and lawyer fees.

Louis A. Spinelli, owner and operator of the Club Rio, was named defendant in the suit, which was filed in the United States District Court for the District of Connecticut.

The Billboard Music Popularity Charts

... for Week Ending May 30

# TOP COUNTRY & WESTERN RECORDS

## FOLK TALENT AND TUNES

### Hollywood

The Tennessee Mountain Boys, Johnny and Jack, and Kitty Wells recently packed Dallas' Sportatorium for a big "D" Jamboree with 6,500 people, a record second only to the appearance of the Carlisles' 6,700. The Carlisles, incidentally, return to the Jamboree this month. To make sure no one will have to be turned away, the Sportatorium is planning to provide extra seating capacity upon their return. . . . Norman Perry has left for a three-month visit at his father's farm in Florida. . . . A large crowd showed up for a "thank you" party in honor of Uncle Art Satherly recently at Rose's Barn, Dallas. . . . Jack Hunt and his Rhythm Ranch Hands played a return engagement at the annual Calf Scramble at Meridian, Miss., recently. From Meridian, band left for a four-week Southeastern tour booked by Southern Attractions. . . . The Maddox Brothers and Rose with Marty Robbins and other entertainers have been set to entertain on the Potomac River Steamer Connie B. Gay, which plies between Washington and Mount Vernon, Va. The brothers and Rose will also play eight days of parks and drive-in theaters in Pennsylvania and Maryland, have been set for appearance on the "Louisiana Hayride" and later for one-nighters in Texas.

Buck Benson writes to say he's reopened Himmelreich's Grove at Womelsdorf, Pa. He's also doing daily live and disk shows on WLBR, Lebanon, Pa., as well as on WPPA, Pottsville, Pa. . . . Bill Cooper, formerly with radio Station WTJH, East Point, Ga., has joined the staff of WEAS in Decatur. . . . The "Smiley Burnette Show" is now carried by 50 radio stations in Canada, including 15 of 50,000 watts. . . . Jimmy Smith cut four more sides for RCA Victor along with his Texans. . . . Bill Martin, The Billboard's former correspondent in Atlanta, has received a second lieutenant's commission in the Air Force reserves.

Curly Wiggins and his manager, Axel Johnson, are en route to Nashville where they'll confer with Acuff-Rose's Murray Nash regarding Curly's future. In the trip Curly plays dates in Deming, N. M.; Dallas, New Orleans and Biloxi, Miss. While in the South Curly will stay in Gulfport, Miss., with Mr. and Mrs. John C. Worth. . . . E. W. Thompson reports that his "All-Star Jamboree" with George Morgan, Duke of Paducah, and Ray Price, "Grand Ole Opry" stars, will be on tour thruout Texas the latter part of May. Also accompanying the troupe will be the Dickens Sisters and Red Garrett with his Tennessee Pioneers. Thompson is planning a series of fall tours in addition to his fair dates. Talent for the show was set thru Jamboree Attractions. . . . George Beverly Shea is due in Hollywood for filming another series of TV film for the ABC-TV "Hour of Decision" Sunday series starring evangelist Billy Graham. . . . Shipments started this week for disks cut by Snuffy Smith, Vogue Records' new singing star from Hobbs, N. M. Sides are "Answer to Cheatin' Heart" and "Some Joker Stole My Queen." . . . Texas (Bill) Strength, Coral recording star, has started a talent quest show over radio Station WEAS, Atlanta, "Young American Club Broadcast," from 9 to 10 a.m. each Saturday. Youngsters perform either hillbilly, pop or jazz. . . . Bella Records, Inc., new San Jose, Calif., diskery, is making a bid for attention among the indies. Among artists in its stable are Happy Fats, Cajun "King of Song" and folk singer from Louisiana; Al Terry, Bob Terry, Shorty Joe, Western rep of Country Songs Publications; Bashful Bob, of KLOK, San Jose; Hurtado, marimba band; Jimmy Thomas; Jack Domrose and Clyde Dodson, baritones; Joe Tomasello, trumpeteer, and Teri Lane, gal singer. . . . Tom Gibson is the c&w deejay on WATL, Atlanta, two hours nightly and six hours on Saturdays. He replaced Grandville.

## 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.
- Houston... BUTTERFLY LOVE— J. Reeves, Abbott 137
  - Nashville... I CAN'T WAIT F. Young, Capitol 2461
  - New Orleans... I'M YVONNE G. Hill, Decca 28685
  - Dallas-Fort Worth... CRYIN' IN THE CHAPEL D. Glenn, Valley 105

## 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.

### Houston

- Your Cheatin' Heart H. Williams, M-G-M
- Mexican Joe J. Reeves, Abbott
- Take These Chains From My Heart H. Williams, M-G-M
- Red Rose S. Willet, Four Star
- Butterfly Love J. Reeves, Abbott
- Too Young to Tango S. Ruby, Victor
- Last Waltz W. Pierce, Decca
- Big Mamou L. Davis, Okeh
- Honky Tonk Waltz K. Wells, Decca
- Kaw-Liga H. Williams, M-G-M

### Cincinnati

- Seven Lonely Days B. Lou, King
- This Orchid Means Good-Bye Carl Smith, Columbia
- Take These Chains From My Heart H. Williams, M-G-M
- That Hound Dog in the Window Homer & Jethro, Victor
- No Help Wanted Carlisles, Mercury

- Your Cheatin' Heart H. Williams, M-G-M
- Mexican Joe J. Reeves, Abbott
- Rub-a-Dub-Dub H. Thompson, Capitol
- Last Waltz W. Pierce, Decca
- Big Mamou L. Davis, Okeh

### New Orleans

- This Orchid Means Good-Bye C. Smith, Columbia
- Ramblin' Man H. Williams, M-G-M
- I'm Yvonne G. Hill, Decca
- Restless Heart S. Whitman, Imperial
- Mexican Joe J. Reeves, Abbott
- Rub-A-Dub-Dub H. Thompson, Capitol
- Honky Tonk Waltz Kitty Wells, Decca
- Too Young to Tango S. Ruby, Victor
- Seven Lonely Days B. Lou, King
- Just Wait Till I Get You Alone C. Smith, Columbia

### Dallas-Ft. Worth

- That Hound Dog in the Window Homer & Jethro, Victor
- Mexican Joe J. Reeves, Abbott

- Take These Chains From My Heart H. Williams, M-G-M
- Last Waltz W. Pierce, Decca
- Rub-A-Dub-Dub H. Thompson, Capitol
- Bumming Around T. T. Tyler, Decca
- Too Young to Tango S. Ruby, Victor
- Crying in the Chapel D. Glenn, Valley
- Spanish Fire Ball H. Snow, Victor
- South in New Orleans Johnnie & Jack, Victor

### Nashville

- This Orchid Means Good-Bye Carl Smith, Columbia
- Take These Chains From My Heart H. Williams, M-G-M
- Your Cheatin' Heart H. Williams, M-G-M
- Last Waltz W. Pierce, Decca
- Spanish Fire Ball H. Snow, Victor
- Too Young to Tango S. Ruby, Victor
- Bumming Around T. T. Tyler, Decca
- I Couldn't Keep From Crying M. Robbins, Columbia
- I Can't Wait F. Young, Capitol
- South in New Orleans Johnnie & Jack, Victor

### Memphis

- Seven Lonely Days B. Lou, King
- That Hound Dog in the Window Homer & Jethro, Victor
- Spanish Fire Ball H. Snow, Victor
- This Orchid Means Good-Bye Carl Smith, Columbia
- Take These Chains From My Heart H. Williams, M-G-M
- Too Young to Tango S. Ruby, Victor
- Mexican Joe J. Reeves, Abbott
- Rub-A-Dub-Dub H. Thompson, Capitol
- Slaves of a Hopeless Love Affair R. Foley, Decca
- Bumming Around T. T. Tyler, Decca

## C & W Record Reviews

Continued from page 24

**The Last Letter... 72**  
She treats him like a friend, not a sweetheart. He says goodbye in a last letter. It's a weeper with all the stops out. (M. M. Cole, BMI)

**R. D. HENDON**  
**This Moon Won't Last Forever... 72**  
FOUR STAR 1590 — A Hawaiian-style ditty is handled pleasantly by the singer and his sidemen. Tune is somewhat familiar. (Four Star, BMI)  
**I Can't Run Away... 70**  
Hendon has a really sad quality in his voice that fits well with this weeper. Choruses are multi-dubbed by the singer. (Four Star, BMI)

**HARDROCK GUNTER**  
**Like the Lovers Do... 72**  
M-G-M 11520—Cute romantic ditty is sung happily by Gunter. Backing has

**NEAL BURRIS**



"Your's Stepping Out"  
(To Be With Me)  
Columbia 21114

RIDGEWAY MUSIC, INC.  
Sole Selling Agent, KEYS MUSIC, INC.  
146 W. 54th St., New York, N. Y.

**EDDY ARNOLD'S**  
LATEST AND BEST  
**"How's the World Treating You"**  
RCA #20-5305  
**TANNEN MUSIC, INC.**  
146 W. 54th Street New York, N. Y.

a bright beat, and the side should do okay on the boxes.  
**Naptown, Ind... 68**  
Chanter does nicely on fair material. Regional spins can be expected.

**PETE GRAVES**  
**Lessons in Love... 69**  
FOUR STAR 1638—Singer gives out with some solid advice to the beginners in the art of love. Idea is a clever one. (Four Star, BMI)  
**Pretty Jane... 67**  
Slow love ballad is warbled gently by Graves. Strings build a winsome musical picture behind him. (Four Star, BMI)

**TOMMY DUNCAN**  
**It May Take a Long, Long Time... 69**  
INTRO 6073—Rural blues about a gal whose charms are self-evident is sung effectively. Should snare some juke coin. (Intro, BMI)  
**Grits and Gravy Blues... 64**  
There's nothing to eat, but Duncan can still sing about it. A pleasant country side. (Acuff-Rose, BMI)

**EDDIE HAZELWOOD**  
**You and Yesterday... 67**  
INTRO 6072—Okay country weeper is handed a passable reading by Hazelwood. (Intro, BMI)  
**I Won't Take Orders From You... 63**  
Routine oatune is chanted in so-so fashion. (Southern, BMI)

## ABC Signs Two Names

CHICAGO, May 30.—Associated Booking Corporation has signed an exclusive with the Russ Morgan and Jimmy Palmer bands. Morgan aggregation was inked by Joe Glaser, ABC prexy, effective June 15, and the local office is arranging bookings for an August and September tour in the Midwest. Palmer was signed by Freddy Williamson, of the Chicago office, effective July 1. Palmer, who records for Mercury, was selected as the most promising sweet band in the '52 band buyers' survey conducted by The Billboard.

<p><b>DISTRIBUTORS</b></p> <p>CALIFORNIA Allied Record Sales Co. Los Angeles</p> <p>Chatton Distributing Co. Oakland</p> <p>COLORADO Davis Sales Co. Denver</p> <p>FLORIDA Binkley Dist. Co. Jacksonville</p> <p>GEORGIA Scuthland Dist. Co. Atlanta</p> <p>ILLINOIS Frumkin Sales Co. Chicago</p> <p>INDIANA Indiana State Record Dist. Indianapolis</p> <p>LOUISIANA A-1 Record Dist. Co. New Orleans</p> <p>MISSOURI Roberts Record Dist. Co. St. Louis</p> <p>MICHIGAN Cadet Distributing Co. Detroit</p> <p>MONTANA Music Service Co. Great Falls</p> <p>MARYLAND Mangold Dist. Co. Baltimore</p> <p>MINNESOTA Lieberman Music Co. Minneapolis</p> <p>NEBRASKA Murphy Sales Co. Omaha</p> <p>NORTH CAROLINA Mangold Dist. Co. Charlotte</p>	<p><b>ABBOTT'S 4 ORIGINALS</b></p> <p><b>JIM REEVES</b> BUTTERFLY LOVE LET ME LOVE YOU JUST A LITTLE Abbott 137</p> <p><b>MITCHELL TOROK</b> LITTLE HOO-WEE JUDALINA Abbott 136</p> <p><b>CURTIS KIRK</b> OH, SO LONESOME BLUES MARRIAGE WAS MEANT FOR TWO Abbott 138</p> <p><b>BOB STEGALL</b> RESTLESS ONE STRONG COFFEE Abbott 139</p> <p>PRESSING IN PHILADELPHIA—MEMPHIS—LOS ANGELES</p> <p><b>ABBOTT RECORDS</b> (A Fabor Robinson Production) 1653 NO. ARGYLE AVE. HOLLYWOOD 28, CALIF. PHONE: HOLLYWOOD 7-7780</p>	<p><b>DISTRIBUTORS</b></p> <p>NEW JERSEY Essex Record Shop Newark</p> <p>NEW YORK Cosnat Dist. Corp. New York City</p> <p>OHIO Benart Dist. Co. Cleveland</p> <p>Coral Records, Inc. Cleveland</p> <p>OKLAHOMA Gramophone Enterprises Oklahoma City</p> <p>OREGON B. G. Record Service Portland</p> <p>PENNSYLVANIA Cosnat Dist. Co. Philadelphia</p> <p>TENNESSEE Music Sales Co. Memphis</p> <p>TEXAS Big State Dist. Co. Dallas</p> <p>M. B. Krupp Dist. El Paso</p> <p>South Coast Amusement Houston</p> <p>VIRGINIA Allen Dist. Co. Richmond</p> <p>WASHINGTON C &amp; C Dist. Co. Seattle</p> <p>CONNECTICUT Malverne of New England East Hartford</p> <p>MASSACHUSETTS Records, Inc. Boston</p>
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The Billboard's Music Popularity Charts . . . For Week Ending May 30

# TOP R & B RECORDS

## RHYTHM AND BLUES NOTES

By BOB ROLONTZ

The line-up for the giant r. & b. package, which will be sent out by the Gale Agency this summer, has finally been completed after weeks of negotiations. Stars include **Ruth Brown**, **Joe Louis** and his group, **The Clovers**, the **Buddy Johnson** ork, the **Lester Young** combo, **Wynonie Harris** and **Dusty Fletcher**. The package will do one-nighters this summer in ball parks and auditoriums. . . . The artist pacted by Gale Agency last week was singer **Bobby Lucas**, not **Buddy Lucas**. The latter has been long affiliated with Shaw Artists.

**Moondog**, otherwise known as **Alan Freed**, one of Cleveland's top r.&b. deejays, is back at work and just about completely recovered after a serious automobile accident nearly two months ago. . . . **Lionel Hampton** ork is now at the Apollo Theater, New York. . . . **Sugar Ray Robinson**, who is now an important figure in the entertainment world after retiring from the ring last year, cut two sides for King Records this week. Robinson sings "I Shoulda Been on My Merry Way" and "Knock Him Down Whiskey." The sides will be released in a few weeks.

New York is expected to gain another important jazz and r.&b. spot when Sugar Hill re-opens here in the fall. The club is being taken over by **Ralph Watkins**, who runs the Embers in Gotham. Meanwhile, the Bandbox in New York is continuing with strong r.&b. and jazz shows thruout the summer, with the **Woody Herman** ork and **Ruth Brown** due in on June 9, the **Lionel Hampton** crew and **Charlie Ventura's** ork on June 23, and the **Count Basie** ork, the **Duke Ellington** crew and the **George Shearing** combo to follow. . . . **Duke Ellington** packed Denver's Rainbow Ballroom on his one-nighter in the Mile High City last week. The Duke, always a favorite with Denver music lovers, was brought to Denver under the auspices of **Leroy Smith**, talent representative who has been responsible for a tremendous jump in jive and blues concerts.

**Salika**, the Haiti born, Michigan State music grad, has hung out the s.r.o. sign at **Joe Harrington's** Rossonian Lounge in Denver during her limited engagement there,

## 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 rhythm and blues records. The reverse side of each record is also listed.

This Week	Last Week	Weeks on Chart
1. I'M MAD—W. Mabon.....	1	6
Night Latch—Chess 1538—BMI		
2. GOIN' TO THE RIVER—Fats Domino.....	4	7
Come to the Mardi Gras—Imperial 5231—BMI		
3. HELP ME, SOMEBODY—Five Royales.....	2	4
Crazy, Crazy, Crazy—Apollo 446—BMI		
4. I WANNA KNOW—Du Droppers.....	5	8
Laughing Blues—V 20-5229—BMI		
5. HOUND DOG—W. M. Thornton.....	3	11
Night Mare—Peacock 1612—BMI		
6. RED TOP—King Pleasure.....	6	10
Jumpin' With Symphony Sid—Prestige 821—BMI		
7. CRAZY, CRAZY, CRAZY—Five Royales.....	8	3
Help Me Somebody—Apollo 446—BMI		
8. THESE FOOLISH THINGS—Dominoes.....	—	1
Don't Leave Me This Way—Federal 12129—BMI		
9. IS IT A DREAM?—Vocaleers.....	10	2
Hurry, Hurry Home—Robin 114—BMI		
10. WAY BACK HOME—Big Maybelle.....	—	1
Just Want Your Love—Okeh 6955—BMI		

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

This Week	Last Week	Weeks on Chart
1. HOUND DOG—W. M. Thornton.....	1	10
Peacock 1612—BMI		
2. HELP ME, SOMEBODY—Five Royales.....	2	3
Apollo 446—BMI		
3. I'M MAD—W. Mabon.....	5	7
Chess 1538—BMI		
4. (MAMA) HE TREATS YOUR DAUGHTER MEAN—	6	15
R. Brown.....		
Atlantic 986—ASCAP		
4. GOIN' TO THE RIVER—Fats Domino.....	10	2
Imperial 5231—BMI		
6. BEAR CAT—R. Thomas Jr.....	4	8
Sun 181—BMI		
6. GOIN' TO THE RIVER—C. Willis.....	6	6
Okeh 6952—BMI		
6. HITTIN' ON ME—B. Johnson.....	8	4
Mercury 70116—BMI		
9. RED TOP—King Pleasure.....	9	5
Prestige 821—BMI		
9. I'M GLAD—M. Mars.....	—	1
Checker 773—BMI		
9. ONE ROOM COUNTRY SHACK—Mercy Dee.....	—	1
Specialty 458—BMI		

ending this week. From Denver she moves to Chicago to pick up her personally-designed, custom-built, Hammond organ before continuing her first cross-country nitery tour. . . . **Vivian Greene**, former Apollo Theater organist, has opened for a limited time at suburban Denver's Cherrlyn Inn. . . . **Romain**, pianist with **Steve Gibson** and the **Red Caps**, is leaving the unit to form a group of his own, set to play the summer at the Riptide in Wildwood, N. J.

## THE BOOMIN' CATSKILLS

### Jobs to Hit Peak as More Resort Hotels Eye Orks

NEW YORK, May 30.—According to all advance indications, the borscht circuit, that area of the Catskill Mountains located in Sullivan County, New York, is headed for the best season in its history, even better than last year. With more hotels operating in the mountain resort area than ever before, there will be more men employed in orks and rhumba bands this year. And the season, which officially opens today, Memorial Day, but gets into full gear about the end of June, will run until September 13, nearly three weeks longer than the previous season.

**Harry Josephs**, head of American Federation of Musicians Local 809, in Middletown, N. Y. who handles all of the contracts for the well-known resort area, pointed out the importance of the borscht circuit to musician employment with a number of facts

and figures. "This year, there are close to 1,000 hotels operating in the Catskills which employ bands. This is about 10 per cent more than last season. Between 5,000 and 7,000 men will be employed here this summer. This includes five men working small orks in the Class C and D spots, to the men working in the 12 and 13-piece orks on the Class A locations."

#### Rhumba Bands

Rhumba bands continue to find increased favor in the borscht circuit locations, and this season almost one-third of the musicians will be featured in Latin-American orks. "All of the rhumba orks," stated Josephs, "include 100 per cent Latin musicians." Usually spots that employ rhumba orks use two bands, with the regular dance ork backing the show and playing for dance mu-

(Continued on page 49)



## Latest Releases



### GENE KRUPA SEXTET

'CORONATION HOP'  
'PARADISE'

Mercury 89057 — 89057x45

### THE JACKSON-HARRIS HERD

Two Great Names

CHUBBY . . . BILL HARRIS

'SUE LOVES MABEL'  
'TUTTI FRUTTI'

(Vocal Chubby Jackson)

Mercury 89052 — 89052x45



### ROY ELDRIDGE QUINTET

with OSCAR PETERSON on Organ

'LOVE FOR SALE'  
'DALE'S WAIL'

Mercury 89056 — 89056x45

NORMAN GRANZ' JAZZ Catalogue Available at Your Mercury Distributor

JAZZ AT THE PHILHARMONIC, INC.  
451 North Canon Dr. Beverly Hills, Calif



### A DOUBLE HIT! BOTH SIDES!

SAVOY & VARETTA DO IT AGAIN! OVER 20,000 SOLD IN 4 DAYS!  
Savoy #897 VARETTA DILLARD 45 & 78 r.p.m.

"MERCY MR. PERCY"

b/w

"You Ain't No Good, No How"

Watch "50 Million Women"

SAVOY RECORD CO., INC.  
58 Market St., Newark, N.J.

2 GOING STRONG

My Sympathy  
b/w  
Ebony after Midnight

by TASSO THE GREAT

UNITED RECORD CO.

5052 S. COTTAGE GROVE CHICAGO, ILLINOIS

After Hour Joint  
b/w  
Baby I'm Gone

by JIMMY COE

STATES RECORD CO.

5052 S. Cottage Grove Chicago, Illinois

The Billboard's Music Popularity Charts

... For Week Ending May 30

# TOP RHYTHM & BLUES RECORDS

## This Week's Territorial Best Sellers to Watch

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

- Atlanta... **BIG MARY'S** T. Turner, Okeh 6961
- Charlotte... **CHEROKEE** E. Bostic, King 4623
- Cincinnati... **WILD, WILD YOUNG MAN** R. Brown, Atlantic
- New York... **I AM IN LOVE** Nat (King) Cole, Capitol 2459
- St. Louis... **I'M GLAD** M. Mars, Checker 773

## Territorial Best Sellers

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

### Atlanta

1. **Help Me, Somebody** Five Royales, Apollo
2. **I Wanna Know** Du Droppers, Victor

Blues Hit!

**LUCY MAE BLUES**  
by  
**FRANKIE LEE SIMS**  
#459 #459-45

Specialty records

8508 Sunset Blvd. Hollywood 46, Calif.

**A PICKED HIT!!!**  
**FATS MATTHEWS**  
"Down the Line"  
b/w  
"You Know It"  
Imperial 5235  
45x5235

**Imperial Records**  
6425 Hollywood Blvd.,  
Hollywood 28, Calif.

**Now Hear This!**  
**NOW HEAR THIS!!**  
Over 20,000 Sold  
First SEVEN Days

**CHRISTINE KITTRELL**  
in  
**I'LL HELP YOU, BABY**  
#7044  
REPUBLIC 535 4th Ave., So.  
Nashville, Tenn.

Another Smash Hit!  
**RUTH BROWN** singing  
**"WILD, WILD,  
YOUNG MEN"**  
b/w  
"MEND YOUR WAYS"  
Atlantic #993

**Atlantic RECORDING CORP.**  
224 WEST 30th STREET NEW YORK 19, N. Y.

**WHY?**  
OVER 100  
INDIE LABELS  
DO BIZ WITH  
**RCA VICTOR!**  
Flip to "Market Place"  
PAGE 45

3. **Goin' to the River** Fats Domino, Imperial
4. **Nine Below Zero** S. Williamson, Trumpet
5. **Don't Leave Me This Way** Dominoes, Federal
6. **Big Mary's** T. Turner, Okeh
7. **Woke Up This Morning** B. B. King, RPM
8. **Hound Dog** W. M. Thornton, Peacock
9. **These Foolish Things** Dominoes, Federal
10. **I'm Mad** W. Mabon, Chess

### Charlotte

1. **Help Me, Somebody** Five Royales, Apollo
2. **Let Me Go Home, Whiskey** A. Milburn, Aladdin
3. **Goin' to the River** Fats Domino, Imperial
4. **I Wanna Know** Du Droppers, Victor
5. **Cherokee** E. Bostic, King
6. **So Long** L. Price, Specialty
7. **Don't Leave Me This Way** Dominoes, Federal
8. **Crawlin'** Clovers, Atlantic
9. **Baby, Don't Do It** Five Royales, Apollo
10. **Nobody Loves Me** Fats Domino, Imperial

### Cincinnati

- Help Me, Somebody** Five Royales, Apollo
2. **I Wanna Know** Du Droppers, Victor
  3. **Way Back Home** Big Maybelle, Okeh
  4. **Hound Dog** W. M. Thornton, Peacock
  5. **Heavy Juice** T. Bradshaw, King
  6. **Hittin' On Me** B. Johnson, Mercury
  7. **Goin' to the River** Fats Domino, Imperial
  8. **(Mama) He Treats Your Daughter Mean** R. Brown, Atlantic
  9. **Wild, Wild Young Man** R. Brown, Atlantic
  10. **I'm Mad** W. Mabon, Chess

### St. Louis

1. **Help Me, Somebody** Five Royales, Apollo
2. **Is It a Dream?** Vocaleers, Robin
3. **Red Top** King Pleasure, Prestige
4. **I'm Mad** W. Mabon, Chess
5. **I Wanna Know** Du Droppers, Victor
6. **These Foolish Things** Dominoes, Federal
7. **I'm Glad** M. Mars, Checker
8. **Crazy, Crazy, Crazy** Five Royales, Apollo
9. **Bear Cat** R. Thomas Jr., Sun

### Los Angeles

1. **Is It a Dream?** Vocaleers, Robin
2. **Goin' to the River** Fats Domino, Imperial
3. **I'm Mad** W. Mabon, Chess

4. **I Wanna Know** D. Cooper, Savoy
5. **Hound Dog** E. M. Thornton, Peacock
6. **Crawlin'** Clovers, Atlantic
7. **Let Me Go Home Whiskey** A. Milburn, Aladdin
8. **Can't Do Sixty No More** Du Droppers, Red Robin
9. **You're Mine** Crickets, M-G-M
10. **Pappa** B. Brown, Gotham

### Philadelphia

1. **Goin' to the River** Fats Domino, Imperial
2. **Is It a Dream** Vocaleers, Robin
3. **Hound Dog** W. M. Thornton, Peacock
4. **I Wanna Know** D. Cooper, Savoy
5. **These Foolish Things** Dominoes, Federal
6. **Honey Jump** O. McLollie, Modern
7. **She's Got to Go** Ravens, Mercury
8. **Hittin' on Me** B. Johnson, Mercury
9. **Heavy Juice** T. Bradshaw, King
10. **Goin' to the River** C. Willis, Okeh

### Chicago

1. **Hound Dog** W. M. Thornton, Peacock
2. **Red Top** King Pleasure, Prestige
3. **Crazy, Crazy, Crazy** Five Royales, Apollo
4. **Help Me, Somebody** Five Royales, Apollo
5. **I'm Mad** W. Mabon, Chess
6. **Bear Cat** R. Thomas Jr., Sun
7. **Let Me Go Home Whiskey** A. Milburn, Aladdin
8. **Crawlin'** Clovers, Atlantic
9. **One Room Country Shack** Mercy Dee, Specialty
10. **Way Back Home** Big Maybelle, Okeh

### Washington-Baltimore

1. **Goin' to the River** Fats Domino, Imperial
2. **These Foolish Things** Dominoes, Federal
3. **Im Mad** W. Mabon, Chess
4. **Hound Dog** W. M. Thornton, Peacock
5. **Is It a Dream?** Vocaleers, Robin
6. **I Wanna Know** Du Droppers, Victor
7. **Heavy Juice** T. Bradshaw, King
8. **Red Top** King Pleasure, Prestige
9. **Crazy, Crazy, Crazy** Five Royales, Apollo
10. **Play Girl** S. Lewis, Imperial

### Detroit

1. **Goin' to the River** C. Willis, Okeh
2. **Way Back Home** Big Maybelle, Okeh
3. **These Foolish Things** Dominoes, Federal
4. **Crazy, Crazy, Crazy** Five Royales, Apollo
5. **I'm Mad** W. Mabon, Chess
6. **Crawlin'** Clovers, Atlantic
7. **Help Me, Somebody** Five Royales, Apollo
8. **Red Top** King Pleasure, Prestige
9. **Hound Dog** W. M. Thornton, Peacock
10. **Heavy Juice** T. Bradshaw, King

### New Orleans

1. **Help Me, Somebody** Five Royales, Apollo
2. **Goin' to the River** Fats Domino, Federal
3. **One Room Country Shack** Mercy Dee, Specialty
4. **(Mama) He Treats Your Daughter Mean** R. Brown, Atlantic

5. **Please Love Me** B. B. King, RPM
6. **Way Back Home** Big Maybelle, Okeh
7. **I'm Mad** W. Mabon, Chess
8. **Crawlin'** Clovers, Atlantic
9. **Lucy Mae Blues** F. L. Sims, Specialty
10. **Hittin' on Me** B. Johnson, Mercury

### New York

1. **I Wanna Know** Du Droppers, Victor
2. **Red Top** King Pleasure, Prestige
3. **Pretend** Nat (King) Cole, Capitol
4. **Soft** T. Bradshaw, King
5. **Goin' to the River** Fats Domino, Imperial
6. **Can't It?** Nat (King) Cole, Capitol
7. **I Am in Love** Nat (King) Cole, Capitol
8. **Hound Dog** W. M. Thornton, Peacock
9. **Let Me Go Home Whiskey** A. Milburn, Aladdin
10. **Hittin' on Me** B. Johnson, Mercury

## Rhythm & Blues Record Reviews

Continued from page 24

**I & N Special... 74**  
Once again the thrush's performance does a lot for a routine tune. The chanteuse sings the ditty stylishly, but she needs a much stronger hunk of material. (Babb, BMI)

**JIMMY WITHERSPOON**  
**One Fine Gal... 75**  
FEDERAL 12128 — Witherspoon tells about his lovin' gal in bright style on this swinging dinking. Ork backing is hefty and the beat is attractive. Good item for the boxes. (Armo, BMI)  
**Back Home... 70**  
The blues shouter sings his way thru this sad blues in melancholy fashion over the same type of ork backing. His vocal is a good one but the material isn't too strong for the market. (Armo, BMI)

**THE FOUR PLAID THROATS**  
**My Inspiration... 75**  
MERCURY 70143 — The Four Plaid Throats (that's what the label says) do a good job here on their first waxing for the label. The tune is a slow dirge, even tho' it's about joy and happiness, and the boys warble it neatly. (Malabar, BMI)  
**The Message... 68**  
The group tries to whoop it up here, but they'll do better if they rest their hopes on the flip. (Teri, ASCAP)

**ALLEN BUNN**  
**Baby I'm Going to Throw You Out... 74**  
APOLLO 447 — A good novelty tune is sung by the warbler with a lot of spirit, backed smoothly by the ork. It's a listenable side and should pull deejay spins. Side is in the Louis Jordan tradition. (Bess Music, BMI)  
**Wine... 73**  
Bunn doesn't have much to work with here, but his strong performance and the bright ork backing helps a lot. (Bess Music, BMI)

**ANNIE LAURIE**  
**I Ain't Got It Bad No More... 71**  
OKEH 6973 — The chirp comes thru with a beat-full blues rocker. Ork backing adds interest to the proceedings. (Raleigh, BMI)  
**It's Been a Long Time... 71**  
A good slow blues effort by the thrush, with a nice beat behind her. (Crestwood, BMI)

**THE CAROLS**  
**Fifty Million Women... 68**  
SAVOY 896 — Material here could catch some coin in the right location. Group is okay, but not strong.  
**I Got a Feelin'... 66**  
So-so hunk of blues material gets a so-so reading from an ordinary vocal group with a pretty fair bass lead. (Savoy, BMI)

**BEULAH BRYANT**  
**He's Got Plenty on the Ball... 65**  
M-G-M 11509 — Miss Bryant sounds like one of the old-time blues shouters, and she handles this blues opus well.  
**I'm Just Like the Bear... 65**  
More of the same here.

**DUKE HAMPTON ORK**  
**Please Be Good to Me... 65**  
KING 4625 — Aletra Hampton lets out with a strong plea for kindness over quiet backing by the Hampton ork. The leader takes a few turns at the vibes. (Lois, BMI)  
**The Push... 60**  
A lot of blowing takes place on this side. Except for a few moments of excitement, there's little else but high-powered blowing. (Lois, BMI)  
(Continued on page 45)



## "HITTIN' ON ME"

Buddy Johnson & His Orch.  
70116

## "SHE'S GOTTA GO"

Jimmy Ricks of the Ravens  
70119

## "YOU LET MY LOVE GROW COLD"

Dinah Washington  
70125

## COMING UP STRONG!

## "THEME SONG OF MOULIN ROUGE"

Marshal Roval  
70140

## Music as Written

### FLEMISH COWPOKE VISITS GOTHAM . . .

Bobbejaan Schoepen, warbling cowboy of the Flemish Plains and one of Belgium's top artists, arrived in town this week with publisher Jacque Kluger, of World Music, Brussels. The chanter is set to appear on the "Grand Ole Opry" show out of Nashville, Saturday (6).

### 100 TRADESTERS AT LONDON PARTY . . .

More than 100 tradesters attended a cocktail party Thursday (28) hosted by London Records at Rockefeller Plaza, New York. Purpose of the event was to show the musicians the 90-foot scale model of the British Coronation coach and procession, brought here by the diskery and displayed at the Plaza.

### BOYLE WOOLFOLK PENS TWO NEW TUNES . . .

Boyle Woolfolk, head of the Chicago outdoor booking agency bearing his name, recently authored two new tunes that have been turned over to John Donney Publishing Company here for publication. The songs are "Ma Ma Wore a Moo Moo" in Hawaiian tempo, and a fox trot number, "Don't Baby a Baby." Donney also records on the Tiffany label.

### New York

It's a new address for Urania Records, which this week moved to larger quarters at 40 East 19th Street. . . . Angel Records, recently-formed American subsidiary of British Columbia, has taken an additional 13,000 square feet of warehouse space in preparation for active operation in the fall. . . . Conrad Thibault, now appearing at the Mt. Royal Hotel in Montreal. It's the concert baritone's first cafe appearance. . . . Publisher Redd Evans has acquired the American rights to "Coronation Rag" from the British firm, Francis, Day & Hunter. Topical ditty has been recorded by Winifred Atwell for London Records. . . . Victor has cut a new vocal version of "Wedding Dance" with the Marlin Sisters. Tune, held by Weintraub Music, has already

been cut as an instrumental. The new lyrics are headed by Harold Rome. . . . Sarah Vaughan moves into La Vie En Rose Thursday (4).

### Chicago

Joy Caylor and her all gal ork have been set to play Melody Mill ballroom here June 3-13 and will follow with a series of one-nighters in the Midwest.

### Detroit

Jim Wilson, formerly Midwest manager for Columbia Records, has returned to King Records in complete charge of the Detroit operation. He was at one time sales promotion and Northern district manager for King.

## Rem'ton Plans Europe Factory

NEW YORK, May 30. — Don Gabor, head of Remington Records left this week for Europe where he plans to set up a factory to press long-play disks and sell them at approximately half the prices currently in effect in England and on the Continent. He said he hopes to have a plant in operation by the fall. Remington already has in effect a deal to furnish an Australian diskery with masters for marketing Down Under.

Industry execs will watch Gabor's European project with more than casual interest. Prices for records abroad are unusually high by American standards, and the price levels are maintained via cartel agreements and other devices. It is open to question how successful Gabor's project will be in the face of possible determined opposition on the part of established European firms.

On the domestic front, Gabor last week began supplying the 110-store Stop & Shop supermarket chain in New England with disks to be retailed at 66 cents each. The records are 10-inch LP's and seven-inch EP's and contain familiar light music. Gabor is using his Continental label for the supermarkets. The present catalog consists of 42 titles, half on LP and half on EP. A new title will be added weekly. Gabor supplies racks to the stores and co-operates on local advertising.

## Decca Expands Four-Star Deal

HOLLYWOOD, May 30.—Negotiations now are under way between Decca Records and Four-Star Records to extend an existing contract for use of additional masters cut by Four-Star artists. In what is believed an unprecedented arrangement between an independent and major label, Decca has contracted to release every six weeks two sides waxed by each of three Four-Star country and western artists. Decca now wants to extend this arrangement to include other artists in the Four-Star stable.

The current arrangement has been in existence for the past seven months. Artists currently involved are Hank Locklin, T. Texas Tyler and the Maddox Brothers and Rose. Four sides are recorded per session, with each diskery taking two sides for pressing and distribution.

Four-Star pays all recording costs. Decca leases the masters, pays Four-Star a percentage of retail sales, and Four-Star retains all publishing rights.

This is the first time that an independent has allied itself with a major label, yet remains competitive and the deal proves to be lucrative for the indie, according to Four-Star's sales manager, Don Pierce. The idea of such an arrangement to take advantage of the larger label's distribution and exploitation capabilities was that of Bill McCall Sr., Four-Star prexy, who negotiated the two-year deal with Paul Cohen, Decca country and western a.&r. chief.

The arrangement may be extended to other major labels, it was indicated.

## O'CONNOR TIME HITS 286 HRS.

CHICAGO, May 30.—Bill O'Connor, local free-lance disk jockey, apparently set a record this week for air time. A recent new sponsor and an additional station brought his total deejay shows to 286 quarter hours per week. This breaks down to 71½ hours per week, and this only on radio.

In addition to the radio time, O'Connor has about seven hours of TV time per week, which brings his weekly total to 77½ hours.

In addition, O'Connor has many spot commercials daily on both radio and TV. In several time slots during the day, Bill competes with himself not only on programs but also on spot commercials.

## Decca In Major Move Back Into R&B Field

NEW YORK, May 30.—Decca Records is planning a major move to return the label as an important factor in the rhythm and blues field. In July the diskery has skedded the simultaneous release of 10 r.&b. disks, to be followed by regular monthly releases to the market. The move is believed to be a result of distributor pressure in Southern and other areas where r.&b. disks enjoy a brisk sale.

Like other major diskeries, Decca has largely abandoned the r.&b. battleground to specialty indies over the past few years. These smaller firms have solved the problems of promotion and merchandising in the market, which apparently requires a greater mobility and freedom of action than can be mustered by the majors.

Distributors in Southern territories, however, find that the occasional r.&b. release by a major is almost impossible to exploit properly. Salesmen are reluctant to make the rounds among r.&b. outlets when they only have a single platter to sell. If it's a major that's involved, they contact only the pop dealers, where the potential return holds some promise. And the same lack of attention is paid to the r.&b. disk jockey by the major reps.

Decca's hope is to regain some of this lost volume thru a regular schedule and a stepped-up promotional campaign in the field. Artists are now being signed by the label, and sides are due to be cut shortly.

## Kassner Gets \$9,500 in Robbins Suit

NEW YORK, May 30.—The Ed Kassner - Jack Robbins lawsuits were settled this week by arbitration via a decision by Judge Irving Kurtz of New York Federal Court. In the decision, Kassner was awarded \$9,500, payable partly in cash and the remainder in installments payable over a one-year period. Kassner was also released of a personal obligation to the Chase National Bank of \$4,500.

The decision also provided that Kassner relinquish his half interest in the Robbins firm, and that all pending suits between the two parties be discontinued. The arbitration proceedings were handled quickly to clear the decks for the proposed re-organization of J. J. Robbins & Sons, Inc. The legal firm of Miller & Miller represented Kassner in the action. Robbins' case was argued by Bernard Gartler and Lou Dreyer.

Kassner, meanwhile has opened his own office here in conjunction with Mrs. Betty Stasny and has arranged a deal to help exploit tunes in the latter's catalog. At the same time, Kassner will operate his wholly-owned firms which include Edward Kassner Music Company, Inc., Edwards Music, Piccadilly Music Corporation and Town and Country Music.

## Tribute to Jimmy Rodgers

• Continued from page 17

His was an America of glistering rails, Thundering boxcars and rain-sweltering nights, Of lonesome prairies, great mountains, And a high blue sky. He sang of the bayous and the cotton fields, The wheated plains, of the little towns, The cities, and of the winding rivers of America. We listened. We understood."

The grand finale of the events was the night program featuring many of the "Grand Ole Opry" acts and other hillbilly names that had come from far and wide to participate.

This was the greatest assemblage of hillbilly talent ever seen in one show and the repeated heavy applause and roars of the 20,000 people assembled attested to its success.

### Hill Emsees

Eddie Hill sparked the evening with his enthusiastic emseeing job. The appearances or songs by the following had the crowd wild with excitement: Roy Acuff, Hank Snow, Little Jimmy Dickens, Carl Smith, Webb Pierce, Lew Childre, Sammy Sosebee, Bill Monroe, The Original Carter Family, June Carter, Minnie Pearl, the Solemn Old Judge, George D. Hay, Charley Monroe, Billy Walker, Zeke Clements, Jimmy Reeves, Bill Bruner, Cliff Rodgers, Nelson King, Goldie and Tommy Hill, Boots Woodall, Biff Collie, Lefty Frizzell, Lou Millet, Tommy Cut'ere, Billy the Kid Stanley, Roy Smith, Bill Lowery, Bob Neal, Danny Dill, Jim Reeves, Tommy Duncan, Smilin' Bill Dudley, Charlie Walker, R. D. Hendon, Jerry Jericho, Smokey Stover, Annie Lou and Danny, Jimmy Davis, Curtis Gordon, Don (Red) Barry, Slim Willett, Jimmy Swan, Lucky Joe Almond, Don Owens and many others. Featured bands were Hank Snow's Rainbow Ranch Boys and Ernest Tubbs Texas Troubadors fronted by Billy Byrd. These were assisted by Karmit Kea's band. During the evening's entertainment one of Jimmy Rodgers' guitars, owned by Bill Bruner, was presented to Jimmy Rodgers Snow.

### Music Notables

Other notables in the music field present were Steve Sholes, Bob McCluskey (both of RCA Victor); Henry Cannon, Johnny Masters, Hubert Long, Dewey Mousson, Herb Lebeck (Decca); Fabor Robison (Abbott), besides Harry Stone, Bob Gilmore, Sam Wallace, Fred Rose, Mrs. Elsie McWilliams (sister-in-law and co-writer with Rodgers), Norm Silver, Thurston Moore, Roy Smith, Vivian Keith, Louise Vickers, Hal Burns, Carl Fitzgerald, F. Hughes, Don Matticks and others.

Greatly missed at all the events was Ernest Tubbs, who has been ailing ever since his trip to Korea last March. Doctors' orders forbade him to make the trip.

During the evening a plaque

was presented to Mrs. Jimmie Rodgers by the American Legion and Junior Chamber of Commerce here.

This event was widely covered by radio and WMPs, Memphis, picking up some of the events. It is also estimated that better than 800 radio stations in Canada and the United States had programs on May 26 honoring Rodgers. Stories of the events were carried in newspapers all over the U. S. and Canada.

Much credit for the great interest in this event and the success of the proceedings goes to Hank Snow and Ernest Tubbs and the c.&w. deejays and artists who helped make this the biggest day that folk music has ever had in the United States.

## JENAMM to Meet July 11 In Chicago

CHICAGO, May 30. — The JENAMM (Junior Executives of the National Association of Music Merchants) will be organized at the Music Industry Trade Show at the Palmer House in Chicago June 13. The meeting will follow a breakfast in dining room 9.

Presiding will be temporary co-chairman, Perham Werlein, of Phillip Werlein, Ltd., New Orleans, and William P. Chrisler Jr., Aeolian Company, St. Louis. The meeting will be opened by Clarence M. Pettit, adviser to JENAMM and a director of NAMM. Pettit was the original instigator of a junior executive group.

NAMM president, Harry E. Callaway, will greet the charter members at the first meeting and act as keynote speaker.

The agenda will include the determination of the officers to be elected and the number of directors, if any. Consideration of the constitution and bylaws and the appointment of a bylaw committee will follow.

There are 18 qualified charter members, who have filed membership applications with NAMM headquarters. Membership applications are available upon request from NAMM in Chicago, and the June and July membership bulletins of the association will each contain application forms.

To qualify as a member of JENAMM, an individual must be between the ages of 21 and 35 inclusive, and be an associate member of an active member company in NAMM. JENAMM is only open to junior execs of retail companies which are association members. There are no dues. The group will be social as well as business in structure.

## Foley Grosses 31G on Coast

HOLLYWOOD, May 30. — Red Foley's seven-day California tour of one-nighters grossed \$31,150 despite, in at least three cities, unfavorable weather. The Western entertainer's appearances, his first in this State since 1949, ended Sunday (24).

On his 1949 tour Foley, supported by such draws as Ernest Tubbs and Jimmy Dickens, grossed \$48,000 in five days. According to Foley's California promoter, Marty Landau, his guarantee was \$2,000 per performance this year.

Despite a windstorm and unseasonable weather, more than 2,200 persons flocked to Foley's stand at Redwood City's rodeo grounds. In that city alone, there was an advance sale of 1,580 at \$1.50 a ducat.

Landau indicated that incomplete records show a net of \$4,561.04 for the troupe's appearance in Long Beach Municipal Auditorium and a net of more than \$5,000 at Richmond. A capacity crowd was on hand for Foley's outdoor San Diego appearance despite cold weather. An early rain failed to dampen the enthusiasm of 1,800 persons at \$2 a head for Foley's Wills Point appearance in Sacramento.

Artists with Foley were Rod Bradford, Moon Mulligan, Sally Sweet, Jimmy Selph and his band, and Grady Morton and the Slew Foot Five.

## Spalding Dies Of Cerebral Hemorrhage

NEW YORK, May 30. — Albert Spalding, world-famous violin virtuoso, died here Tuesday night (26) of a cerebral hemorrhage. He was 64 years old.

Tho Spalding had retired from the concert stage in 1950, he continued to play occasionally for recordings to be issued under the Remington label. On the day of his death he had approved two test pressings of works he recorded last December for the firm. These recordings, of the Beethoven and Brahms violin concertos, performed with the Austrian State Symphony orchestra under Wilhelm Loibner, will be released by Remington in June.

### Debut in 1905

Spalding, a member of the sporting-goods family, made his formal debut in Paris in 1905. His first American appearance was at Carnegie Hall as soloist with the New York Symphony Orchestra, conducted by the late Walter Damrosch. He toured frequently in Europe and the United States thereafter.

Survivors include his wife, Mary, and a brother, H. Boardman Spalding.

# Essex

## RECORDS

THE LABEL WITH  
A FUTURE . . .

8406 Lyons Ave.  
Philadelphia 42, Penna.

### RECORD PRESSINGS

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Popular Record Reviews

Continued from page 38

- SPIKE JONES ORK
A Din Skal, a Min Skal...74
V 20-5320 - Swedish-style polka is played energetically by the ork, with the usual Spike Jones gimmicks to spark interest. Novelty lyrics are sung spoofingly. So - juke spots should find the side a profitable entry. (Oakhurst, BMI)
Three Little Fishes...70
The novelty oldie is revived in ultra-cute fashion. Should fascinate the kiddies. (Sandy Joy, ASCAP)
DAMITA JO
Don't You Care...74
V 20-5328 - Fem chirp essays her former r.&b. sound here on a new dirty getting heavily recorded. If the song breaks thru, this reading should be up near the top in sales. (Sherwin, ASCAP)
Do Me a Favor...70
A well written waltz ballad is capably handled by the thrush, ork and vocal group. Nice listening, this. (Presto, BMI)
JOY COCO
Wing Ding Ding...73
BBS 116 - Here's a stylish disking from the new Philly-based label. Tune is a melodic novelty effort, and it's sung nicely by thrush Joy Coco over a first-rate ork arrangement. With exploitation side could catch some action. (Kellam, ASCAP)
How Does It Feel to Be Lonely?...65
The thrush hands this a good try, but she sounds more dramatic than sincere. (Budd, ASCAP)
ART MOONEY ORK
720 in the Books...73
M-G-M 11514 - Driving instrumental work by the Mooney crew. Has pace and beat. Thrush Cathy Ryan comes in with a clever novelty lyric. Good for boxes. Tune was, years ago, a Jan Savit ork hit.
Kentucky...71
More of a vocal side than the flip, which is largely instrumental. Cathy Ryan gets the spotlight on this side.
DENNY VAUGHAN
In Single Blessedness...72
M-G-M 11519 - Novelty tune with gang-sing arrangement. Plenty of beat, tempo and melody. A strong side for the boxes. Denny Vaughan belts out a strong vocal.
Spoon, Spoon, Spoon...69
Old-timey flavor is captured by this ditty and performance. Measured beat, lilting arrangement and Denny Vaughn's vocal make a nice side.
VICKI YOUNG
Let Me Hear You Say...72
CAPITOL 2478 - This one was penned by Eden Ahbez, the guy who wrote "Nature Boy." Again he's come thru with a minor key melody with feeling. The simple lyric fits the music in mood. As for Miss Young, she sounds like a gal who's been listening to Billie Holiday for a long time. Young gal is good, too. (Pan, ASCAP)
I Love You So Much...70
Tempo picks up here for a smart go via an oldie which hasn't been heard in a long time. Young gal gets a hefty assist here from the Dave Cavanaugh ork background. (Harms, ASCAP)
FRANKIE CARLE ORK
The Carleboogie...71
V 20-5319 - Ops should make good use of this boogie woogie original played by the well-known ork. It's a fairly routine performance by the ork, but Carle handles the ivories skillfully. (Shapiro-Berstein, ASCAP)
The Rhythm of the Raindrops...70
The orkster-pianist is still looking for another "Sunrise Serenade." At times, this comes close. But it doesn't quite stack up. It's still good listening and dancing material. (Kenwood, ASCAP)
LITTLE BILLIE BIG
I Broke a Promise to My Heart...70
IMPERIAL 40003 - Billy Big does a pleasant job on the new ballad over an attractive arrangement. Big sounds as if he is out to sound more like Cole than Nat himself. (Candice, BMI)
Vengeance...60
Same comment. (Fan-Mar, BMI)
DICK THOMAS
My Little Red Wagon...68
JUBILEE 9000 - Maybe this one wasn't played at Coney Island at the turn of the century, but it certainly could have made the grade with the song and dance men of the era. Performance by Thomas has the proper flavor. (Peer, BMI)
Anytime Is Lovin' Time...68
More of the same. (Foley, ASCAP)
VINCE CARSON
You Are Mine...67
CADILLAC 140 - Carson shows a warm set of pipes as he turns in a tender reading of this sentimental ballad. Mellifluous ork and chorus aid in over-all effect. A good side. (Crestwood, BMI)
Constantly...60
Another sentimental effort by Carson. (Crestwood, BMI)

PROMOTERS

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- ARTHUR PRYSOCK
I'd Give Anything...68
DECCA 28700 - Tho he's a first-rate singer, Prysock has yet to break thru with a real big one. This, a smart ballad, figures to be another good side for him—but that's all. (Pickwick, ASCAP)
This Is the Time...68
Another good effort and song. (Sheldon, BMI)
MARY KAYE TRIO
Did He Ask About Me?...68
M-G-M 11518 - Folk-flavored tune has impact. Kaye Trio's reading is sensitive, carefully-arranged. A nice side.
One More Kiss...67
Interesting piece of material. Public domain composition dressed up with a lyric is effective. Mary Kaye Trio interpretation is novel.
DUTCH McMILLAN
April in Portugal...68
DECCA 28723 - This hoked-up version of the current click could get some yocks and a few spins because it's different—if nothing else. (Chappel, ASCAP)
Leven-Thirty Saturday Night...67
This could be a travesty on Lombardo, but it is probably meant to be a serious hunk of honky-tonk in the "Rearring Twenties" style. The mickey ork plays it cleanly anyhow. Okay for ops. (Miller, ASCAP)
WINIFRED ATWELL
Coronation Rag...66
LONDON 1343 - Gimmicked piano sound and Miss Atwell's hokey style add up to a piano instrumental item for ops.
Bounce the Boogie...66
Routine piano boogie in the style of Miss Atwell earlier wax offerings.
BERYL DAVIS
You...65
M-G-M 11515 - Fabricated film ditty gets adequate reading by thrush Beryl Davis.
Nowhere Guy...65
Special film material suffers when it is out of its film background. Thrush Davis warbles it okay.
JACK TETER ORK
I'm the Guy...65
CHANCE 3000 - Pleasant rendition by Jack Teter of a new ballad that could be aimed at both the pop and c.&w markets.
Going Around in Circles...60
Novelty effort is sold in okay style by Teter.
AL CAIOLA
The Donkey Serenade...63
V 20-5315 - Caiola tackles the oldie for an interesting guitar solo version in mambo-ish tempo. Backing is by rhythm and marimba. Okay listening and pretty good Latin-American dance music. (G. Schirmer, ASCAP)
Piano...61
More of the same here on an original 'm penned by Perez Prado. This side has less pop appeal since the melody is not as familiar. (Peer, BMI)
BENNY STRONG
I Called You Up to Cry on Your Shoulder...63
IMPERIAL 40002 - Weeper ballad has a good melody, and it's sung warmly by Strongs. Listenable wax. (Commodore, BMI)
Hello, Beautiful...59
Bouncy evergreen is chanted cheerfully by Strong to rhythmic backing by the large ork. (Bregman, Vocco & Conn, ASCAP)
CLIFF AYERS
Do the Whistle Polka...60
EMERALD 9444 - Lightweight hand-clapper is capably handled by Ayers, vocal group and combo, but there isn't enough there to break thru the mire of disks being released. (Crescent, ASCAP)
Your Eyes Will Light My Way...60
Material here is a waltz ballad. Result is just about the same. (Cavalcade, BMI)
LEW STANLEY'S NIGHTHAWKS
Whispers...58
LEO 401 - Quiet orking backs up a nice vocal effort by Doug Trotter's tenor voice. (Saxon, BMI)
I Give Up...55
Vern Craig narrates a story about his troubles, with the Nighthawks setting a musical backdrop. Idea follows closely what Carson Robinson has been doing in the hillbilly field for many years and isn't as funny (Saxon, BMI)
CHIC LAYNE
Somewhere...58
TOYEX 2747 - Chic Layne, young warbler with a style similar to Tony Bennett has some chances to show off his vocal style on this new waxing. It's pleasant.
Good for Nothing Heart...55
Same comment.
WALTER SCOTT
Scott's Bluff...55
SELECT 299 - Unknown Omaha pianist has developed a slick piano style which bears listening, tho the disk is not too well recorded for a piano solo instrumental. Material is an original piece of music designed to show off Scott's ability at the 88.
My Guy's Come Back...55
The Ray McKinley-Mel Powell opus of some years ago is handed a slick reading by pianist Scott for another musically interesting side.

BILLY DUKE
The Banjo Song...49
CROSLEY 106 - Effort has a fair beat, but not much else. (Robbins, ASCAP)
Won't You Help Me, Pop?...45
The chanter asks his dad for advice in matters romantic. A casual effort. (Judith, ASCAP)

Rhythm & Blues Record Reviews

Continued from page 43

- JIMMY WRIGHT ORK
Porkey Pine...63
METEOR 5007 - Instrumental rocker features Porkey Harris in a sock guitar solo, while the honking ork backs him for an okay side. (Flair, BMI)
Scotch Mist...63
Boogie Daniels, with a honking tenor, leads the combo for another okay instrumental. (Flair, BMI)
SUNNY BLAIR
Please Send My Baby Back...63
METEOR 5006 - Effort has a good boogie beat, with the chanter and Southern instrumental combo working hard. (Flair, BMI)
Gonna Let You Go...55
Southern blues effort is routine. (Flair, BMI)
AL (TENOR SAX) KING
Flyin' With the King...61
M-G-M 11508 - Okay instrumental honker of wider musical than commercial interest.
The King Is Blue...61
More of the same stuff, tho this is a slow, mood blues.
ALBERT AMMONS
I Don't Want to See You...61
MERCURY 70158 - Chanter Jack Cooley handles the blues lyric here, while boogie woogie artist Albert Ammons and his combo deliver the instrumental portions on a routine type of reading. (Preview, BMI)
Swanee River Boogie...61
Boogie woogie fans may be interested in this. Otherwise, it's musically good and commercially so-so. (Preview, BMI)

Tax Court Rules In Favor of Rupe

WASHINGTON, May 30.—The U. S. tax court this week ruled that the \$34,630 advanced to the Dallas Symphony Orchestra by Dallas Rupe & Son, during the three years D. Gordon Rupe Jr., served as its president, could be charged off on the firm's tax return as a non-business bad debt deduction. In making this determination, the court reversed the Commissioner of Internal Revenue, who contended that the sum was a non-deductible donation to the orchestra. The court, however, argued that the loans "were made with the intent and expectation that they would be repaid" but became worthless in 1948 when "it became clear that the symphony would have no funds with which to repay petitioners but only sufficient funds to pay its operating expenses."

Meridian Acquires Stenton's 'Moment'

NEW YORK, May 30.—Stenton Music, publishing firm owned by Gotham Records, this week assigned the copyright of "Live Every Moment You Live" to Meridian Music, subsidiary of E. H. Morris. Tune is available on Twentieth Century, Gotham's pop label, by Mike Pettison. During the week Twentieth Century leased four masters from Tonex Records. Two are by Dottie Reed, former Benny Goodman vocalist; the others by Chick Layne, winner of a Paul Whiteman talent contest.

Ordinance Would Ban Kid Matinees in Clubs

SOMERS POINT, N. J., May 30.—An ordinance before the City Council here would prohibit dancing and musical entertainment in bars on Sundays between 2 a.m. and 5 p.m. Resort officials admit that it is aimed at the Sunday afternoon teen-age jam sessions that have been growing in popularity in the liquor establishments. The participants are "the coke drinking set" who take up space and don't buy liquor because they are under age. The resort club owner interest are strongly behind the proposed ordinance. Somers Point neighbors on Atlantic City and the clubs provide the principle entertainment feature of the resort.

Amusement Bite Registers Gain

WASHINGTON, May 30.—Substantial gains were registered last month in receipts from practically all of the federal amusement excises, with the phonograph records tax yield leading the pack with a seven-fold increase, according to Bureau of Internal Revenue's latest tally just out.

The federal tax on phonograph records yielded \$611,243 in April. The tally for the previous April was actually a "bookkeeping" figure, which did not reflect the actual "take" for that month. The figure for the previous April was "minus" \$124,799, a figure arrived at by the Internal Revenue Bureau after justifying and correcting previous tallies, an agency spokesman explained. On paper, the latest figure represented a gain of \$736,043 over the previous April.

The yield from the federal tax on phonographs, TV sets, radio sets and components last month totaled \$18,131,401, a gain of \$7,234,534 over the previous April. The federal tax on musical instruments yielded \$979,872, a gain of \$117,926 over the previous April.

The federal tax on admissions to cabarets and roof gardens yielded \$3,870,731 in April, an increase of \$22,629. However, receipts from the tax on admissions to theaters and concerts showed a decline of \$579,516. The yield from this tax in April was \$25,329,797.

The federal alcohol tax yielded \$230,447,914, a gain of \$20,037,027 over the previous April. Federal tobacco taxes produced \$132,831,159 in revenue, a gain of \$1,863,261. The federal taxes on coin-operated devices yielded \$196,453, compared to \$225,604 the previous April.

CRITICS FEUD

Hub Writer Lambasts Chi Group

BOSTON, May 30.—A hassle between Boston and Chicago music critics began brewing this week with Hub columnist Rudolph Elie terming the recent lambasting of the touring Boston Symphony by the Chi aisle-sitters "a colossal display of savagery" and "a wanton attempt to destroy."

Elie, writing in The Boston Herald, termed the lambasting by Claudia Cassidy, Roger Dettmer and Felix Borowsky "utterly stupid, utterly vicious, utterly personal and utterly chauvinistic trash." He went on to say that "music criticism in Chicago has been on an abysmal and even scandalous level for years" and objected to Cassidy's "Preposterous dictatorship" of the Windy City musical scene.

Dettmer, said Elie, employed gutter language in place of musical analysis, while Borowsky "having written a civilized review of the first concert, noticed to his horror he was out of line with the others, and took it all back at the second concert."

Decca to Pay 17 1/2c Dividend

NEW YORK, May 30.—Decca Records this week declared a quarterly dividend of 17 1/2 cents a share on capital stock payable June 29. Payment will be made to stockholders of record June 4.

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# Burlesque Bits

By UNO

Vivienne Morgan, featured strip, opened May 25 for two weeks at the F.E.I. Club, Valley Falls, R. I., thru the Miller-Kaplan Agency. . . . Ruth Swank, who completed a Kane circuit tour in the headline spot and Midwest houses as feature for Milt Schuster, bowed at the Fox, Indianapolis, last week. Following engagements will be outdoors for Charles Hodges Productions. . . . Max Gealer, veteran burly comic, became a grandfather for the first time on May 8 with the birth of a daughter, Kathie Lynn, at Detroit, to his daughter, Mrs. Myron (Sally) Kaufman. . . . the Gus August Agency of Miami has set

Echo Day, Sherry Gale and Carmen for the Havana-Madrid, Key West, Fla.; Lucille Finley and Syeda, Red Barn, Miami; Little Egypt now Tambu, Life Bar, Miami Beach, and Toni Rave, for featured spot into a new strip policy at the Little Club, Miami Beach. Another August booking is Ginger Lee, now in her 12th week at the Gaiety Club, Miami. . . . Irving Becker, former burly show manager, is recovering in the University Hospital, New York, from a stomach ulcer operation. . . . A Bar-Mitzvah celebration for the son of Eddie Weinstock and grandson of the late Joe Weinstock, burly house operator, was held in the Jewish Center Synagogue, Highbridge, Bronx, on May 23. . . . Joseph Ellul, owner of the Empress, Detroit, returned last week from his home in Hollywood, Fla., and will remain there until September. . . . Booker Dave Cohn opened up new larger offices, his own, in Room 511-A, in the same building, 165 West 46th Street, New York, on June 1. . . . Tirza and her wine bath was the extra attraction feature week of May 22 at the Empire, Newark, N. J.

Sally and her monkey opened May 25 for four weeks at the Club Ricci, Amhurst, O., thru the Milt Schuster-Jack Montgomery Chicago office. Other bookings by the same agency include Shiva and her snakes, Bob and Jerry's, Beloit, Wis.; LaMarr Twins, Grace Reed, Peggy Stewart, Jeanette LaBreen, Tondelyo, Judy Stevens, Margo Jewel and Debra Rae, Calumet City, Ill.; Sunny Dare, Duluth, Minn., and Bill Landy, Club Frances, Hurley, Wis. . . . Winsome Wynette, exotic dancer, began a special engagement at the International Oil Company Exposition at Tulsa, Okla., Stanfers Club, for two weeks. . . . Harry Wald, owner of the World flicker house in St. Louis is contemplating taking out a girl show on one of the carnivals this season. . . . Jack Diamond, comic, is ill at his home in Seforth, N. Y. awaiting the outcome of a series of doctor's tests. . . . Bozo Lord and Eddie Weir continue at the Hollywood, San Diego, Calif. . . . Julius Roth is in Midtown Hospital, New York, about to undergo a kidney operation. . . . New at the New Follies, Los Angeles, are Jack (Peanuts) Manr, Artie Lloyd and Johnny Malone. Marlana Marla closed May 14. Harry and Shirley Clexx are vacationing. . . . Sammy Price and Betty Jo Morgan, before they left Olen Dreyer' Dixie Club, San Angelo, Tex., for the Frontier Club, Corpus Christi, Tex., contributed their services free in aid of a relief fund gotten up to help sufferers by the recent tornados. . . . Felicia Shore, spot-booked acro dancer, who became the wife of Edward Moskowitz, non-pro, on May 3, is now teaching ballroom dancing in Murray Dale's New York studio. . . . Leslie and O'Neil, singers, are playing their first Buffalo date at the Palace where Jack Coyle is the straight man.

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# NIGHT CLUB REVIEWS

## The Crescendo, Hollywood (Monday, May 25)

Capacity, 200. Price policy, no cover or minimum. Operator, Bill Door. Publicity, Jules Fox and Jo Brooks. Booking policy, Associated Booking. Estimated budget this show, \$2,500.

Bianchi and Company is an entertainment treat. In its third nitery stint, this unusual combo—congas, bwanga drums, electric guitar and flute—runs the musical interpretive gamut from jungle rhythms, thru pop and the classics with consummate skill and showmanship.

The quartet is an innovation that must be seen and heard to be appreciated. Flutist Bianchi broke the act in last January in San Francisco's Cable Car, then, after five weeks there, moved to El Rancho Vegas in a featured spot while Billy Daniels was headlining. Present appearance is minus a fem dancer previously spotlighted. While her presence would add to current stint, group still gets heavy mitting for an unusually versatile performance.

With the rhythm established by the drums and backing by guitar, lead is taken by flutist Bianchi, who achieves pleasing effects from an instrument seldom headlined, particularly in a night club. Bianchi scores with a samba version of "Hora Staccato," a number usually reserved for violin. Among other numbers offered are "St. Louis Blues," "Jungle Drums," "Poinciana," "Persian Market," "Lover" and a hepped-up version of "I've Got Rhythm." Bianchi's versatility is further displayed on "Caravan." After the first chorus Bianchi sets aside his instrument in favor of two ordinary dime-store tin flutes. With these he plays in harmony, making music of first-rate quality.

Featured with group is conga drummer Carlos Vidal, a master on the instrument as well as in his interpretation of an Afro-Moorish dance and chant. Stint utilizes a realistic looking prop snake. Vidal digresses on occasion from the mystic gyrations to engage in humorous by-play with members of the troupe—guitarist Don Romeo and drummer Ray Mosca, latter a recent addition and effective artist, and Bianchi.

The Crescendo, in its bid for Sunset Strip patronage, would do well to promote this unusual offering.

A minor but basic change is in order. Prior to its session, group were required to set up their instruments under the glare of spots. This detracting procedure should be changed.

In a supporting spot is Negro pianist-singer Anne More, whose 88-ing of boogie, calypso and pop tunes is sparkling. Her singing, however, adds little. Dance rhythms are supplied adequately by Teddy Noell ork.

Ed Velarde.

## The Terrace Room, Statler Hotel, Los Angeles (Wednesday, May 13)

Capacity, 300. Price policy, \$2 cover. Show at 10:30 week nights, 9 and 11:30 Saturdays. Publicity, Tom Bickmore. Booking policy, MCA thru John Grande of the Statler chain. Estimated budget this show, \$4,800.

Easily the most entertaining revue in Los Angeles for the money is Wilma and Ed Leary's ice show, "Ice Ahoy." Since its West Coast debut last month, "Ice Ahoy" has added the singing antics of the Sportsmen quartet of the Jack Benny show. With their addition, there has been a trimming of skating numbers to form a well-rounded hour's entertainment.

The Sportsmen open show with a medley poking fun at their employer and his sponsor, with Benny's recorded voice coming in for sure-fire laughs. One of their offerings is a take-off on Reno gambling, again with a background recorded voice playing prominently. This builds to a climax good for laughs. Group's efforts are best in the bombastic renditions and hit a low with "The Whiffenpoof Song." Finale, "Let's Do It Again," with impersonations of Paul Whiteman's original Rhythm Boys and of Gallagher

# Hocus-Pocus

By BILL SACHS

ROBERT LUND has a yarn upcoming in an early issue of Motor News, monthly organ of the Automobile Club of Michigan, on magic in the Wolverine State. In the piece, Lund mentions practically everybody and his brother who has ever waved a wand in those parts in the last 50 years. Motor News has a circulation in excess of 260,000. Roy Hall, well-known Detroit pro, supplied Lund with considerable info for the piece, chiefly regarding the old International Magic Circle, which had headquarters at Three Rivers, Mich. Hall is associated with George Zakoor, president of Border Novelty Company, as manager of the latter's Detroit retail shop. Lund, local rep for the New York Journal of Commerce, was formerly teamed with Ed Dart in the publication of the now defunct Conjuror Magazine. Dart, now retired from the New York scene, is residing at 21 San Remo, Clearwater, Fla. . . . Lady Francis (Frances R. Francis) was in Cincy all of last week attending the Society of American Magicians' convention and dicking with representatives of the three local television stations for a permanent post in the production department. Her chances are good for connecting on Cincinnati TV. . . . Paul Duke will show his third-dimensional magic, which he describes as "interpretive magic manipulation with rhythm," at the International

Brotherhood of Magicians' convention at the Bellevue Stratford Hotel, Philadelphia, June 11-13. . . . Wilfrid Jonson's two new pocket books, published by Dover Publications, Inc., have just hit the stands, both bearing a 60-cent price tag. The first, "Magic Tricks," is 100 pages, including 57 illustrations. Included in the art are full-page photos of some of the country's leading trixsters. The other booklet, "Card Tricks," has 96 pages, with 49 illustrations, and also carries photos of top-notch magi. Both pocket books are directed primarily toward the layman. . . . Will Charles (Think-a-Drink) Hoffman please contact the desk. Important business for him. . . . Due to an early deadline, occasioned by the Decoration Day holiday, we are forced to hold up on the report of the Society of American Magicians' convention held in Cincinnati, ending Saturday (30). Full report will be carried here in next issue.

JAY PALMER and Doreen were forced to forego the Society of American Magicians' convention in Cincinnati last week when a sudden booking sent them off to Japan, Korea and the Far East for an 18-week tour for U. S. Camp Shows, starting June 1. To celebrate their departure, Jay and Doreen tossed a steak dinner party at the Lambs' Club, New York, for members of the Magicians' Guild of America, of which Jay is vice-president. . . . Jay Marshall has just concluded a two-weeker at the Chez Paree, Montreal. . . . Held over at the Continental Cabaret in the same city is Dominique, French pickpocket magician. . . . Sir Felix Korim presented his lecture-demonstration, "Points in Presentation," before members of the Magicians' Guild of America at the Hotel Prince George, New York, last Thursday (28). . . . George Marquis shoots us what appears to be proof positive in one form of a wire and letters that he was slated to play the Kemp Time in the South under the direction of Joe Karston, as reported here recently. It refutes a contradictory report by Raymond on the subject. Latter, in a phone call to the magic desk, denied that Marquis had an affiliation with Karston for a Kemp trek. . . . Bobby Baxster, comedy trixster, has just finished a fortnight's stand at Ruby Foo's, Montreal. . . . The Great Morton, hypnotist, who in the past year has racked up lucrative grosses in major Canadian theaters with his full-evening show, played his first cabaret date last week at the Sans Souci, Montreal. . . . Silent Mora, dean of Boston magicians, is reported on the mend at his home there after a long stay in a Hub hospital. . . . Cay Baird, juggling cartoonist and ardent magic enthusiast, may go to England as soon as the coronation summer rush is over, if present negotiations for bookings are completed to her satisfaction. There are few pros more interested in Arthur Godfrey's present series of operations than is Cay, as she underwent the same vitallium cup arthroplasty awhile back. She describes it as anything but a bed of roses.

## Circus Gardens

Continued from page 14

phonist Marian Clark, who also doubles with a vocal group. Group's music is outstanding for both dancing and act backing.

"Rhapsody in Rhythm" highlighters are two dancing teams—comics Bobby Gilbert and Virginia Claire and the Japanese boogie duo of Keigo and Reiko. Both teams wow with fast terpsing.

Others in Mosser's revue who display high caliber professionalism include rhythm singer Adrienne, comic vocalist O'Neil Nolan, singer Jimmy Roberts, specialty thrush D'Viola, along with whistling clown Reggie Dvorak, who does double duty by roaming about the casino between acts effectively warming up the crowd. Comic Dick Wise also comes off adequately.

Hap Henry's animal acts headline the circus portion of bill. The animal man gets heavy mits as he puts his dogs thru standard pacings. Additionally, Henry gives an outstanding performance of gymnastics and balancing on the slack wire.

Casino's vastness unfortunately accounts for distortion of the public address system. Physical arrangement of room, with bandstand at a remote distance, often works to the disadvantage of performers who have difficulty coordinating with music's beat. A realignment of acts would help to build an adequate climax. By spotlighting the ice revue at show's closer, Schooler will have no trouble in keeping the imbibing customers. Ed Velarde.

and Sheen, are satisfactory enough to warrant two curtain calls.

"Ice Ahoy" maintains the high caliber of colorful, lively blade work that made it a hit when first presented here. If anything, because of tightening and elimination of two acts, it shows improvement in execution and pacing that delights the crowd. Headliners Wilma and Ed Leary repeat their sensuous capering to "Basin Street Blues," while Jean Arlen continues to display her mastery of blade work. In colorful costumes, the chorus does admirable work in production numbers.

Noticeable improvement in musical background is in evidence from Frankie Carle ork. "Ice Ahoy," Carle's danceable rhythms and intermission efforts of Ron Perry combo (5) should continue to draw crowds here.

Ed Velarde.

Dance team of Hannon and Ryan has split up, with Johnny Ryan teaming up with Judy Hall. Their first date is at Bassel's, here, opening June 8. Hannon is working with his wife, Rowena Rawlins.

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## Waco Expo Delayed; Building Used as Tornado Aid Center

WACO, Tex., May 30.—The New Heart O' Texas Coliseum at the State Fairgrounds was in use around the clock for several days following the recent tornado here, Manager M. D. Corbin reported. Structure was used as a central receiving headquarters for clothing to be distributed to storm victims. About 350 volunteers handled the chores.

The National Home Show exposition scheduled for the building was set up and ready to go

when the storm struck. This remained intact in the main arena. It opened nine days late, and Corbin said it has drawn near-capacity crowds daily since then.

The clothing bundles were sent out to various Red Cross stations. About 100 truckloads were handled and about 400 families came directly to the building for aid shortly after the storm.

Of the new building's first 46 days, it was in use 34 days, Corbin announced.

## Milwaukee Stadium Sets Icer As 1st Non-Diamond Feature

MILWAUKEE, May 30.—"Ice Capades" will become the first attraction other than the Milwaukee Braves baseball team to play the new \$5,000,000 Milwaukee

County Stadium when the icer comes here for seven nights starting July 15.

Ben Kerner, local sports promoter, has booked the John H. Harris production for the outdoor stand. It will be "Capades" first run in Milwaukee, a city which also hosts most of the other icers.

Seating capacity for the event is estimated at about 24,000, with about 10,000 seats at \$1 and the others at \$2 and \$3. Ice tank will be placed in the infield and will measure 60 by 160. Wood flooring will be laid first so that the turf will not be damaged.

High local interest in the Braves has focused attention on the Stadium and this is expected to be reflected in attendance at the icer, which previously has not played a place with this much capacity.

## New Eng. Home Show Reports 126,000 Gate

NEW YORK, May 30.—The New England Home Show, held April 17-25 in Mechanics Hall, Boston, drew 126,000 during the nine-day stand, according to Fred Pittera, local promoter who set the event.

He said that 209 exhibitors were represented and that the show was such a slam-bang success that his organization is heavily booked already for next year's show.

Entertainment at the event include Claude Thornhill and his orchestra, Dagmar, Dorothy Hart and Sonny Curtis. Also held at the show was the Mrs. America contest, won by Mrs. Glenn Smith, who will represent the Bay State at the contest finals at Asbury Park in September.

Pittera is also making plans for the World Motor Sport Show, February 20-28, next year, to be held here. He staged the show in Madison Square Garden this year and followed up with a similar show at Palisades (N. J.) Park.

## Dramatic & Musical Routes

Guys and Dolls: (Geary) San Francisco. Good Night, Ladies: (Savoy) Hamilton, Ont., Can.

Hildegarde: (Royal Alexandra) Toronto. Maid of the Ozarks: (Selwyn) Chicago. New Faces: (Great Northern) Chicago. Pal Joey: (Shubert) Chicago.

South Pacific (National Co.): (Shubert) Detroit.

South Pacific: (New York Co.) Boston. Top Banana: (Biltmore) Los Angeles.

## Skating Shows

Ice Polles of 1953: (Ice Arena) Portland, Ore., 1-14.

## Crosby in Vancouver

VANCOUVER, B. C., May 30.—Bob Crosby, his Bobcats, the Sportsmen Quartet and Gisele MacKenzie drew 2,000 payees to the Georgia Street Auditorium here Friday (22) at \$5 per. Stage-show was followed by a dance. Event was a fund-raiser for the British Empire Games to be held in Vancouver next year.

## EXPO DISPLAYS FOREIGN CARS

DETROIT, May 30.—While efforts to revive the prewar Detroit Auto Shows have failed, the nation's auto manufacturing center will get a look at what foreign car makers are doing.

The Michigan Motor Show, which opens Tuesday (2) for six days at the State Fair Coliseum, will be devoted entirely to exhibits of foreign-built cars, sport models, hot rods and motorcycles. A Lions club is sponsoring the show. Arthur R. Gloster is handling press. Displays will feature a \$25,000 Italian Abarth auto.

## Texas Fair Aud Starts Summer Musical Series

DALLAS, May 30.—State Fair Auditorium here will start the six-show season of the State Fair Musicals on Monday (8) with a production of "Brigadoon." Season tickets have moved briskly. Each show will run two weeks in the 4,301-seat auditorium. Single tickets are scaled to a \$3 top.

Other shows include "Best Foot Forward," June 22-July 5, with Debbie Reynolds, Lew Parker and Alice Pearce; "Kiss Me Kate," July 6-19, with Jose Ferrer, Pat Bright, Wally Brown and Rosetta Lenoir; "Girl Crazy," with Jack Carson, Margaret Whiting, Ann Crowley and Stanley Prager; "New Moon," August 3-16, with Brian Sullivan, Rosemary Kuhlmann, Jim Hawthorne, Beatrice Arthur and Howard Morris, and "Paint Your Wagon," August 17-30, with Byron Palmer, Christine Mathews, and Bob Williams' dog act. "Brigadoon" has Stephen Douglas, Lois Hunt, Hiram Sherman and Jet McDonald.

Charles R. Meeker Jr., vice-president of the fair, is managing director of the musicals, assisted by David Blackburn.

## Regina Books '54 'Cycles'

REGINA, Sask., May 30.—Directors of the Regina Exhibition Association have authorized the stadium committee to contract "Ice Cycles" for six days in February, 1954.

Show's four-day run here last February drew 15,476 customers. Receipts were \$35,413 and expenditures \$33,235. Exhibition org's profit was \$2,178.

Special lighting equipment installed for "Ice Cycles" in 1953 at a cost of \$2,639 will be kept in the stadium for future shows, directors decided.

Stadium, long a losing proposition, is expected to have revenue of \$44,536 and expenditures of \$46,045 for a deficit of \$1,509 on 1953 operations, according to the fair board's budget.

## Toronto Sponsors Clear 56G in Expo; Gross Tops 259G

TORONTO, May 30.—The Canadian National Sportsmen's Show produced \$56,733 for its sponsors, the Toronto Anglers' and Hunters' Association. Profit on the show was \$72,463, but the difference was put in a fund to provide for next year's show. Total receipts from the show were \$259,382.

President Frank H. Kortright said that space sales were \$10,000 better than last year, ticket sales were up \$11,000, while the only loser was the dog show, going into the red for \$600.

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## Circus Revue's Aud Tour With Bob Crosby Clicks

CHICAGO, May 30.—Charles Jacobsen, of the Hollywood Circus Corporation, said here that the recent tour of his Hollywood Circus Revue, with Bob Crosby, was highly successful at most places on its 10-day tour of auditoriums in Iowa, Missouri, Nebraska and Kansas.

At KRNT Theater, Des Moines (1-2), a new single-performance house record was set when 5,100 persons jammed the aud for one of the three performances Saturday (2). An estimated 700 persons were turned away, he said. Date was under Shrine auspices, with general admission at \$1 and reserves at 50 cents. Advance promotion was hefty.

The show's Wichita date included an extra performance sold out to the employees' recreation organization at the Boeing Aircraft plant. Boeing charged members 25 cents for admission. Regu-

lar performances handled by a local promoter were scaled to \$2.50. Springfield, Mo., and Emporia, Kan., were weak spots on the route.

### Acts Listed

Crosby, booked thru Music Corporation of America, was emcee and made two appearances for vocals. Bill also included the Cimses, dog and aerial act; Berg's Hollywood Seals; Eric Adams, chimp; Two Adamses, unicycle; Frank McKenna, Coral and Victor recording vocalist; Ming Sing Troupe, plates and contortion, and the Forenos, trampoline and comedy knockabout.

In addition, Joe McKenna, comedian, was added for Sioux City, Ia., and Wichita. The Checkers, youthful Wichita duo, were on for three stands, and Lane and Lidcl, adagio, were on for five days.

## Country Music Interest Continues High in Canada

TORONTO, May 30.—Interest in country music holds high here and the number of bookings probably approaches a record level for Canada, according to opinion here.

Bill Bradbeer, who is handling a number of the units, reported this week he had to turn down more dates than the number available for Don Messer and his Islanders. Messer opens a cross-

Canada tour Friday (8) in the Sherbrooke (Que.) Arena. The tour runs thru July 18. Messer has a tri-weekly show on Trans-Canada Radio network. Following his tour for Bradbeer, he has three weeks under Rotary Club auspices in the maritimes.

Red Foley, of "Grand Ole Opry," soon starts a tour of Canada under the direction of James McCormick, manager of Kingston Memorial Center, Kingston, Ont.

Under an unusual arrangement, King Ganon, billed as the "champion Western fiddler," is touring Ontario and the maritimes under commercial auspices. Sponsor is the manufacturer of an insecticide. Company name goes on all advertising, and prize is offered to anyone who can match Ganon's fiddling in the opinion of judges appointed by the arena.

## 'Range Rider' Stars' Tour Takes 273G

HOLLYWOOD, May 30.—Jack Mahoney and Dick Jones, stars of the "Range Rider" television series, planned in from the East this week after winding up a four-week rodeo tour which grossed \$273,361 in four play-dates.

The tour, first such endeavor for Mahoney and Jones since they became Western stars via the "Range Rider" series, opened in Providence April 14, and in 10 performances grossed \$78,000, topping by some \$20,000 the previous record gate for a similar show.

Following Providence, eight performances were given at the Philadelphia Arena, grossing \$61,448; 11 performances in Pittsburgh, which grossed \$59,942, and nine performances in Cleveland for a gross of \$73,971.

Mahoney and Jones were in on a percentage deal, splitting with the arenas and Col. Jim Eskew, who produced the J. E. Ranch championship rodeos in which they were the star attractions. The Mitchell J. Hamilburg Agency set the deal.

Success of the tour has prompted all four cities to request a return next year.

## Belgian Case

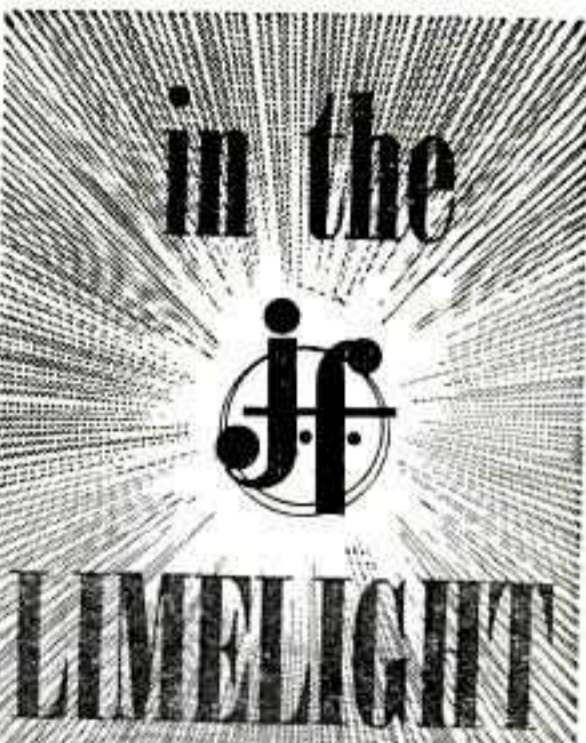
Continued from page 17

which is properly controlled by the author and composer or agents thereof.

### U. S. Attempts

Attempts to collect fees for the use of records on radio have been made in the United States—notably during the late 1930's and early 1940's—by the National Association of Performing Artists. These attempts were based on the so-called interpretive right of the artist in his recording.

The litigation was long and involved, had some success in Pennsylvania, where station WDAS was licensed—but finally collapsed when it became apparent that action via State-wide litigation was too rough a path to follow.



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## CINCY SKATE QUEEN

# Crowning Climaxes Meyer's Best Year

CINCINNATI, May 30.—Altho it does not close until after tomorrow night's skating session, Price Hill Roller Rink here climaxed its most successful season Sunday (24) night with the crowning of 19-year-old Dorothy Wavra, a striking brunette, as roller skating queen of Greater Cincinnati.

Rink operator Lou Meyer presided over "coronation" ceremonies and presented the winner and the girls who finished second and third with prizes. In the case of Miss Wavra, it was a check covering a one-week, all-expense trip to Florida for her and a companion. They will fly to Miami Beach and back to Cincinnati via Delta Airlines and have a choice of staying at one of seven seaside hotels. The trip will include two sightseeing tours and a pleasure boat excursion. Upon the queen's arrival in Miami she will be met at the airport by a group of Miami skaters, who will stage a special day for her at the city's largest rink. Arrangements for the special day were made during a recent visit to Florida by Meyer.

Second-place winner Patty Cummins was awarded a set of Synder precision skates, while Shirley Smith, who finished third, received a one-year pass to the rink. All winners, said Manager C. V. (Cap) Sefferino, were suburban Western Hills girls, and he called their victories sources of satisfaction to the management because they are of the type that brings credit to a rink.

**Big Turnout**  
No less satisfying to the management was a packed house of 625 patrons who turned out for the crowning and 11-act skating show that followed. Included in the guest list were Judge Clarence Denning, guest of honor and principal speaker, and several members of the press. Miss Wavra, an accomplished skater, did three acts in the show. An added feature was the appearance on skates of little Susan Bachus, who is recovering from polio. She skated about the floor and then did a turn waltz with Sefferino. Meyer and his son, Charles, assisted Sefferino in emceeing the show, presented under the direction of Donna Roach, who is putting in her first year as professional at the rink. Miss Roach produced the show, wrote the score for it and designed and made the costumes.

The Florida trip is only the beginning of the loot that is to come Miss Wavra's way. Shortly after start of the contest on March 1 the Price Hill Merchants' Association got into the act with an offer to crown the winner "queen for the day" at its July 15 picnic to be held at Coney Island, local amusement park. The association's members turned out in force for the crowning ceremonies at the rink and assured the management of about a dozen gifts, including a U. S. Savings Bond, for the winner at the park shindig.

**\$500 Promotion**  
The promotion and show were under the supervision of Sefferino, who said that six months were required to plan and perfect the contest. Over-all cost of the promotion was about \$500. Designed to

stimulate party business and bolster the flag end of the skating season, which normally shows a drop-off, Sefferino set up a weighted point system for the contest to build party dates and hypo patronage on Tuesday, Wednesday and Thursday nights, poorest of the week at the box office.

Each time a patron purchased an admission ticket, he was permitted to cast a vote for the entry of his choice. Each time a patron attended on one of the "slow" nights, he was permitted two votes for his candidate. Girls who were instrumental in obtaining a party booking for the rink received bonus votes, and each member attending that party was permitted to vote for the girl who solicited the party. In the event that party was held on one of the three slow nights, the votes carried double value.

In reporting the promotion a financial success, the Meyers and Sefferino said that a similar contest has already been scheduled for the rink's 1954 season. They also said they feel that the fine reception this year's contest received will be reflected in a general box-office improvement next year, pointing to the excellent publicity the contest won for the rink. The promotion was kicked off publicity-wise with a tie-up with the local Coca-Cola company, which carried ads plugging the contest on the back of its trucks for a week. At least a dozen press and TV breaks followed during the contest to keep it in the public eye. Before the final wind-up several more press breaks and TV shots are scheduled.

### Sefferino Honored

A gesture of satisfaction to Sefferino was made by fathers of skaters at conclusion of the show. Taking over the floor, they presented him with a cigarette lighter as a token of their esteem and appreciation for the fine work he has done with their youngsters.

Sefferino said that the rink received a sanction for the show from the RSROA thru Victor J. Brown, operator of New Dreamland Arena, Newark, N. J., who rates high in the RSROA administrative circle. Along with the sanction came a telegram of congratulations from Brown on the success of the contest and show. Sefferino said that the sanction was necessary because some of his youngsters are entered as unattached contestants in the RSROA national championships to be held in Cleveland this summer.

During the summer the rink will receive its usual renovation and redecoration. It will reopen in early September.

## Printz Tops in RSROA Del.-Md. Championships

WILMINGTON, Del., May 30.—Delaware-Maryland roller skating championships were determined Sunday (17) at the Printz Roller-Way. The host rink, operated by Victor and Dorothy Caille, captured 15 first places, five seconds and three thirds. Merryland Rink, Glasgow, Del., won six firsts and three seconds, and Delaware Roller Rink two firsts, one second and two thirds. A first place went to Coliseum, Baltimore.

Trophies were presented to the winners by the host rink's beauty queen, Shirley McNelly, who was chosen Miss Printz Roller-Way in a contest held the previous week.

Merryland, at Glasgow, will be the scene on June 14-16 of the Eastern Regionals, with competitors from Eastern Canada, Eastern Pennsylvania, Delaware, Maryland, Virginia, West Virginia and the District of Columbia. Winners there will go to the American championships of the Roller Skating Rink Operators of America in Cleveland, July 26-August 1.

Senior men's speed—John Raymond Pyle, Printz; Robert McCormack, Merryland;

## Drivin' 'Round the Drive-Ins

**WESTERN CANADA** drive-in theaters that reopened for the season include the Queen City and Sunset, Regina, Sask.; Chinook, Calgary, Alta., and Green Acres, Lethbridge, Alta. . . . Thompson Theaters, Ltd., Edmonton, Alta., will build a drive-in at Fort Macleod, Alta., at an estimated cost of \$75,000. . . . The Blue Hills Drive-In Theater, Bloomfield, Conn., has installed a television set in its concession building. . . . Patrons are invited to view the set at any time, according to Milton LeRoy. Paul Sullivan has been named theater manager and Peter LeRoy, Milton's father, is recuperating from a recent operation. . . . A new one-story concession building has been erected at E. M. Loew's Hartford Drive-In Theater, Newington, Conn., according to John Silverwatch, manager. . . . Hector Frascadore has resumed his managerial duties at the Farmington, Conn., Drive-In Theater, which was reopened for the season by E. M. Loew Theaters.

In addition, the drive-ins are receiving numerous time schedule promotions. . . . Dick Darby, formerly with Lockwood & Gordon Theaters, is the new manager of the Post Drive-In, East Haven, Conn.

**ROBERT P. MACLARY'S** Pleasant Hill Drive-In, near Wilmington, Del., has reopened for the season. As a member of the House of Representatives, MacLary refrained from voting when the House recently passed and sent to the Senate a bill to permit Sunday movies in unincorporated areas of Delaware between noon and 6 p.m. and after 8 p.m. . . . Norman Rossiter, manager of Bob Carpenter's Kerry Drive-In, Wilmington, Del., recently staged a twin contest and the presentation of Siamese twins in person. . . . Plans were underway to re-open the Mount Penn Drive-In, east of Reading, Pa. . . . The Rose Garden Drive-In, Tyler, Tex., was sold by Howard Arthur and Bob Rogers to the S. G. Fry Theater Circuit. . . . C. D. Leon Theaters are constructing a new twin drive-in at Fort Worth, which will have a capacity of 1,500 cars. It will be named the Twin Drive-In. . . . A unique portable signal light controls traffic at the San Pedro Drive-In, San Antonio. The light, resembling an ordinary traffic signal, eliminates the need for special officers directing outgoing traffic with flash lights, and is expected to cut down on accidents. Indirectly, the new traffic signal resulted from an accident at the drive-in in which a constable was injured. Bill Hancock replaced the injured constable and made plans for the signal.

**THE** school district of Exeter Township near Reading, Pa., will levy an amusement tax of 10 per cent on all tickets to games and shows, effective July 1. The district estimates a revenue of \$12,000 annually from this tax. There is only one theater in the district, the Mount Penn Drive-In. . . . Secco & O'Donnell's Laurel Drive-In, Hazelton, Pa., has its buying and booking handled by Milgram Theaters, Inc., Philadelphia. . . . The four drive-ins at Allentown, Pa., Airport, Boulevard, Medina and Shimerville, are operating on full schedule. . . . The blue law in Charlotte, N. C., is headed for the United States Supreme Court. Attorneys for Charles B. McGee, local drive-in theater operator, said they would take his case to the high tribunal. McGee claimed the law forbidding operation of theaters between 7 and 9 p.m. on Sunday is discriminatory and unconstitutional. . . . A new opening policy of 6:30 p.m. on Saturday and Sunday and 7 p.m. on weekdays has gone into effect at the Farmington Drive-In, Farmington, Conn., operated by E. M. Loew's Theaters. . . . Pike Drive-In, Newington, Conn., has opened its newly remodeled children's recreation area, including Merry-Go-Round, slides, swings and other equipment. General Manager Paul W. Amadeo used an extensive promotion campaign in conjunction with reopening night.

## Roadshow Rep

**T. A. (TAG) COLLINS** letters from Milwaukee that he has been reading with interest the various communications concerning the tent rep business. "One of the big reasons for its dwindling," Collins pens, "appeared in the classified ads recently. The ad read: 'You can't afford to pirate.' Having been with more than one of them which did little else but pirate, I can say that this was one of the mistakes that spelled death for many. Some of the circles also were grabbers of plays to such an extent that one Chicago publisher had to send out warning notices. Now they are getting what was certain to come."

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NEWS CAPSULES

AFTRA in Strike Vote; Walker to FCC Defense

Continued from page 6

sence to assume active management of KATY, San Luis Obispo, Calif. which he purchased last November. World's Southeast sales rep., Jim Weathers, replaces him, while Jack Wheeler, who recently sold a Georgia radio station, joins World to handle Weather's territory. Henry C. Rogers named business manager of WWJ and WWJ-TV, Detroit. Nielsen veepee John Churchill named assistant to A. C. Nielsen.

Borscht Circuit

Continued from page 42

sic up 'til midnight, and the Latin crew taking over in the club from 12 until 3 a.m.

Wages this year in the borscht circuit average between \$125 and \$150 per week, including room and board. In some cases provisions are made to put up the ork leader's wife and children for free for the summer, or at a reduced rate. "This is why," Josephs explained, "many musicians break their necks to get located here in the summer."

Most of the musicians employed in the Rip Van Winkle country are experienced men, since they usually have to back acts, and must have the ability to sight read and be able to work with comics and singers. The younger men or the newer musicians start at the smaller hotels.

Women musicians, tho, have a tough time getting work at any of the locations. As Josephs put it, "practically the only time you see women musicians up here is when they shake the maracas in front of a rhumba band." It seems that with hotels overflowing with women guests week in and week out thru the summer, most hotels have no desire to add to this situation by adding an all-girl ork.

As a whole, the orks used in the borscht circuit are not name crews but society type bands, tho a number of clubs do use well-known rhumba orks. Machito's ork, Tito Puente's crew and other top rhumba bands are set at some of the Class A spots this season. One large location will use four bands this summer, and another brings up a full symphony ork of 70 men every week for a one-night classical concert.

Musicians playing in the Catskills are mainly from the East, from the New England area and New York, Pennsylvania and Washington. Some of the rhumba crews come up from Miami, and occasionally even from Havana.

NBC-TV Affils

Continued from page 3

aspect of this situation when reached this week, but is understood to have told execs of both webs that he needs more time for a "good long think" about this next move.

WKY Situation As for WKY, altho NBC execs maintained confidence that the station will remain in the fold, Sugg said Friday (29), before leaving for home, that there would be no decision for the next couple of weeks about whether the outlets will remain with NBC or shift to CBS.

He added that the sessions with NBC left him far better informed than he had been previously over NBC's plans, and would enable him to reach a conclusion soon. He would make no comment on whether he had made any verbal commitments to either web. However, Sugg is known to have lunched Thursday (28) with General Sarnoff, who is believed to have put the finishing touches to NBC's sales talk to Sugg.

Reports that Sugg had been offered a high post with the web, meanwhile, spread thru the industry this week. However, they were denied both by NBC and Sugg.

The general feeling at NBC and in the trade is that the web still has a fighting chance to retain WHAM-TV, and a better than even chance to hold WKY-TV. Even if both ultimately should defect to CBS, however, the sessions clearly served their major purpose: uniting NBC and its other affiliates for the future.

Mrs. Fred S. Teasley, State TV chairman of the California Federation of Women's Clubs, named Western co-ordinator of women's activities for the new Stark-Leyton NBC-TV show "Ladies Choice." Arthur J. Daly, ex-Du Mont Sales exec, joins D'Arcy Advertising Agency, New York, as business manager of the radio and TV department. Barry Gray leaves on a six-week vacation beginning June 7. His WMCA, New York, midnight time period will be blacked-out until his return July 20. Rodney D. Chipp, Du Mont's engineering director, elected prexy of Technical Societies Council of New York. Yale Newman this week becomes manager of ABC radio's London news bureau, succeeding Frederick B. Opper, who has resigned to join Radio Free Europe. Ben Lochridge will head Detroit office of CBS radio network.

MGM Summer

Continued from page 17

Krepps will supervise the engineering of M-G-M recordings. Krepps was previously with Capitol and with the WMGM recording studios. The local radio station, however, has recently stepped out of the recording studio picture.

Krepps will supervise the label's first waxing date at the WOR studios next week when the diskery's a.&r. chief, Harry Meyerson, cuts the Ted Straeter ork and chirp Sue Bennet. Session is being held to provide sides for a 12-inch LP backing "Can-Can" and "Me and Juliet" tunes.

Cuban Newsreels Confusion Grows

WASHINGTON, May 30.—Controversy over the Cuban Minister of Interior's ruling that newsreels and TV films must be submitted for censorship (The Billboard, May 30) was stoked anew with the minister's latest proclamation that no newsreel may be shown in theaters or on TV on Sunday, Commerce Department reported this week. All three Cuban newsreel companies have closed down operation rather than submit to censorship and the national organization of theater owners agreed that beginning May 14 no newsreels, Cuban or foreign, would be shown in local theaters until the censorship is lifted. The Cuban Federation of Radio Stations and Cuban publishers have asked the government to end the censorship.

'Ruggles' Kine Now Has 2 Markets

NEW YORK, May 30.—One of the few shows now available on kine, "The Ruggles," has been sold in 24 markets. Fall City Brewing Company this week bought the low-cost family situation-comedy for Huntington, W. Va., and Louisville. Hoffman Radio Corporation has the property in six markets.

The program, now in its third year in Los Angeles, led all other 12 syndicated film shows for the third consecutive month in February of this year, according to pulse. The show is handled by Station Distributors.

Broidy to Chicago For Vitapix Meets

HOLLYWOOD, May 30.—William F. Broidy, head of the TV film production firm bearing his name, leaves tomorrow for a week's stay in Chicago where he will attend meetings of the recently realigned Vitapix Corporation, station owned-controlled telefilm syndicate. While in the Windy City, Broidy will also confer with the Leo Burnett Agency re "Wild Bill Hickok" TV film series sponsored by Kellogg. Series was recently re-signed on a long-term basis.

Vitapix Chicago meet is expected to determine product plans for the all-station film syndicate. Broidy is a veepee of the corporation.

The Final Curtain

ADLER—Max, 60, in Bridgeport, Conn., May 23. He was Bridgeport representative for many years for various advertising novelty manufacturers. Survived by a sister, Mrs. Theresa Teveloff, Springfield, Mass. Burial in Anshel Lebowitz Cemetery, Fairfield, Conn., May 24.

BLAETZ—John Y., 40, former manager of the retail department of the Theodore Presser Company, music publishers in Philadelphia, May 18 in Philadelphia at his home there. He had been with the music publishing firm for more than 40 years before he retired. A son, Robert J., survives. Services and interment was private.

CROE—Layton E., 77, May 19 at Kalamazoo, Mich. He was art director of Henderson-Ames Regalia Company, leading manufacturers in the costume and specialty field, for many years.

DANIEL—Everett, 45, rodeo performer, in Washington, May 24, of injuries received when his trained Brahma bull gored him during a rodeo performance. Survived by his widow and three children. He was from Mainlake, Mont.

GAUNT—Walter Edward, 69, veteran coin machine operator, May 23 in Twenty-Nine Palms, Calif., of a heart attack. Born in England, he operated coin controlled Seeburg pianos and Edison phonographs with earphones in Chicago years ago. A resident of Southern California since 1931, he was active in the field here until 1952. (See Coin Machine department for details.)

GLASER—Norbert, 57, projectionist at the Family Theater, Detroit, May 23. He was a member of Local 199, International Alliance of Theatrical Stage Employees. A brother and a sister survive. Interment at Indianapolis.

HAMMOND—John Woods Sr., 72, former mayor and postmaster of Griffin, Ga., May 20 at Griffin-Spalding Hospital following a heart attack. A native of Savannah, he helped organize the Griffin and Spalding County Fair Association and served two years as its president. Mr. Hammond was the last mayor of Griffin, leaving office in 1918 when the commission form of government was established and a city manager hired. He was first president of the Griffin Rotary Club and had served as president of the City National Bank of Griffin and as exalted ruler of the local Elks lodge and as grand exalted state ruler. He served as postmaster at Griffin for 18 years and when he retired was succeeded by one of his sons, John Woods Hammond Jr. Surviving are his widow, three sons and four daughters.

HEGER—Maurice E., 30, night club entertainer, drowned May 24 near Watertown, N. Y., while attempting to rescue a companion, Ginger Grace O'Brien, a fellow performer at a Watertown night club at which they had been playing engagements. Heger dove into the water to save Miss O'Brien when she fell into swift water. She was able to swim to shore, however. Heger was known professionally as Jimmie Lee and had formerly been associated with Deke Moffett's orchestra in Cincinnati. Attempts to recover the body had failed at press time. Survivors are his mother, Mrs. Estelle Heger; three brothers, Floyd, Jimmie and Dick; a sister, Mrs. Shirley Banfield, and two stepbrothers, Ray and Paul Heger, all of Covington, Ky.

HEYTEN—Charles Wesley, 49, Paramount Studios sound engineer, May 24 in Los Angeles. For the past 22 years he was superintendent of sound installation at Paramount. Surviving are his widow; a daughter, Mrs. Barbara Lee Cauble; his mother, Mrs. S. M. Hyten, and two sisters, Mrs. Ruth Tockle and Mrs. Florence Kusinsky.

HROMATKA—Charles, 67, motion picture studio musician, May 27 in Los Angeles. He was a bass violinist and had played with most of the movie studio orchestras. Surviving is a brother, Albert, and a sister, Mrs. Joseph Klein. Interment in Holy Cross Cemetery.

JACKSON—Frederick, 67, writer and producer for the stage, screen and television, May 22 in Hollywood. The writer of more than 60 plays, he counted among his successes "The Bishop Misbehaves," "School for Husbands," "The Hole in the Wall" and "The King's Messenger." He began his screen writing on the Pearl White serials and later wrote such scenarios as "Wells Fargo," "Stormy Weather," "Hi Diddle Diddle" and "Two Tickets to Heaven." A prolific writer, Jackson in 1935 hired a summer theater and put on nine of his plays, one after the other. His latest success in London was one of Broadway's failures called "Slightly Scandalous."

Marriages

BRANSON-MANUSOV—Harold Branson, manager of the Fox Theater, Philadelphia, and Selma Manusov, nonpro, May 17 in that city.

BREES-LEVIN—Bud Brees, singing disk jockey on Station WPMN, Philadelphia, and former band vocalist, and Eileen Levin, nonpro, May 23 in Philadelphia.

CURTIS-FRANCIS—Freddie Curtis, Detroit newspaperman, and Midge Francis, secretary at the Amusement Booking Service, Detroit, in Angola, Ind., May 27.

LEFTON-SCHUMACHER—Paul E. Lefton, general manager of the Schroeder Hotel chain, Milwaukee, and Virginia Schumacher, in that city May 15.

RUBIN-PRASNER—Philip Rubin to Nancy Prasner Sunday (17) at the St. Moritz Hotel, New York. Rubin is a member of the Miami Showmen's Association. He recently left the carnival business and is now with Station WLIB, New York. His parents, Mr. and Mrs. Louis Rubin, are members of Celin & Wilson Shows.

URISC-STEIN—Frank Urisic and Ruth Stein, song writer and record department buyer for Midwest Radio & Appliance Store, Milwaukee, in that city May 9.

presented in 1944. Later translated into a French hit, it was again translated into the English success, "Dear Charles," which is set for Broadway in the fall. Jackson often wrote under the name of Victor Thorne and also collaborated on some of his stage plays with Merrill Rogers.

KEATING—Babe, 57, for many years identified with med shows, circuses and carnivals, in Presho, S. D., May 26. She was working in Helen Golden's Side Show on Northern Exposition Shows when she sustained a heart attack. Body was shipped to the home of a sister, Mrs. Ann O'Connor, Little Falls, N. Y. Burial in that city.

LLOYD—Mrs. Hussy Jane, 92, mother of film actress Doris Lloyd, May 23 in Pacific Palisades, Calif., home. She was born in Liverpool, England, and went to Southern California 30 years ago where she played an active role in Hollywood's British colony. She was the widow of Edwin Franklin Lloyd, a pioneer electric organ maker. Also surviving her is another daughter, Mrs. Milba Arthur, Pacific Palisades; a son, Norman, of England; four grandchildren and three great-grandchildren. Interment in Forest Lawn Memorial Park.

LUEDERS—Henry H., 64, dean of Detroit booking agents, suddenly May 27. He started in show business as a young performer with showboats on the Mississippi River. Later he was in the two-man comedy team of Leuders and Bell, playing Keith and other time until 1915, when he established the United Booking Association, oldest booking office in Michigan. He had an extensive private club date business, and was active as a producer of vaudeville, musical and outdoor shows and grandstand attractions. He was past president of the Michigan Theatrical Booking Agents' Association. Survived by his widow, Coreen, long associated with him in the office, and known professionally as Coreen Castle, who will carry on the business; a son, Henry J., and a daughter, Mrs. Charles Gurney. Interment in Holy Sepulchre Cemetery.

MAHAN—Sidney D., former vice-president of the Crosley Corporation, Cincinnati, and general sales manager of the corporation's manufacturing division, May 22 at his home in Chagrin Falls, O. He was associated with Crosley from 1945 to 1948, leaving to become merchandising director of Roy S. Durstine, Inc., Cincinnati advertising agency. He had also operated his own agency in Cincinnati. During World War II he headed advertising and promotion for the government's war bond program. Survived by his widow, Helen, and a son, David.

MALOTTE—Charles W., 45, father of music composer Albert Hay Malotte, May 25 in Los Angeles. He was chaplain of Truth Lodge No. 628, F.&A.M. Interment in Forest Lawn Memorial Park, Glendale, Calif. Surviving are his widow, Katherine, and another son, C. Stanley.

McNAMARA—Thomas J., vaudeville, May 21 in Brooklyn. He had appeared in vaudeville with Sophie Tucker, Jim Harkins and many others, and also in films with Marion Davies and Mary and Jack Pickford. Burial in National Cemetery, Brooklyn.

MILLER—Tex, 28, Western entertainer and leader of Pals of the Plains, musical group, May 22 in an automobile accident in Greensboro, N. C. He had been in show business 17 years and had served four years in the Navy during World War II. Surviving are his widow and singing partner, known professionally as Rusty Webster; his parents, a sister and five brothers. Burial in Guilford Memorial Park, Greensboro.

PELIKAN—Mrs. Eleanor (Nellie), former noted European circus aerialist and mother of the late Lillian Leitzel, who won international fame as an aerialist, May 26 in Milwaukee. (Details in Circus section.)

RITTENHOUSE—Charles Edward, 45, member of the public relations department of the Casino Arcade Park in Wildwood, N. J., May 16 in Veterans Hospital, Wilmington, Del., after a short illness. He is survived by his widow, Marie. Funeral services May 18 in Wildwood Crest, N. J. Interment in the Cold Spring Cemetery there.

SERPENTINI—Ernest, 58, obolst with the Cleveland Symphony Orchestra, May 23 at Pennsylvania Hospital, Philadelphia. He played with the symphony group for 25 years and prior to that played for three years under Leopold Stokowski with the Philadelphia Orchestra. Two brothers and three sisters survive. Services May 27 in Philadelphia and burial in Holy Cross Cemetery there.

SPALDING—Albert, 64, world famous violinist and composer, May 26 in New York. (See Music department for details.)

STANTON—Al, 51, musician, May 26 following a dress rehearsal of "Me and Juliet" on the eve of its opening at the Majestic Theater, New York. Death was attributed to a heart attack. Essentially a saxophonist, he also played a clarinet, oboe and English horn. Once a member of the

Divorces

MASON—Rose Marie Imbimbo Mason, operatic singer, from Roland R. Mason, non-pro, in Bridgeport, Conn., recently.

QUINLAN—Roberta Quinlan from John J. Quinlan Jr., May 20, in St. Louis. She is a singer, he a broker and aircraft company executive.

QUINLAN—Roberta Quinlan, radio, television and night club performer, from John J. Quinlan Jr., May 19 in St. Louis.

Tommy Dorsey band, he later joined the pit orchestra for the New York run of "Pal Joey." Surviving are his widow, Bertha, a son and a daughter.

STENGER—John H. Jr., 56, owner of Radio Station WBAX, Wilkes-Barre, Pa., May 18 at his summer home in Harvey's Lake, Pa., suddenly. He had been the holder of radio licenses since 1910, operating amateur stations and received the license for WBAX in May, 1922, the first commercial radio station in Northeastern Pennsylvania and the sixth in the United States.

WEBSTER—George P., 91, old-time character actor and play producer, May 22 in San Francisco. A daughter, Gladys Webster, survives.

WOOLF—Harold, 73, legit actor and vaudevillian, May 27 in Yonkers, N. Y. He made his debut in 1900 with Anna Held and from 1913 to 1921 he owned his own act in vaudeville. Broadway has seen Woolf in "Let 'Em Eat Cake," "Bring on the Girls," "Of Thee I Sing," "Porgy and Bess," "You Can't Take It With You," "The Man Who Came to Dinner" and "Tomorrow the World." Woolf also appeared in the Chicago company of "Junior Miss," and received the Legion of Merit for his work with the USO in Germany and Japan during World War II. His widow and a daughter survive. Burial was in Kensico Cemetery, Valhalla, N. Y.

Births

HALVERSON—A son May 13 to Mr. and Mrs. Harry R. Halverson in Cincinnati. Mother is the former Billie Reed, who in the past had trouped with the Mighty Page and Carl D. Ferris shows.

LANDSMAN—A daughter, Molly Ellen, recently to Mr. and Mrs. Richard Landsman in San Antonio. Father is owner-operator of the Midtown Rollerdom and is with State-wide Drive-In Theater, Inc.

Set Colman for Maugham Series

NEW YORK, May 30.—Official Films this week signed Ronald Colman to act in one out of every four shows of a new video film series based on the stories of Somerset Maugham. He will act as host and narrator on the others. Official will not sign any other actors or actresses as regular members of the cast but will engage them on a free-lance basis.

Colman, therefore, has bowed out of the TV version of "Halls of Ivy," probably because his Official deal will earn him as much money with less work. He was eagerly sought by Young & Rubicam for "Halls" because Borden, its client, was interested in the combination. The property is owned by Don Quinn and Nat Wolff, and they will undoubtedly seek another star of Colman's stature for it.

The deal was made for Colman by Don Sharpe and for Official by Hal Hackett, its new president. Colman will have a piece of the residual rights of the Maugham series, which was peddled to Official by Ann Marlowe, the writer's video agent. She packaged a live series around the stories which was sponsored by Tintair on CBS-TV several seasons ago. Official will produce in Hollywood.

Aussie TV Filmer Readies Pagewood Studio Conversion

SYDNEY, May 30.—The Pagewood Studios here, have been acquired by Associated TV Pty., Ltd., a company which has made considerable preparations for the introduction of video to Australia. The firm is converting the studios, comprising 12 buildings and 23 acres of land, into a modern production center for TV films.

Provision is being made for production of any type of TV film, with ancillary services comprising sound laboratories, cutting rooms, artists' dressing and make-up rooms, set construction, wardrobe and property rooms, theaterette, staff and artists' restaurants, film vaults and engineering sections.

The company proposes to make films not only for the Aussie market but for overseas, and it is already marketing pilot films made here on the foreign market. The company has secured exclusive rights to use electronic TV cameras designed by High Definition, Films, Ltd., of London.

## PHILLY OUTDOOR GROUP IS GREATEST EVER SEEN

Strates, Penn Premier, Marks and Independents Crowd In On R-B Date

By JIM McHUGH  
PHILADELPHIA, May 30.—Displaying the lure of a Pied Piper, the Ringling Bros. and Barnum & Bailey Circus has attracted to its date here three major carnival operations, one a railroader, as well as a host of independent concession operators displaying equipment in a four-block area that has an estimated aggregate value of not less than \$5,000,000.

The concentration of outdoor mobile enterprises is likely the greatest ever seen on the continent, or anywhere else for that matter. Ranged alongside of the behemoth of the outdoor show world are James E. Strates Shows, a 40-car railroad show whose attractions make it as big and as complete as they come in the carnival field. To the north and a block away are Penn Premier Shows, a unit which travels on 53 tractor-trailer units. Across from the back yard of the circus another big truck unit, the Marks Shows, is located.

In the same compact area are literally dozens of independent concessionaires set up on ground bordering directly on the sidewalks, a ride unit operated by Barney Tassell, a permanent kiddieland, a drive-in theater that has abandoned its film policy for the week in favor of dollar parking, and the 100,000-seat Municipal Stadium where George Marshman presents stock car races twice weekly, on Monday and Friday nights.

### Two Show Trains

Within a block, too, are the more than 100 double-length railroad cars used to transport the equipment of the Ringling circus and Strates shows.

At mid-week, the principal occupation of nearly all concerned was visiting and kibitzing, since business, affected in part by poor weather, was nil. The hope was for yesterday and today's holiday crowds to get everyone concerned off the nut and perhaps show a profit. The Big One can make it, despite very weak business on Tuesday (26), but it will take crowds on a Dallas or Toronto plane to build adequate grosses for all of the carnival operations.

Among carnivals, Strates holds the best position, being exactly alongside of the Big Show. Lloyd D. Serfass has his Penn Premier

Shows in the second best location, on Broad Street, where it can siphon off some of the crowds going to or from the circus. Art Lewis has the Marks Shows to the side and rear of the Ringling show, where, apparently, he will have to depend upon crowds coming in the back way. Barney Tassell has his rides set up right in front of the Marks entrance.

### Serfass Nixes Gate

Serfass abolished his pay gate at the start and went to work ballyhooing his shows' attractions from the sidewalk. Strates has a 25-cent gate going and Marks a 20-cent gate.

Strates will definitely keep his paid gate in the hopes of equaling the 31,000 paid the Marks Shows reportedly drew here in 1951 when it held the best location. If Strates does draw that many people (it would take a record-breaking turnout today to hit the mark) it would give him a nifty \$7,750 gate gross, including taxes, with which to meet the reported minimum staging nut of \$4,100. Theoretically, then, his shows and rides could gather in another \$16,000 for a potential gross of \$24,000.

Any show that could have the Ringling date here to itself in fair

weather could count on a bundle. A sizable percentage of the carnival business has to be made up of Ringling turnaways, a usual thing here, the slow to start this week. As it is, it can only be reasoned that everyone will nibble a bit. Some will get well, while others starve.

### Circus Pulling Power

The South Philly location is in the least desirable part of town, from the circus viewpoint, with the bulk of its patronage able to pay the \$4.25 asked for reserved seats from their homes in the North and West sides. The circus has the power to do it, and the adjoining having to travel at least an hour carnivals benefit from the influx of the well-heeled classes.

The sheer bulk of gaily-lighted carnival attractions also must be credited with crowd-pulling power. The concentration is enough to awe and attract the metropolitan residents.

For the past three weeks, the lot at 10th and Bigler streets, only a block or two from the circus grounds, has been occupied by railroad carnivals. The Cetlin & Wilson Shows played two weeks on the heels of the O. C. Buck-Model Shows date.

## BIG GATHERING

# 10 Ferris Wheels Dot Philly Skies

PHILADELPHIA, May 30.—No less than 10 Ferris Wheels and a dozen Merry-Go-Rounds, big and little, were set up in the vicinity of the Ringling-Barnum circus here this week. The Strates Shows had four of the Eli units, the Penn Premier and Marks shows two each, and the Tassell ride unit and kiddieland operation one each. Lit up at night, along with the other carnival and circus units, they made a pretty sight.

### Many Aid Booking

The booking intrigue preceding the notable gathering of outdoor show units here was the topic of

many conversations. John Quinn aided the Strates Shows, Sam Harris the Marks unit, and Andy Christopher the Penn Premier Shows. Charley Golfarb turned the drive-in into a parking lot and booked a block of joints bordering on South Broad Street. Corn game units worked with darts. In addition to eating joints, concessions included ball games, coke bottles, swingers, buckets and cigarette joints.

### Time for Visiting

With this city's traditional spirit of brotherly love spreading

## Old Orchard Ready For \$2 Mil a Week

Canadian \$ Expected to Swell Take; Maine Expects \$200 Mil; Form Funspot Org

OLD ORCHARD BEACH, Me., May 30.—Canadian dollars are expected to swell the weekly take to about \$2,000,000 at this city's funspot, now billed as "the largest international summer resort in the United States," during July and August.

Russell E. Ross, executive secretary of the Old Orchard Beach Chamber of Commerce, says Maine will get \$200,000,000 this season, more money than will be

spent in any other State in New England.

The biggest chunk of this, or about \$2,000,000 a week, will be dropped off at Old Orchard Beach in July and August. This season again Canadian fun-seekers are expected to outnumber Americans. This has been happening almost since the opening of the beach spot in 1840.

### More \$

That there is more money in "potatoland" than anywhere else in New England was pointed up sharply when Ringling-Barnum skedded three dates for Maine, while New Hampshire and Con-

## MISHAPS GALORE

# Gurtlers Have Bad Luck on Gotham Visits

NEW YORK, May 30.—Mrs. Arnold Gurtler Sr., wife of the head of Elitch Gardens, Denver amusement park, has run afoul of bad luck for the third time in as many years during an annual visit here.

Mrs. Gurtler recently suffered a broken ankle and as a result has been confined for some time to her hotel suite. In the two previous years she has also been a victim of illness during her stay here.

Her husband, who has been busy lining up suitable plays and talent for the Elitch Playhouse, has taken advantage of the delay in returning to Denver caused by his wife's mishap. He made a trip to Philadelphia, where he visited H. P. Schmeck, of the Philadelphia Toboggan Company. After returning to New York he also found time to enter Regent Hospital for an annual check-up. But while there, he also ran into a further delay when physicians found that all the X-rays had been fogged by some unknown radio-active material somewhere near by. Gurtler had to return to the hospital for additional X-rays after hospital officials had removed the offen-

# Forkum Joins Weare Park as Animal Trainer

PIGEON FORGE, Tenn., May 30.—Capt. Bill Forkum, who recently sold his cat act and arena to Terrell Jacobs, has joined the staff at Fort Weare Game Park here as trainer of the park's lion cubs, ponies, donkeys and monkeys. Fort Weare is staffed by former showmen, including its operators, R. A., M. A. and J. G. Miller, with Bob Miller as manager.

Forkum, who expects to be off the road for a year, says that the park, opened May 4, 1952, has recently added a number of animals to its collection which now numbers close to 300. Latest arrivals are three lion cubs born March 31, and Princess Meena, a nine-month-old 800-pound elephant standing 46 inches high. There is also a

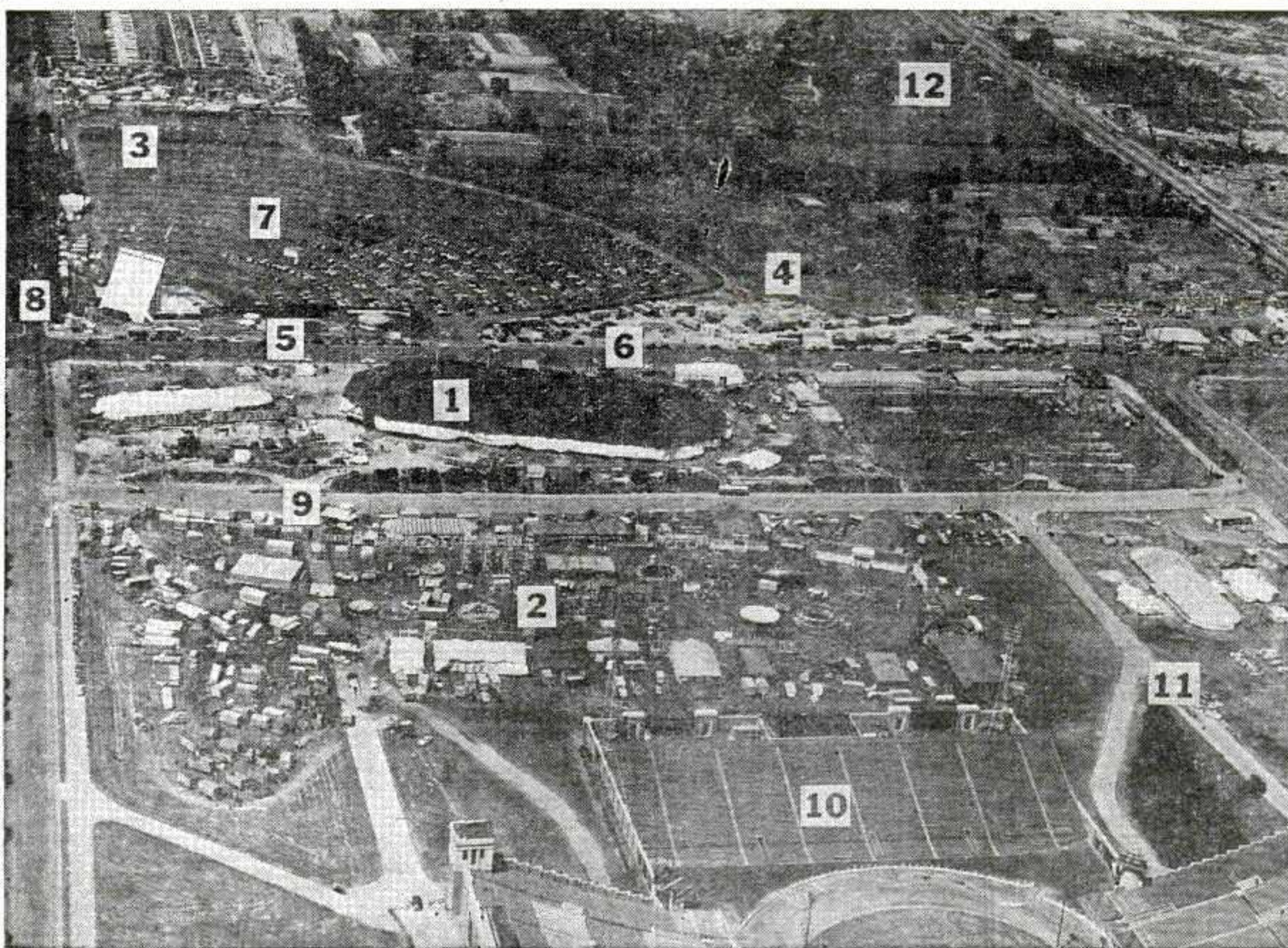
# Macon Gives King Okay on Quarters

MACON, Ga., May 30.—City council this week granted permission to King Bros. & Cristiani to use the city-owned Central City park and buildings for winter quarters again. The show has wintered here five years. Park Chairman A. Mack Dodd said more space in the park will be allotted next winter to provide for the enlarged show.

# William R. Hirsch Taken to Hospital

SHREVEPORT, La., May 30.—William R. Hirsch, secretary-manager of Louisiana State Fair here, has been taken to a local hospital, his condition reported as serious, according to Joe S. Scholibo.

VIRTUALLY surrounding the Ringling-Barnum circus (1) on South Broad Street, Philadelphia, and providing the greatest concentration of outdoor show activity of all times are (2) the James E. Strates Shows, major railroad carnival, (3) the Penn Premier Shows, (4) John H. Marks Shows, (5) a permanent kiddieland, (6) a ride unit operated by Barney Tassell, (7) Charles Golfarb's Drive-In turned into a \$1 parking lot for the occasion, (8) a block of independent concessions booked by Golfarb, (9) another block of concessions booked by John Quinn, (10) the Municipal Stadium, where George Marshman presents stock car races on Monday and Friday nights, (11) the R-B dining tent and other auxiliary units, and (12) the lot at 10th and Bigler streets where two railroad units, the Cetlin & Wilson and O. C. Buck-Model shows, showed for three consecutive weeks before the pictured units opened Sunday (24). Out of the picture, but only a block from the R-B auxiliary tents, are the more than 100 double-length railroad cars used to transport the circus and Strates Shows. The outdoor equipment pictured has an estimated aggregate value of some \$5,000,000.



**NEW! KIDDIE RIDES**



- ★ Rodeo Ride
- ★ Choo Choo Ride
- ★ Speed Boat Ride
- ★ Kiddie Auto Ride
- ★ Rocket Ride
- ★ Pony Cart Ride
- ★ Army Tank Ride
- ★ Miniature Trains

**KING AMUSEMENT CO.**  
Mt. Clemens, Mich.

Introducing . . . "FARPLY"  
**Horses for Kiddie Rides**  
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**Talent Topics**

Following the recent 17-day date in Chicago with Cole Bros.' Circus, **Craig's Chimpanzees** played the "Super Circus" TV show May 10 and are now at State Fair Park, Milwaukee, for 10 days. **Barnes-Carruthers Theatrical Enterprises**, Chicago, is booking the act this season.

**Sloppy Williams** lost his truck and two joints in the twister that hit Waco, Tex., recently, according to **Dick Freer**. . . . **Jimmie Watts**, who now has the Side Show on the Gem City Shows, reports his line-up as follows: **Bill, Nellie and Slopalong**, trained monkeys; **Billy Ethridge**, block-head; **Brownie Pruitt**, electric chair; **Bob Wilson**, fire and torture; **Rita Ray**, half and half; **E. E. McClain**, front; **Charlie Barr**, boss convasman, and **Duke Ingle**, tickets. Watts is doing magic and juggling.

**Jess C. Fields**, former manager of the J. C. Fields Greater Shows, reports from Route 1, Jonesboro, Ill., that he suffered a stroke three years ago that left him completely paralyzed on the right side. He would like to hear from friends.

Acts booked for Wildwood Park, Kansas City, by **Ernie Young**, include **Vialands**, acro, and **Del Raes**, high act, opening May 30; **Winlos**, cyclists, and **Jimmy Troy**, trapeze, June 8; **Lamberts**, comedy acro, and **Great Guyer**, high act, June 15; **Farias Duo**, hand balancing, and **Great Eugene**, high act, June 22; **Clark and Bailey**, comedy, and

**Out in the Open**

**R. Alvin Purcell**, younger brother of **Pat Purcell**, of the National Association for Stock Car Auto Racing, Inc., with headquarters in Daytona Beach, Fla., has been named assistant State's attorney of Cook County, Illinois.

**Leo C. Dailey**, secretary-manager of the North Montana State Fair, Great Falls, toured Southern Alberta recently to invite Canadian farmers to exhibit at the show. A new feature this year will be Canadian Day on the final day of the fair.

**Sam J. Levy**, top man of Barnes-Carruthers Theatrical Enterprises, Chicago, this week announced signing to produce the shows at the National Dairy Congress, Waterloo, Ia., for the 32d year and the Spencer, Ia., fair for the 30th year. **Fred H. Kressmann**, also of the B-C office, is recuperating in Newaygo, Mich., following minor surgery.

**Leo Overland**, of Tournament of Thrills, was a Chicago visitor, Wednesday (27), en route to Milwaukee where the show had performances scheduled for Saturday and Sunday afternoons (30-31) at the Wisconsin State Fairgrounds. . . . **Rube Liebman**, Barnes-Carruthers Des Moines rep, spent several days in Chicago last week huddling with B-C execs.

A Swiss Chalet, featuring a \$200,000 collection of rare foreign antiques and hobby items, was opened this week at Palisades (N. J.) Amusement Park by Mrs. **Vincent Impellitteri**, wife of New York's mayor. The exhibit will benefit charity.

**Joseph E. Tinty**, manager of the Plainville, Conn., stadium, will present a Miss Universe Beauty Pageant there Sunday, June 7. The State-wide contest offers an all-expense trip to Long Beach, Calif., to the winner, where she will enter a national contest. A special stage, 105 feet long, is being constructed for the event.

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**SMITH AND SMITH**  
SPRINGVILLE, NEW YORK

**Cepler Family**, high wire, June 29; **Dick Clemens**, bears, and **Frank Torrence**, high act, July 6; **J. J. Lynch** and Company, archery, and **Don Dorsey**, trapeze, July 13

**James F. Mulholland**, called by friends the oldests active showman, has left Mount Carmel Hospital, Columbus, O., and is recovering at the home of a daughter in that city. His wife, **Eve**, has operated his Hollywood Monkey Show on the F. E. Gooding Company No. 6 during his hospitalization.

**Maschino Troupe**, tumblers, will open at the Silver Frolics niterie, Chicago, June 1, replacing the **LaVerne**s, dance duo. . . . **Bert and Corrine Dears**, cloud swing and trapeze duo, are currently playing the Exposition at Grand Mere, Quebec. En route to the Quebec spot, the Dears stopped off at Trois Rivieres to visit the **Frank Wirth Circus**.

**Lucille Berosini**, high wire single, was a Chicago visitor recently en route from Brandon, Man., to visit her father in Florida. She will then head for Pontchartrain Beach Park, New Orleans. . . . **Sky Devils**, high act, is set for the big July 4 celebration at Denver.

**Dick Clemens**, erstwhile lion tamer, is now working three black bears since selling his cats on his jaunt to Japan. . . . **Bozo Harrell** is currently at the Park Ridge, Ill., trailer camp prepping for a busy outdoor route.

**Farias Duo** are skedded to play **Kennywood Park**, Pittsburgh, for two weeks opening July 6. . . . Talent set for the **Wausau, Wis.**, Jaycee cele, July 4, includes **Jeffrys**, trapeze; **George Gilbert**, mimic and emcee; **Winlos**, c. lists; **Balabanos**, music, and **Vialands**, acro. Line-up was booked by **Ernie Young**.

**Bill Atterbury** and his **Sky Kings** are appearing thru June 7 with their twin 120-foot swaypole act at the Springfield (L. I.) Christ The King Catholic Church bazaar and carnival. They next appear at **Harry Batt's** Pontchartrain Beach, New Orleans.

**Jimmy Shaw** and **Bill LeRoy**, newly formed team, have just closed at the **Martinique Hotel**, Miami Beach, with their **Marionette Revue on Strings**. They are heading north to open at the **Paradise Room** in the **Henry Grady Hotel**, Atlanta, June 4.

The **Spike Jones** show was visted in Springfield, Mass., by **Joe and Wally Beach**, who renewed their acquaintanceship with the **Wayne-Marlin** trio, **Peter James**, **Ruth Foster** and **Lottie Brunn** and her husband.

**Johnny Olsen**, radio and TV personality, will handle emcee chores for the weekly Wednesday night hour-long TV show "Straw Hatters," to be presented Coast-to-Coast via the Du Mont network during the summer. The program will originate in the outdoor casino at the park and will present a talent tournament among roller skaters, ballroom dancers, acro performers, vocalists, hillbilly bands, and musicians. Segments of the show will be televised from the park's salt water swimming pool and will show diving and water ballet exhibitions.

**Nellie Pelikan, Mother of Lil'n Leitzel, Dies**

MILWAUKEE, May 30.—Mrs. **Eleanore (Nellie) Pelikan**, former star European circus aerialist and mother of the late **Lillian Leitzel**, who won international fame as an aerialist, died May 26 in Milwaukee.

Born in Bohemia, Mrs. Pelikan became apprentice to a trapeze performer at the age of 14. That began a 40-year career that took her to London, Dublin, Berlin, Warsaw, Lisbon, New York, Copenhagen, Oslo, Stockholm and New York, where she appeared at **Hammerstein's Olympia Theater** in 1895.

Mrs. Pelikan claimed origination of the one-armed plange and could do the maneuver 32 times. Her daughter, who died in a 45-foot fall in 1931 at Copenhagen, when a trapeze broke, could do the stunt more than 200 times. Mrs. Pelikan performed with two sisters. A brother was a clown. Her husband invented a revolving electrical trapeze Mrs. Pelikan used. She closed her career at the **Winter Garden**, Berlin, at the age of 54.

Following her retirement, Mrs. Pelikan made Czechoslovakia her home until her son, **Alfred G.**, art director of Milwaukee public schools, brought her to this country after World War II. Private services were held Thursday (28).

**Lewistown, Ill., Plans Night Races**

LEWISTOWN, Ill., May 30.—**Fulton County Fair** this year will present big car auto racing at night since the installation of a new lighting system around its half-mile race track. Secretary **Chester Boone** also announced the fair program would include six running races daily, a society horse show and a night grandstand variety show with a name band. A new special event this year will be dog races.

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|--------------------------------------------------------|-----------------------------------------------------|--------------------------------------------------------------|------------------------------------------------------|---------------------------------------------------------------|

## Mishaps Galore

Continued from page 50

sive material after locating it with a Geiger counter.

### Anxious to Return

Gurtler said that he was anxious to return to his Denver park, since he has been absent since late April and hasn't seen the park since it opened the 1953 season early this month (7). He is particularly anxious to view the funspot's new kiddie zoo, which was created this year, and which was ready when the park opened.

He announced that the Elitch Playhouse would have a 10-week season this year, beginning June 23, and that he had been fortunate in completing negotiations to present such vehicles as "The Male Animal," "Harvey," "Point of No Returns," "Bell, Book and Candle," "Smiling Thru" and "Within the Law."

George Somnes will direct the plays that will be presented, and Harry Cummins has been signed as scenery designer. Halia Stoddard, well-known Broadway actress, will be the leading lady of the resident company, which will also include Brook Bryson, Nancy Cushman, Marian Seldes, Jaqueline Holt, Whitfield Connor, William Woodson, Donald McClelland, John Straub, Don Dickerson and Kenny Raymond.

### Cold in Denver

Gurtler said that reports sent from Denver by his sons informed him that the weather there had also been unseasonable, and that cold had prevailed for much of the time since the park opened. However, according to Gurtler, the weather in Denver had been much better than that which has been plaguing Eastern amusement operators.

The Gurtlers are looking forward to returning to New York for the summer meeting of the National Association of Amusement Parks, Pools and Beaches, which will be held in August.

## Cole-Walters Wins Big Day

KAKOKA, Mo., May 30.—Cole & Walters Circus won a weather break and two good houses here Wednesday (27). Matinee was three-quarters and night house was near-capacity.

But fair weather failed to help at Monroe City, Mo., Monday (25), where matinee was light and night house was half filled. Show had auspices of the Lions Club but was in opposition to a cash prize contest at a theater.

Marceline, Mo., on Saturday (23), gave three-quarter and near-full houses in cool and cloudy weather. Lions auspices was used. Elephant act won comments from reporters in most stands.

## COMING EVENTS

### Arkansas

Fort Smith—Ark.-Okla. Rodeo. May 30-June 1. J. W. States, 613 Garrison Ave.

### California

Livermore—Livermore Rodeo. June 13-14. John F. Jensen, Box 180.

### Connecticut

Bridgeport—Shriners Diamond Jubilee. June 27. Pyramid Shrine.

### Florida

Miami—Royal Policians Festival. June 7-12. Mrs. J. W. Hunt, 1130 S.W. 13th Ave.

### Illinois

DuQuoin—Centennial Carnival. June 10-13. George Berg, Lions' Club.

### Indiana

Charlestown—Lions' Club Celebration. June 22-27. Jerome Peters.

### Massachusetts

Greenfield—200th Anniversary Celebration. June 10-14. Ray Bickford.

### Michigan

Glenn—Pancake Festival. June 26-28. Mrs. John Nyma.

### Missouri

Independence—Historical Pageant. June 22-27. Mayor Weatherford.

### New Jersey

Camden—Greater Camden Co. Expo. of Progress. June 4-6. Harry G. Grafton.

### New York

Dansville—Firemen's Carnival. June 29-July 4. Karl Middleton, Hotel Dansville.

### Ohio

Port Recovery—Am. Legion Celebration. June 19-21. C. Y. Brockman.

### Oklahoma

Pawhuska—Osage Co. Cattlemen's Assn. Conv. & Ranch Tour. June 26-27. Clarence Paden, Chamber of Commerce.

### Oregon

Portland—Rose Festival. June 10-14. L. W. (Bud) Mallett, 290 Multnomah Hotel.

### Pennsylvania

Flemington—Firemen's Convention-Celebration. June 15-20.

### Tennessee

Chattanooga—Home Show. June 8-15. C. B. Osborne, Electric Power Co.

### Texas

Bandera—Bandera Centennial. June 11-13. Woody Edmiston.

### Utah

North Salt Lake City—Intermountain Junior Pat Stock Show. June 3-4. Wm. D. Backman, 207 S. Main St., Salt Lake City.

### Wisconsin

Blanchardville—Celebration. June 21. H. C. Lyngass.

### Wyoming

Greybull—Days of '49. June 13-14. Gordon Blaney.

### Canada

North York, Toronto—Coronation Carnival Week. Canadian Legion. June 1-8. George E. Stephenson.

Saskatoon, Sask.—Pat Stock Show. May 29-30. S. N. MacEachern.

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## Kelly-Morris Takes Okay at Oxford, Pa.

OXFORD, Pa., May 30.—Despite a muddy lot and no dismissal of schools, Kelly-Morris Circus played to a half-filled tent at its matinee performance here Wednesday (20). Night crowd was estimated as three-quarters.

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**J. M. SIMMONS & CO.**  
525 S. Dearborn St. Chicago 5, Illinois

## Ferris Wheels Dot Philly

Continued from page 50

to the members of the outdoor amusement industry, it was difficult to locate members of any show on their own lot. They were all moving from one site to another, visiting friends and exchanging pleasantries while noting the physical set-up and equipment of the other shows.

### Eagles Eyes Big One

Nate Eagles, former kid show manager on the Big One, attended its Tuesday (26) matinee and visited with friends on the show. He currently has a midget show with the James E. Strates railroader, which was set up on the lot adjacent to the Big One.

### Serfass Fine Host

James E. Strates and Artie Lewis, the latter heading the John Marks Shows, which were set up on the other side of the big top, visited Lloyd Serfass, of the Penn Premier Shows. Serfass entertained visitors in his office wagon, which sports a complete bar.

### Slayton Opens Door

Dick Slayton, head of the Ringling kid show, played host to many of the personnel of the three carnivals that were set up around the Big One.

### RB Thumpers Busy

Roland Butler, chief circus tub-thumper, was on hand to greet his many friends at the press entrance. He was assisted by Allen J. Lester, of the press department, who has recovered fully from a wrist operation performed while the show was in New York. Also on hand to represent the radio-TV end of the press department were Norman Carroll and his assistant, Charles Schuler. All facets of the press department, under the direction of Butler, scored heavily in the Philadelphia newspapers and via radio and TV.

### Count Nicholas Announcing

Count Nicholas, equestrian director of the circus, has taken over the announcing chores and keeps the show moving at a lively clip under his watchful eye.

### Line-Up Shuffled

Duane Thorpe and his chief, Pat Valdo, are omnipresent, keeping an alert eye on performers and their performances, a chore further complicated by the reshuffling of the show, and the other problems that confront them as the show whips into shape during its second under-canvas stand.

### RB Marquee Eye-Catching

The four ticket wagons to the Big One have been relocated this year, and are placed directly in front of the main entrance. Each is painted a different color, and this makes the patron's task of buying tickets easier.

One wagon is used for press exchange, one for bleacher seats, and the other two for reserved seats. Overhead is the large and colorful greatest show on earth entrance banner, which was designed and executed by Bill Ballantine, who

also designed the spectacular kid show front. Oscillating lights atop the ticket wagons illuminate the entrance banner in an attention-arresting manner.

### Lighting Excellent

Harold Ronk, circus vocalist, has been beset by a sore throat since the show hit canvas, but hasn't missed any shows. Doug Morris has done an excellent job of lighting the big top for performances. Flexibility in lighting the acts, whether on the ground or aloft, has been achieved without the light impairing the vision of patrons.

### Millers on Hand

Frank Miller's concession tents are constructed of fiberglass and present an attractive appearance to patrons heading for the big top. The Millers, Frank, Paul and May, were on hand to oversee operations. They also renewed many old acquaintanceships.

### De Belle Witticism

Helen Lynch, concessionaire with the Strates Shows, visited the John Marks Shows office. Starr DeBelle, Strates press agent, also was one of many who were visited by old friends in the business. He humorously pitied Arthur Concello, manager of the Ringling circus, pointing out that Concello had to remain in New York's Madison Square Garden for 40 days this year because the circus couldn't find a lot on which to show.

### Cops Plentiful

The Philadelphia Police Department was liberally represented around the end of Broad Street, where the outdoor industry was grouped. Traffic direction was capably handled by its members. A special police office was set up on the circus lot, complete with two-way radio and telephone communication facilities. Biggest problem confronting the blue coats were the usual under-the-canvas juvenile patrons to the circus.

Down from Allentown, Pa., to join the conclave was Rosie and her lunch car. The spaghetti kettle was on the fire, and it looked like the location, across the street from the circus, was a good one.

### Saluto an Aerialist

Frankie Saluto, of the circus clown alley, has an easier part in the clown soldier gag. When "fired" from the cannon indoors, Frank had to climb way up into the gallery to appear in his tattered costume when the spots picked him up. Now, however, he's hoisted in a bag in an end ring, and the bag is pulled away to disclose him to the patrons after the cannon's report.

### Clowns Popular

Emmett Keily and Otto Griebing, both masters of pathos and pantomime, clearly indicate their ability, as they move about the oval entertaining the pew sitters with their never-ending supply of stunts.

## Old Orchard Sees Big Week

Continued from page 50

necticut got one each, and Massachusetts two.

Ross says ops are particularly optimistic this season and expect to break records. A new combine is being worked out to put all beach funspot interests along the Southern Maine seacoast under one guiding force to co-ordinate promotion and flacking, he revealed.

To be called the Southern Maine Association, it will take in the area between Kittery and Portland, and will be one of the long-range objectives of the Chamber.

### Better Highways

The Chamber is also working with officials of the U. S. Route 1 Association in efforts to obtain better highways as well as improved directional signs along the scenic Routes 1 and 1A that skirt the Maine coast.

The Boston and Maine Railroad has tied up with the beach spot, said to be the longest and widest on the Atlantic Coast—seven miles long and 495 feet wide, with special one-day excursion trains on Saturdays and Sundays from Boston for \$4.50.

Ride ops are looking for a banner season. Rides at the Whiteway include Merry-Go-Round, Noah's Ark, Coal Mine with live donkeys, Skooter, Jack and Jill Coaster, Jonah and the Whale Funhouse, Flying Saucer, Kiddie Auto Ride and Plane Ride.

### At Palace

At the Palace, across the way, is a Rocket, Miniature Railroad, Ferris Wheel, Loop-o-Plane, Swings, Dodgem, Whip, Heyday, Kiddie Boat ride, Kiddie Whip and roller skating rink.

The Pier will have many new concessions this season, and open-air movies will be shown while name dance bands play inside.

Ops figure on 50,000 persons a day this season, with big weekends up to 100,000 a day, and more than 125,000 on July 4. The town this year has put on 24 extra police officers and is supplying a free parking area for 1,500 cars. More than 150 hotels and tourist houses are opening their doors for the season.

New toll roads in Maine and New Hampshire have cut traveling time from Boston to the funspot down to about two hours. Horse racing at Scarborough, opening July 1, will bring extra money to beach ops. A big pyro show is skedded for July 7 at near-by York Beach.

## Forkum to Wear

Continued from page 50

performing elephant, Judy, 26 years old.

Other recent additions are Guineas baboons, an Abyssinian lion-slaying baboon, a yearling buffalo cow and a Thar goat. The park is said to have the largest herd of mixed deer of five types in the country, all of which are tame. Births of animals have been numerous this year and include deer, goats, Caracul lambs and a Mexican bear. The park also has scores of monkeys of five varieties.

The Millers operate the park daily at a \$1 admission charge for adults and 30 cents for children. On Sundays a special charge of 80 cents is made for adults.

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**Florida**  
Pensacola—June 14. Clell Diddy, Biloxi, Miss.

**Illinois**  
Cicero—June 14. Bow Org. Detroit.  
Lake Forest—June 13. Edgar A. Moss, Greensboro, N. C.  
St. Charles—June 20. Mrs. Robert Voras, 2608 W. 102d St., Chicago.

**Indiana**  
South Bend—June 7. Gugeril, Auburn, Ind.

**Massachusetts**  
Concord—June 14. Foley, 2009 Ranstead St., Philadelphia.

**Michigan**  
Benton Harbor—June 21. Bow Org. Detroit.  
East Detroit—June 23. Bow Org. Detroit.

**Missouri**  
St. Louis—June 7. Capt. L. Johnson, R. 1, McLean, Va.

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**Mills Collects On Promotion 'Insurance'**

STUEBENVILLE, O., May 30.—Five weeks of bad weather for Mills Bros. Circus has dampened everything but business on the show, with officials pointing out that the 14-year system for advance promotion still pays off, even if crowds are rained out on show day. Banners and UPC make even the wet ones red ones, they report.

At Heidelberg, Pa., suburb of Pittsburgh, show had Exchange Club auspices. Rain quit at night show time and a half house turned out. Because of rocky formation under the lot surface, rigging stakes could not be driven and four acts were cut.

In Steubenville (21), the show had two half houses in wet weather. The show was one day ahead of King-Cristiani there, and its lot was six miles out.

**Wirth Acts Set In Alexandria**

NEW YORK, May 30.—The first circus to be held under auspices of Kena Shrine Temple, Alexandria, Va., will be staged August 19-22 at the Alexandria Stadium, across the river from Washington.

Four days and an equal number of night performances will be given, according to Frank Wirth, local booker who has been awarded the contract to produce the circus and fireworks display.

**R-B, Mills Meet At Baltimore**

BALTIMORE, May 30.—Ringling-Barnum and Mills circuses, which day and dated at Milwaukee two years ago, will have more of the same in this area next week.

Ringling plays an Eastern Boulevard lot at the edge of Baltimore Monday and Tuesday (1-2). Mills Bros. plays Timonium, a Baltimore suburb on Monday and a second Eastern Boulevard lot on Tuesday. The second day will have the shows about a mile apart.

VINTON, Ia., May 30.—Wallace & Clark Circus drew less than 1,000 to its two performances here Thursday (28). Threat of rain in the morning was credited with holding the matinee down, altho the skies cleared for the evening and the show did no better.

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**OUTDOOR AGENT MAKES TRY FOR TIN PAN ALLEY**

CHICAGO, May 30.—Boyle Woolfolk, head of the outdoor booking office bearing his name, who doubles in brass as a song writer, has placed his two latest creations with Henry Donney Publishing Company, music publishers here. The songs are "Mama Wore a Moo Moo," a Hawaiian tempo piece, and "Don't Baby a Baby" in fox trot tempo. Donney, in addition to publishing sheet music, records on the Tiffany label. Woolfolk, who has written some 75 songs as a sideline, is the author of the official school song of Centre College, his alma mater.

**Madison, Wis., Gives Hagen Extra Matinee**

MADISON, Wis., May 30.—Hagen Bros. Circus gave five performances in a two-day stand here. Turnaway at the first matinee Sunday (24) forced scheduling of a second afternoon show. Night attendance was slightly under half, and Monday's matinee was good.

The show blew Whitewater, Wis., Saturday (23) because of truck troubles. For the Memorial Day week-end, the show moved to Chicago suburbs.

This was Hagen's first Madison appearance and the first time a circus played the fairgrounds lot, a frequent carnival site. It's on high land, and it drained well after the Sunday rain. Rod Godfrey, formerly with John Robinson, Sells-Floto and Kelly-Miller, visited.

**Pancho Heads Sheriff Rodeo**

REDDING, Calif., May 30.—Following a month-long build-up, which started with a \$25 per couple banquet, the Shasta County Sheriff's Posse Rodeo will be held here June 5-6. Leo Carrillo, of the Cisco Kid and Pancho show, emceed the kick-off dinner and will return to be grand marshal of the parade preceding the event. At the banquet a two-hour show included the Jim Diamond Trio; Peggy Mann, vocalist; Ray and Irene Drake, dancers, and John Molinari, accordionist.

**Circus Routes**

Send to 2160 Patterson St. Cincinnati 22, O.

Beatty Clyde: Martinez, Calif., 2; Marysville 3; Roseville 4; Reno, Nev., 5-8; Ogden, Utah, 8; Logan 9; Pocatello, Idaho, 10; Burley 11; Jerome 12; Boise 13; Ontario, Ore., 14.

Cole & Waters: Anamosa, La., 4.

Diano Bros.: Fairmont, Minn., 2; Mankato 3; Redwood Falls 4; Willmar 5; St. Cloud 6; Alexandria 8; Pergus Falls 9; Moorehead 10; Crookston 11; Warren 12; Gratton, N. D., 13.

Gainesville: Duncan, Okla., 5-6; Lawton 12-13.

Gould, Jay: Macon, Mo., 8-10; Stuart, Ia., 11-12; Faribault, Minn., 15-16; Fulda 17-18; Mapleton 19-21.

Hagen Bros.: North Riverside, Ill., 2; Harvey 4; Gary, Ind., 5; Valparaiso 6; La Fayette 8; Hoopston, Ill., 9; Danville 10; Crawfordsville, Ind., 11; Greencastle 12; Indianapolis 13-14; Rushville 15.

Hagan-Wallace: Iron River, Mich., 4.

Kelly-Miller: Madison, Ind., 1; Frankfort, Ky., 2; Cynthia 3; Palmouth 4; Paris 5; Winchester 6.

Kelly-Morris: Ephrata, Pa., 2.

King Bros. & Cristiani: Woodstock, Ont., Can., 3; St. Thomas 4; London 5; Chatham 6; Windsor 8.

Mills Bros.: Baltimore, Md., 2; Greenbelt 3; Brentwood 4; Silver Spring 5; Lexington Park 6; Glen Burnie 8; Essex 9; Aberdeen 10; Wilmington, Del., 11; Media, Pa., 12; Hatboro 13.

Odyson: Bonnyville, Alta., Can., 2-3; Myrnam 4; Two Hills 5; Vegreville 6.

Polack Bros. (Eastern): Tucson, Ariz., 2; (Tingley Field) Albuquerque, N. M., 4-6; (Fairgrounds) Salt Lake City, Utah, 11-13; (Ball Park) Twin Falls, Idaho, 16-17.

Polack Bros. (Western): (Auditorium) Sacramento, Calif., 2-7; (Aud.) Fresno 10-13.

Ringling Bros. and Barnum & Bailey: Baltimore, Md., 2; Norristown, Pa., 3; Bridgeton, N. J., 4; Upper Darby, Pa., 5-6; Jersey City, N. J., 8-9; Allentown, Pa., 10; Plainfield, N. J., 11; Paterson 12-13.

Rogers Bros.: La Follette, Tenn., 2; Morristown 3; Greenville 4; Johnson City 5; Elizabethton, 6; Big Stone Gap, Va., 8.

Von Bros.: Forrest City, Pa., 2; Tunkhannock 3; Dunmore 4; Troy 5; Blossburg, 6; Westfield 8; Painted Post, N. Y., 9.

**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: Littlefield, Tex.  
American Beauty: Brookfield, Mo.  
American Eagle: Bruceton, Tenn.; Eola 8-13.  
American Midway: Lfndale, Tex.  
Badger State: Staples, Minn., 1-3; Benson 5-5.  
Beam's Attra.: Hollisopple, Pa.; Homer City 8-13.  
Becht, Lee: Miamisburg, O.; Loveland 8-13.  
Bee's Old Reliable: Hazard, Ky.; Wayland 8-13.  
Bell-Form: New London, Conn.  
Belle City: Glendale, Wis.; Madison 9-14.  
Bernard & Barry: Noranda, Que., Can.; Val D'Or 8-13.  
Big Four Am.: Berkeley, Ill.  
Big State: Antlers, Okla.  
Blue Grass: Columbus, Ind.  
Blue Ribbon: Janesville, Wis.  
Bogle, F. C.: Salina, Kan.; Great Bend 8-13.  
Bohn & Sons United: Frederick, Okla.; Hobart 8-13.  
Boone Valley: Oelwein, Ia.; Belmont 8-9; South Sioux City, Neb., 15-21.  
Brewer's United: (1515 McCarty) Houston, Tex.  
Brodbeck & Schrader: Lexington, Neb.  
Brown & Wallace: Harrisonburg, Va.; Alexandria 8-13.  
Buck, O. C., Model: Wilkes-Barre, Pa.; Scranton 8-13.  
Burke, Harry: Kentwood, La.  
Burkhart: Thornton, Ill.; Cortland 8-13.  
Capital City: Springfield, Tenn.  
Carpenter Bros.: Weston, O.; Rockford 8-13.  
Casey, E. J.: Norwood, Man., Can.; Pilot Mound 10-11; Morden 12-13.  
Cavalcade of Amusements: Rockford, Ill.  
Central American: Manhattan, Kan.  
(Continued on page 66)

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## ROTOR RIDE FLASHES OPENING AT BELMONT

MONTREAL, May 30.—Rex Billings' Belmont Park here has swung into the new season with a Rotor ride heading up the list of new attractions. Also new is a Rock-o-Plane, and the funspot reported expenditures totaling \$138,000 this winter for improvements in addition to new rides.

Business got off to a big start, with the two-day opening, May 9-10, attracting more than 40,000 paid admissions despite cold weather.

Free act schedule started with Mike Beronini, aerialist, on open-

ing days. Initial turnouts were scored altho no picnic groups were booked for the time. For the remainder of the season, however, Billings said picnic bookings are at their highest point in park history.

Theatrical page of The Montreal Star carried a major yarn about Belmont on the spot's first day. David Atkins, Australian park man, flew here to study operation of the Rotor ride and has completed arrangements to erect three Rotors at his parks in Australia. Bert Nevins, New Jersey park publicist, was a caller at Belmont.

## Theater Firm Adds 7 Rides To Ind. Spot

INDIANAPOLIS, May 30.—A new spot, Little America Kiddieland, began operation here Sunday (10) with seven rides. The kiddie layout is owned by Y and W Management Corp., Indiana theater chain. John Pennington is manager.

The place has been operated for several years as an amusement center which included a golf driving range, but the rides are new this season. Unofficial opening was May 6. Marc J. Wolf is manager of the company, which also has funspots at Muncie and Terre Haute. Each is equipped with a Miniature Train, as well as other rides.

## Jeff Beach May Drop Acts Again

DETROIT, May 30.—Jefferson Beach Park here may drop its recently revived free act policy, partly because of the success scored by the first act, Manager Harry Stahl said this week.

Act policy was re-instated this season with Flora Zucchini's cannon act on the midway. Stahl said the act had proved a strong crowd puller and that it was being held over following its original two weeks' run. Another act was canceled.

He said the park usually had booked aerial acts and spotted them on the beach, where the crowds failed to spend, while the cannon turn is staged on the midway. Stahl said he anticipated difficulty in finding other acts strong enough to continue the pull.

Business for the park has been well ahead of last year. Stahl said a recent Sunday was better than July 4, 1952, with weather a factor. Walton O. King, ride operator, is adding cars on the Pretzel, Dodgem and Whip. Stahl is putting a new 16-car Octopus and a new Roll-o-Plane into operation this week-end.

One factor in the possibility of dropping free acts again is that the big picnic season is about to open, and another is that the bathhouse also is to be opened. High water kept it shuttered in 1952.

## Holiday Music For Hershey

HERSHEY, Pa., May 30.—Emphasis will be on musical entertainment Decoration Day week-end at Hershey Park. Manager George W. Bartels has set up a program consisting of free concerts Saturday (30) by Reg Kehoe and His Marimba Band in the bandshell and Charlie Spivak and his ork in the park ballroom that night. Palmyra American Legion Band will be heard in free concerts on Sunday.

New at the park this year is a miniature golf course and driving range, officially opened last week with a golf clinic conducted by Johnny Weitzel, Hershey Country Club pro, who was assisted by area professionals who demonstrated various shots and gave free lessons.

## Moses Presents Plan to Develop Staten Island

NEW YORK, May 30.—Robert Moses, city parks commissioner, who recently announced plans for the up-grading of Coney Island's amusement area into a residential area for the expanding population of this metropolis, came forth with another proposal this week to re-develop the waterfront at South Beach, Staten Island.

Citing the general plan that proved successful at Rockaway Beach, Moses urged construction of a modern beach area that would cost \$8,300,000 and an additional \$1,800,000 for street and paving improvements to correct substandard conditions within the area of the proposed improvements.

The city currently has 1.4 miles of improved beach front, including a small boardwalk, along South Beach, and has also acquired another 1.1 miles of undeveloped beach front in anticipation of extending the boardwalk, but funds have not yet been available for that purpose.

### Boardwalk Included

The program calls for completion of 2.5 miles of boardwalk, with an attractive boulevard behind the improvement and with parking facilities for 6,000 cars. Play areas would be constructed and bathhouses, concession stands and refreshment booths would be erected.

Parking fees of 25 cents were proposed by Moses and Edward G. Baker, Richmond borough president, with 10-cents-per-person fees for use of the boardwalk, game areas and beach. The improved beach was estimated to attract 1,500,000 persons the first year, rising to 2,400,000 in 30 years, according to the report submitted by Moses and Baker. Attendance at South Beach last year was 1,200,000.

Rezoning was urged to prevent the mushrooming growth of beach shanties as well as the prohibiting of all parking on streets within walking distance of the new beach.

## Old Band Organ At Myrtle Beach

MYRTLE BEACH, S. C., May 30.—A 53-year-old Walrich band organ, built in Germany and brought to this country 30 years ago, has been installed at the funspot operated here by Harry Beach. It formerly was in Martha's Vineyard, Mass.

Beach said the big, ornately decorated organ is one of three built and two in existence. Ca. .d figures on the front move in rhythm with the music. The organ will be played continuously during operation of the beach's rides.

Manager Earl Husted opened the spot for week-ends May 1, and is switching to full operation now.

## Control Plan For Weather Washes Out

NEW YORK, May 30.—The experiment to provide good weather for this holiday week-end in this area (The Billboard, May 30) will not be conducted, according to Irving Rosenthal, co-owner of Palisades (N. J.) Park.

The rain prevention program was to have been conducted by Dr. Wallace E. Howell, former Harvard professor, who performed rain-making activities for the city in 1950 when its water supply was dangerously low.

Preliminaries involved George A. Hamid, president of the National Association of Amusement Parks, Pools and Beaches; Dr. Howell, and Rosenthal.

The plan was to conduct a test experiment this week-end to determine the value of Dr. Howell's methods, but Lloyds of London would not provide the insurance that Rosenthal sought. This would have protected him and Dr. Howell against legal proceedings from farmers or others who might feel that weather-making activity would cause them damage by preventing natural rainfall.

### LITTLE KING

## Comic Strip Depicts Fun At Parks

NEW YORK, May 30.—Cartoonist O. Soglow, whose strip appears weekly in leading color comics, Sunday (24) placed his "Little King" character in an amusement park.

The King and his wife ride the Coaster, Merry-Go-Round and other rides; have their picture taken, visit the Funhouse, take a swing at the high striker and the Queen even gets her husband past the posing show. The wind-up frame has the King throwing baseballs at his wife's head, which is sticking thru the canvas back-stop.

Coming at a time when parks are open or about to open, the strip cannot help but remind the public that parks are offering a variety of low-cost entertainment.

## Coney Island, N. Y.

By UNO

One of Coney's free promotional activities, the fireworks display, will again be presented under the joint auspices of the Chamber of Commerce and the F. and M. Schaefer Brewing Company, every Tuesday evening from June 16 to August 25, with special holiday showings on the nights of July 4 and Labor Day, September 7, all from a moving barge in the ocean to afford a view from any point on the Island.

Feltman's Park Board of Directors, at a recent meeting, elevated Kenneth Bourke, for eight years manager, to vice-president and treasurer, retiring Benno Bechhold from these two positions. Alvin C. Kallman remains as prexy and Harry R. Socolof as chairman.

Bourke continues in his supervisory capacity in the park and for its many concessions. Changes this season include Mike and Mary Della Corte turning over their two shooting galleries to the Sandman Bros., large Island concessionaires; an expansion of Kiddieland with new features by the Garto Bros.; an enlargement of floor area for additional bowl-o and skeeball alleys by Nat Faber in a space increased to 2,000 feet; a shifting of the greyhound racer to a better location by Joe Bartolini; a rebuilding of Ruby's frozen custard booth by Isadore Rubenstein; and an extension of a boat ride by Adolph Lenke. A second year of trial by the park for an

(Continued on page 73)

## Dallas Hikes Picnics, Sees Hike in Ride \$\$

DALLAS, May 30.—Picnics and promotion have made the formerly little-used pavilion at State Fair Park a bustling business-getter for the adjacent midway.

The two-story structure has an open lower level and enclosed space surround the balcony. A fenced yard of about two acres, with playground equipment, surrounds the pavilion. Building is only 250 feet from the midway entrance.

State Fair of Texas rents the upstairs space for \$25 up, furnishing tables and seating for 600, and dance floor accommodating about 300.

Bookings from the time the midway opened, April 4, thru July 4, will total about 20, mostly for employee clubs of large companies. This represents about 7,500 people who otherwise would never have got near the midway.

### Ride Book Alternative

The fair waives the fee when 50 or more books of ride tickets are purchased. The books contain 28 5-cent tickets that can be applied against the price of any midway ride, and sell for \$1 each. Books are intended strictly as a come-on and don't reflect eventual business done.

Some of the picnics are those of the Safeway Stores Employees Club, with 1,800 on hand; the Dallas Internal Revenue Bureau, 900; Procter & Gamble, 800, and International Business Machines, 300. Biggest ticket book buyer has been the Wyatt Metal and Boiler works, which took 600 books.

Bookings are handled by Joe Rucker, special events director for the fair, who has been working with the Fair Park Amusements Owners' Association, headed by Fred McFalls Sr., president.

Rucker made a preliminary mailing to a list of 392 firms in the Dallas County area employing more than 100 workers. The mailing was made about a month before the midway opened April 4.

### Special Events Click

Rucker also has set up highly successful series of special events in his first year working on midway promotion. The midway opened with a bathing beauty contest. Television tie-in, with one-hour remote telecast, drew about 4,000.

Rucker now is working on plans for a tie-in with a Dallas manufacturer, who sponsors a children's TV show. Plans call

for a summer-wide deal, whereby a margarine carton will admit any child under 12 to any ride. The company would redeem the cartons.

The next big day for midway will be June 19. It's the traditional "Juneteenth," Emancipation Day for Negroes in Texas, which usually pulls upward of 100,000 to park.

Twice-nightly free acts on the midway stage, sponsored by Pepsi-Cola Company, will begin June 15, with Josephine Beronini, wire-walker. Other acts booked thru the Charlie Zemater agency, Chicago, include Capt. John W. Tiebor's Seals; Lalage, aerial gymnast; the Sky Kings, sway-pole team; Don Dorsey, heel-and-toe catches; Les Hildalys, upside-down bicycle act; Alfredo Landon and his midgets, acrobatic tumbler, and the Farias Duo, acrobats. Other acts remain to be booked.

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# BIG ONE INVADES PHILLY FOR 2D CANVAS STAND

Show Juggled Several Times; Mistin Still Featured; Pinito Del Oro Tops

By FRANK LUPPINO JR.  
PHILADELPHIA, May 30.—Ringling Bros. and Barnum & Bailey Circus, making its second under-canvas stand of the season here this week, showed off an impressive new front end, blue and white big top and amended performance.

Appearance of the big show to patrons coming down Broad Street was flashy, and once on the grounds the payees had even more to see. Without question, appearance of the new Side Show, the fiber glass concession tops, and the four ticket wagons placed under the colorful new entrance banner give the show one of the most outstanding fronts it has presented.

### Heavy Paper

The matinee performance itself, caught Tuesday (26), was good, even tho the size of the house was not. A half-capacity house viewed the performance, and paper was liberally represented. The show started off without two of the big animal acts that were used in New York and Boston. Trevor Bale and his Bengal tigers, as well as Albert Rix' large bears, had gone back to winter quarters in Sarasota, leaving Oscar Konyot the center of attraction.

In the opening display in the center ring, Konyot put his lions thru their paces, but in a relaxed manner, considerably slower than that seen indoors. He was flanked by a small bear act in Ring 1, and ponies in Ring 3.

### CARRY ON

## Gould Folks Closely Knit Aggregation

OTTAWA, Ill., May 30.—Gloria Ann Stibal, granddaughter of Mr. and Mrs. Jay Gould, owners of Jay Gould's Million Dollar Circus, graduates from the local high school June 4 and four days later flies to Hawa'i to marry Navy man Sonny Albrecht, formerly of the Gould circus, whose father has a dog act on the show. Miss Stibal has done aerial work with the show; her mother, Gloria, plays calliope, and her father, Ernest, is show drummer.

The Gould show will observe its 30th anniversary this year, and Mr. and Mrs. Gould will celebrate their 46th wedding anniversary June 12. Their family now comprises nine children, all of whom are connected with the circus; six sons-in-law, three daughters-in-law, 27 grandchildren and one great grandchild. Gould's mother, now 86 years old, is called the country's oldest ticket seller and theater manager, operating the Crystal Theater that Gould opened in Glencoe, Minn., 46 years ago.

## Kelly-Miller Hits Winning Stride in Ky.

RICHMOND, Ky., May 30.—Al G. Kelly & Miller Bros.' Circus got a break in the weather at three Kentucky spots and chalked up winning stands here, as well as at Corbin and London.

Night performance here Tuesday (26) went off to almost a full house after a matinee crowd that filled 75 per cent of the seats. Hot, sunny weather greeted the show at Corbin Monday (25) and an overflow throng packed the tent for the night show. Matinee at Corbin drew about one-third of capacity.

Sunday (24) matinee performance at London came up with a strong crowd that almost filled the seats.

The show has been juggled several times since opening in Washington under canvas. At the performance caught, Tell Teigen, did not work atop his high pole, having been out of the show since he injured his foot during a soccer game in Boston. He was slated to appear that night.

### Two Programs

The show did not follow the programs. There were two programs sold, one a left-over from the indoor performances in New York and Boston, and the other, one which was not followed after the third display.

Others who were previously seen at indoor performances, but not working or no longer with the show, are the Platos, Nina Karpowa, Senor Tonite, the Haslevs,

Franklin and Astrid, and the Ricardos.

The performance, which totals 27 displays, exceeds by three the number presented indoors. This was a result of a re-juggling of acts to compensate for the elimination of the two stages used in New York and Boston in addition to the three rings. The show has pared about five minutes from its indoor running time of approximately two hours and 40 minutes, but the appearance of de Vasconcellos and Tell Teigen would lengthen the show past its indoor time. There is no intermission, which further indicates the slower pacing of the show.

### Fair Value

The elimination of some of the previously seen acts, plus the elimination of the stages, has given the show an appearance of almost no activity during some displays. At times, there are as few as four people in the three rings, none of them performing any spectacular activity. This gives the impression that one is at another circus, not the greatest show on earth. But patrons will

Continued on page 57

## King-Cristiani Continues Its Winning Ways

NEW CASTLE, Pa., May 30.—King Bros. & Cristiani Circus continues its winning ways. Show scored big here Tuesday (26) with two overflow crowds.

At Steubenville, O., Friday (22), show came in a day after Mills Bros.' Circus, got rain most of the day and yet played to half-filled seats at the matinee and three-quarters that evening. Zanesville, O., played the day previous under Grotto auspices, the matinee was packed and the night crowd just slightly less crowded.

## 2 Gainesville Stands Added; Tour Resumes

GAINESVILLE, Tex., May 30.—Gainesville Community Circus resumes its season next week after a three-week shut-down for school festivities here. Show plays Duncan, Okla., June 5-6, for the Kiwanis Club; Lawton, Okla., June 11-13, for Kiwanis, and Monroe, La., June 19-20, for the Shrine Club.

Two dates have been added to the route. Show will be under canvas July 3-4 in the Wynnewood addition, Dallas, for the merchants and Lions club. On July 8-9, it will play Perrin Air Force Base, near Sherman, Tex.

Paul McGehee and the Gainesville elephant and chimp, Vernon Pratt and the show's Liberty horses and ponies, and Mac McDermott's bear act played Anthony, Kan., this week for the Ben Truax office. David Hoover's lion act, last season with the Gainesville show, is with the Beers-Barnes' Circus. Bill Woods left this week to join the Flying Malkos on the Gil Gray show. Jerry Don Harper replaces Woods in the Gainesville flying act.

## Calif. Towns Yield Steady Business for Beatty Show

OROVILLE, Calif., May 30.—Business for the Clyde Beatty Circus continued to hold a steady pace this week even with temperatures low.

Evening performance here Tuesday (26) was slightly below a full house after a three-quarter house for the matinee. Show was the first one to play here since 1950 and was brought in by the Chamber of Commerce.

Matinee at Fairfield, Friday (22), was hurt somewhat by no dismissal of high school. Night crowd, however, made up for this by almost filling the big top.

## Hagan-Wallace Fills 1 Matinee, Loses Another

SANDUSKY, O., May 30.—Hagan-Wallace Circus, battered by weather and wrecks in recent weeks, played to a straw matinee here Sunday (24) but threatening weather cut the night house to half.

At Berea, O., (21) the show had a three-quarter matinee and half night house in rainy weather. Show lost its matinee at Lorain Friday (21) because of a flooded lot. The big top alone was put up for the night show and this was at the parking lot of the Lorain Coliseum which burned about a year ago. A one-third house braved weather for the one shot in Lorain.

Best weather of the week was at Findlay on Saturday (23), but business was on the light side there.

## Bary Zoo Plays Alberta Stands

REGINA, Sask., May 30.—Touring Western Canada for the second time, after having wintered in British Columbia, Howard Y. Bary's African Zoo Train closed a two-day stand at Lethbridge, Alta., Tuesday (19) and moved on to Claresholm, Alta.

Lethbridge stop was under Gyro Club sponsorship. Event drew a heavy play in The Lethbridge Herald, including a front page three-column cut, two two-column cuts inside and a review with a three-column head. Bary's publicity emphasizes a python, Methuselah.

Show ran into competition with wrestling and night baseball at San Jose, Wednesday (20), which resulted in a meager afternoon turnout and a half house that evening.

Show has been contracted to play the Spokane fairgrounds June 22-23 under auspices of the Spokane Interstate Fair Association.

Frank Orman, general manager, and M. E. Ethridge, general superintendent, denied the matinees at Ventura and Santa Maria were late.

### 50G--AND WORTH IT

## Ringling Flashes Revamped Side Show

PHILADELPHIA, May 30.—The Ringling Side Show this season has come up with its most impressive lay-out and probably the most outstanding appearance of any outdoor show of the type. The front alone is reported to have cost \$50,000, and it looks it.

The 16 painted banner panels utilize every imaginable hue, yet the work has nothing loud or garish about it. The paintings lend stature to the show and are a natural to be copied.

A three-dimensional effect is obtained by the paintings' being placed several inches behind the frames. Around the frames, to give an indirect lighting effect, are scores of clear and frosted 10 and 15-watt bulbs. These light up the illustrations, shine above the frame to the identifying captions, and reflect downward to the multi-colored duran flaps which run to the ground.

Two bally platforms and four ticket boxes are used. Chief bally is given by Dick Slayton, manager of the show, who is relieved by the sellers in the two boxes flanking the entrance.

### Sellers in Wardrobe

Ticket sellers are nattily attired in pink shirts, black and white checkered vests, green blazer jackets with black ornamentation on the sleeves, blue shoestring ties, red sleeve garters and straw hats.

The appearance of the show must account for the better-than-last-year business the Side Show enjoyed in Washington, and Slayton is optimistic about the upcoming road tour.

Side Show tent also is new and has many novel features this year. It employs only center poles and these are of aluminum. Slayton points out the ease with which one man can handle the light, sectional poles, compared to the two-man job involved with the old type poles.

### Cable Replaces Rope

Top itself utilizes cables of new material to obtain the rigidity formerly provided by quarter poles. Tedious job of lacing the sections of the top together has been simplified thru use of cables and special interlocking joints. One 50-foot middle piece may be left out of the top, providing flexibility for size of lots and turnouts.

Flags fly from the peaks and banner line, and these are made of nylon which moves in the slightest breeze. Even the entrance flap which prevents outsiders from gazing into the show are made of nylon.

### Directional Sound System

Latest type sound system uses small projection type speakers. A cut-off switch enables Slayton to deaden the speakers slanted toward the big top so that the bally does not interfere with pa-

## Hunt Switching To Metal Poles

NEWTOWN, Pa., May 30.—Hunt Bros.' Circus in recent days has added new equipment and has played to good business near its New Jersey home base.

New 12-foot sidewall with red and blue trim and new aluminum side poles have been put into use. Aluminum quarter and center poles are scheduled for early delivery. New truck for transporting the three larger elephants was received when the show played Burlington, N. J., (22). A new Diesel plant was installed earlier, giving the lights department all-Diesel equipment now.

Bordentown, the show's home base, gave good business (23). A window of The Bordentown Register was used to display the circus collection of Tom Noonan, local fan, and the paper came up with nearly a full-page spread of art and stories prior to the date.

The fleet has been moving in good time, with matinees on schedule.

trons and ticket sellers at the circus ducat wagons before the show begins. The speakers are cut in again after the performance so that patrons can hear the bally as they leave the big top.

The show charges a 50-cent admission. Altho the \$10,000 days that the Side Show picked up years ago in some cities are said to be a thing of the past, it still remains to be seen if the beautifully-framed kid show won't nudge that dollar volume figure if the show's appearance, ballys, and strong attractions are any criterion.—FRANK LUPPINO.

### SIDE SHOW UP

## Big 1 Biz in Washington Down 40G

PHILADELPHIA, May 30.—Officials of the Big One reported a considerable drop in business during the Washington stand. The show played the same number of days this year (six) as last.

The Capital City, with its fixed-income residents, did well by the Ringling front office last year. The reason for the reported \$40,000 drop this year was attributed to a number of causes. One was the recent lopping off of some employees from certain governmental agencies. Another was the removal of certain branches of the agencies with their personnel to other cities. Still another was a possible apprehension on the part of other government employees who are fearful of further staff cuts.

Strangely enough, while the circus itself was said to have run about 30 per cent behind as compared to last year, the Side Show slightly bettered its, take this year.

Mister Mistin Jr., the much advertised moppet headliner of the show, did not appear during the Washington stand. His non-appearance was reported to be a result of District of Columbia regulations regarding children under a certain age working.

Tell Teigen, who works atop a pole, also did not work this date.

## Diano Show Does Okay Despite Rain

WEBSTER CITY, Ia., May 30.—Diano Bros.' Circus pulled good crowds at two recent Iowa stands, despite some rain and mud. Show was here Saturday (23) under Lions Club auspices and played to a half house at both performances. Samuel Moncier, 20, a recently-joined member of the crew, was found dead in his truck the following morning.

Newton, Ia., played Wednesday (20), came up with fair crowds, despite light rain in the afternoon and heavy wind, rain and hail in the evening. Tent was half filled for the matinee and three-quarters occupied for the night show.

## Rival Billing Hurts Rogers

SHELBYVILLE, Ky., May 30.—Rogers Bros.' Circus ran into Kelly-Miller billing here Friday (21) which held down its afternoon crowd to less than a quarter house. Night turnout was better but tent was still only half-filled. Kelly-Miller is scheduled to play here Decoration Day.

Show won good crowds at Salem, Ind., Wednesday (20), sponsored by the Lions. Attendance almost hit capacity at night, while the matinee turnout was a three-quarter house.

# Big One Invades Philadelphia

Continued from page 56

probably soak up fair value for the \$1.65 they pay for bleacher seats and the \$3.25 and \$4.25 for reserved seats. The prices are slightly higher here due to a city tax.

Miss Mara, who went aloft to her trapeze, returned to the ground without working evidently because of wet rigging. The raindrops sparkled at many places throughout most of the show's rigging as they reflected the high intensity spotlights. The moisture evidently came thru the openings around the center poles and ran along the ropes and cables. An all-night rain fell on Monday and continued on Tuesday morning. Hail also fell Tuesday.

Roberto de Vasconcellos also was absent from the afternoon show due to an injury suffered by his horse. The dark center ring, usually occupied by him, detracted from the performances given by Marion Seifert and Erika de Vasconcellos, in the flanking rings.

### Mistin Better

Mister Mistin Jr. still is the feature attraction of the show as well as of the 24-sheet and smaller paper. The moppet even sounds better, aided by better acoustics which the tent provides, and went over well with the juvenile set.

Pinito Del Oro gave her usual flawless performance balancing on the swinging trapeze. Both her head stand and upright stands without the use of her hands went over big with the audience, who appreciated the danger of the feat, despite the ease with which she worked. Hers is really the outstanding circus act of the show.

The line-up of the Big One at the matinee performance, which will undoubtedly be changed several more times before it is finalized for the remainder of the under-canvas tour, includes: Display 1—Rix Bears, Konyot's Lions, Bisbini's Ponies. 2—Clown

walk-around. 3—The Pivots, the Renellys, the Montons, Miss Mara and Greta Frisk trapeze. 4—Clowns. 5—Tassi's Dog, Hammerschmidt's Apes. 6—Candyland Spec. 7—Mister Mistin Jr. 8—Great Linares, tight wire; gymnasts, Harry and Long, and the Heirolls, roller skating. 9—Clown Soldier Gag. 10—Gena Lipowska, Czeslan Mroczkowski and Miss Marion, equine exhibition.

Display 11—Lou Jacobs Clown Airplane. 12—Minnehaha web with Pinito Del Oro and ballet aloft. 13—Elephants, five in each end ring; seven baby elephants in center ring. 14—Otto Griebing and Fred Freeman, clown boxing. 15—The Parents, Bostocks and Zoppis, bareback riding. 16—Clowns.

Display 17—Frielanis, cycling acro; Cycling Ricoris, Rassos, equilibrists. 18—Clown Supermarket. 19—Plate Spinning Alcottys, Juggler Dieter Tasso, Juggler Helmuth Gunther. 20—Derby Day Menage with Erika de Vasconcellos and Marion Seifert. 21—Clowns. 22—Riggettis, unsupported ladders; Morlings, high perch; Heltanox, balancing; Ferroni-Fenis duo, cylinder balancing. 23—Clowns. 24—Flying Artontys, Flying Concellos, and Flying Comets, aerialists. 25—Sons of the Midnight Sun, Freddis, Fredonias, Bokaras and Dorvils, acrobatics. 26—Camillo Mayer Troupe, high wire. 27—Finale.

## Under the Marquee

George Gifford is on the front door of Hunt Bros.' Circus. Mildred Biron is out of the Hunt concert because of a leg injury. Mills Bros.' personnel visited the grave of Mrs. Charles (Brady) Vensel, who died recently, and the elephant Burma placed a wreath.

F. A. (Babe) Boudinot, Ringling general agent, left Chicago this week for Canada and was accompanied by Harry Burt. Bill Lester was telling Chicagoans this week of experiences in contracting Canadian towns for Ringling by sleigh this spring. Leon Pickett, Ringling contracting agent, was in Chicago. Howard Suesz, owner of Hagen Bros., has been in Chicago.

J. C. Admire visited with Mr. and Mrs. L. F. Stoltz in Springfield, O., where the Stoltzes are promoting an indoor show for the third season. Johnny Flughum, of Kelly-Morris advance, visited with Lou Jacobs and Lewis E. Brown on Ringling show in Philadelphia. Clowns Bob Lorraine and Karl Waddell have closed with Beatty and joined Polack Eastern. Charles and Peggy Kline, comedy duo, open at Pontchartrain Beach, New Orleans, Monday (1) for Charles Zemater's office.

Arky Scott and Willis Lawson have both taken leave from the Big One to enter the Mayo Clinic, Rochester, Minn., for observation. During the Big One's stay in Boston, Jeanne Sleetor became the bride of Gaspar Ferroni. Father Sullivan, well-known circus priest, performed the ceremony, which was followed by a large reception.

Ken Hill worked his lion act for the opening of the Moose Jaw (Sask.) Wild Animal Park, where he has been boarding the act. He lost an arm while with Wallace Bros.' Shows of Canada last season. This year he's with Odysseus Circus, out of Edmonton, Alta. Hoxie Tucker is back in show business, this time as manager of Bardex Minstrels. He was with Harold Rumbaugh in Hoxie Bros.' Circus a few years ago. The minstrel show gives free performances under canvas.

S. T. Warren, formerly with Ringling-Barnum and other shows on advance, is agent for the Bardex show. He had been agent for the Silas Green Show. Dr. Milton Bartok, owner of the Bardex Minstrels, has an 11-piece band and 10 minstrel performers with it. Show is in Georgia.

Jack and Ruby Landrus, midget clowns, took delivery on a 1953 International panel truck while in Lincoln, Neb. They report being booked solid until late November.

# Dressing Room Gossip

## Ringling-Barnum

Big event in Washington was the party given by the James E. Cooper CFA Tent and Gerry Wagner of the Dupont Theater. The party was in the big top after the night show on May 20. Refreshments were served. A movie screen was hung to face the front track, and about 1,000 circus folk, fans and guests sat in the stands for the feature movie, "Man On a Tightrope."

A large number of circus fans visited while we were in Washington, and many gave parties for their circus friends. Girls on the show gave Charlotte Bell Kora a baby shower before she left for Sarasota. Doc Henderson returned to Sarasota. Joe Ward has been touring with us the past few weeks.

Representative Frank Ikard presented Paul Jung with the flag flown over the White House on May 21. Circus fans from Hagerstown, Md., came in a group to visit the show. Weather has been warm with a number of showers. Opening day in Philadelphia was Gimbel Day, with the big top packed with small fry.

Visitors included Henry John Frank, Iggy Waring and daughters; Mr. and Mrs. Bill Pringle, Skee Dare, Johnny Fulghum, Dr. and Mrs. William Mann, Mrs. Melvin Hildreth, Mrs. L. Johnson, Mrs. Ethel Kline, Mr. Miles, Mr. and Mrs. Gordon Gaver, Dr. and Mrs. Leonard Carmichael, Mr. and Mrs. Frank Mulkern, Mrs. Ann Archbold, Miss Gretchen Greene, Paul Breese, Mr. and Mrs. Mathew Sterling, Mr. and Mrs. James Keegan, Mr. and Mrs. Fred Preu, De Graf, Mr. Fawcett, J. R. Conway, Claire and Tony Conway, Charles Miles, Jim Harshman, Carroll Baechtel Sr., Chester Weddle, Arthur Harbaugh, Dick Hemphill, Lloyd Bender, Katherine Bender, Ralph Spidell, Doc Holland, and Commander Baer. —MARY JANE MILLER.

## Hunt Bros.

Home town, Burlington, turned out well, along with near-by Florence, where winter quarters are situated. The children of the Florence Church gave the Hunt moppets a party during the engagement. Mrs. Powell and Phil and Stella Wirth were dinner guests of Mr. and Mrs. Guy Leslie in Burlington on our Sunday off.

The new elephant trailer, white with a number of windows, arrived, and Roy Bush has been busy preparing the bulls' new home. We are still waiting for new aluminum center poles and quarter poles. Aluminum side poles have been put in use, raising the side wall to 12 feet and creating a roomier effect in the top.

An alarm went out when Stella Wirth's little dog escaped during a matinee. It was found under the bed.

Nick and Bill Oughten make the show every week-end from Poughkeepsie, N. Y., and the Wynns received a surprise visit from their son, Donald, who is in the service. Other visitors included Beulah Hagenlocher, the Latinos, Elmer Kemp, Tony Conway, and Francine De Riskie. —BILLY BARTON.

## Hagan-Wallace

The new foal was named Sunbury, after the town where it was born. At Portage, Pa., the show took delivery on some new trucks, and the show also received a new Side Show top, a 50 with three 30's.

Vivian Reeh is able to work single traps again after being out for a number of days due to a cracked rib. Kenneth Ikert has joined as purchasing and transportation agent. We had several breakdowns due to mountains and bad weather, but all equipment has been repaired. The show is moving smoothly and playing to sizable attendance.

Sam Neeley joined clown alley for the day in Portage. Buck Luc. and his troupe joined at Salem, O. Visitors at Salem included Norman Senhauser, Bob Senhauser, F. L. McClintock, Lloyd Bender, all of the CFA. —BEVERLY ALLEN.

## Siebrand Bros.

Long jump from Carlsbad to Santa Fe was made in good time with no trouble. Harry Froebess was pleased to get back since Santa Fe is his winter quarters. Full seven-days stand gave good business, and vet sponsors were co-operative. Altitude had us all panting after the acts.

Bob Emerico and the Hodgins gave a farewell party for Herbie Erikson, who was to leave Tuesday (26) for Germany. The Eriksons have added Josephine Petilla and Gerald and Tony Pina to the act to give them a troupe of eight. The new web number went in during the week.

Many pictures, tours and museum trips were made in Santa Fe. High-light was a rally in the local plaza where a small burro was being sent to Washington, D. C. Show guested four charity groups during week.

Visitors included Mr. and Mrs. Jay Gore, manufacturers of magic equipment, and Irma Jones, playwright. —JOE HODGES HODGINI.

## Clyde Beatty

Circus fans at Napa, Calif., were hosts to show personnel at dinner. Dave Cavagnaro, Brother John and Dr. D. H. Murray presided. Cliff (Cup Cake) Daniels, of Turlock, Calif., clowning the show in Napa and Walnut Creek.

Clown Duke Law saved wardrobe and clothes racks when the dressing room blew down five minutes before tournament during a sand storm in Inyokern. Mingo was bucked off a camel during tournament.

Karl Wallenda, Johnny Cline and several others went to San Francisco to catch Polack Western. Polack Western personnel also visited our show. Gene Mendez missed Wallenda ladder act during th matinee in Chico.

Mrs. Karl Wallenda is up and around again after an illness. Bob and Louise White celebrated their second wedding anniversary May 19. Tiny Cuttin and Mickey Lyons celebrated birth-days.

Visitors included Frenchy Lamont, Adolph and Clara Delbasq, Nellie Dutton, Jerry Bowman, Laurence Cross, Dollve Green, Elaine Millar, Mabel Stark, Paul Brashard, Gene Darnell, Ed Davis, Merele Sprague, and Bernice Dean and company. —EDDIE DULLUM.

## Kelly-Miller

Tommy and Sylvia Thompson joined last week. He is purchasing agent and big show ticket seller. Sylvia takes tickets in the big show and works out her numerous animal acts each day to keep prepared for winter shows. Last week we had long jumps with bad curves and steep hills, resulting in several trucks breaking down. A new 60 kilowatt light plant was to be delivered Thursday (28).

Don McLennan's horse, Durango, has entered the specialty number to do the hula. Tommy Bentley rides the intoxicated horse, Danny Boy, and Pinky Barnes rides Pancho Chief, which does a jitterbug. Shirley Logan is practicing single traps under Tommy's guidance.

Larry and Mary Carlton celebrated their wedding anniversary Monday (25). Frankie Lou Woods visited Sunday in London. Other visitors were Billy Dunlap and Harry Ferguson, of Charlotte, N. C., and Otto Killian. —BARBARA FULTON.

## Polack Western

San Francisco date closed with top business. Closing night was showfolks of America night, with many from the San Francisco club attending.

Several, including Jenny Zoppe, Elaine Millar and Laurence Cross, made a quick trip to Redwood City to visit the Beatty show. Many from the Beatty circus visited us on Sunday (24), including the Wallenda Troupe, Johnny and Milonga Cline and Betty Escalante.

Lola Dobritch was given an oil portrait of herself by Charles E. Musow, Waterville, N. Y., artist.

During the three-day lay-off prior to the Sacramento opening many made visits and sight seeing trips. Chester and Joe Sherman vacationed with Billy and Vi Watson and family in the Russian River area. Lum, Sang, Joe and Jackie Wong remained in San Francisco to visit friends. Many folks visited the Beatty show at Pittsburg.

Recent visitors included Lem, Bea and Don Behler; Danny Thomas, Nick Soble, Bert Martin, Alva and LaVonda Evans, Jerry Vaughn, Joe Seitz, Leon Fort, Arden Kreisch, Vern Valdez, Danny McAvoy, Count Popo De Bathe, Charlie Baize, and Emil, Carl and Hans Goetchi. —HARRY DANN.

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## QUEBEC CITY EXPO HIKES ADMISSIONS

Gate, Grandstand Prices Increased;  
Plant Area Expanded by 23 Acres

QUEBEC CITY, Que., May 30.—Exposition Provinciale De Quebec, has increased its admission prices at both gate and grandstand this year, Emery Boucher, managing director, announced. Last year's outside gate prices of 35 and 15 cents for adults and children were upped to 50 and 15 cents. Grandstand

tab now is \$1 and 35 cents, compared with 75 and 25 cents in '52.

The expo has purchased 23 acres of land for future expansion and is currently working over the fairgrounds in preparation for the September 4-13 run. A new entrance gate is being constructed, new toilet facilities are being added, more roads are being paved and grounds around the Coliseum are being landscaped.

As a result of increased income anticipated from the admission boost, the fair has hiked its advertising and publicity budget by 20 per cent, Boucher said.

## Nashville Inks Grand Ole Opry For Two Shows

NASHVILLE, May 30.—"Grand Ole Opry," Radio Station WSM's hillbilly show, has been signed for two performances in front of the grandstand at the Tennessee State Fair here, officials announced. Both will be on the Wednesday of the fair, one in the afternoon, the other at 6 p.m.

Other replacement attractions for horse racing, which has been dropped, is the Tournament of Thrills Monday and Tuesday afternoons. Motorcycle races are set for Thursday afternoon and big car races by National Speedways, Inc. (Al Sweeney-Gaylord White) on Friday and Saturday afternoons.

Ernie Young revue is set for one performance each on Monday, Tuesday and Wednesday with two shows each of the last three nights. Al Wagner's Cavalcade of Amusements will provide the midway attractions.

## New Co. Annual Set in Pennsy

AMBRIDGE, Pa., May 30.—Prompted by many requests for a fair similar to the old Beaver County Fair held here years ago, the Beaver County Board of Trade has announced plans for a Beaver County Exposition, June 6-13, designed to be an annual showcase for the county's industrial, agricultural, commercial and civic interests, reports Mary M. Lewis, Lewis Amusements, who has been given an exclusive contract to supply rides, shows and concessions at the event.

The board has obtained a large plot of ground on Route 88, Harmony Township, on which to stage the event. It is located so as to permit easy access from all parts of the county. The plot includes 50 acres for use as parking space. Beaver County has a population of 175,000 people and is the third largest manufacturing county in Pennsylvania.

## Santa Rosa, Calif., Inks Video Show 'Queen for Day'

SANTA ROSA, Calif., May 30.—Sonoma County Fair has contracted Jack Bailey's network radio and television show, "Queen for a Day," as its Saturday night attraction.

Show will be the second network production to play the fair here. Art Linkletter's "People Are Funny" drew overflow business at its one-nighter last year.

Other attractions during the nine-day run, July 31-August 8, includes three nights of horse show-ropo, children's night, a palomino horse show and an Arabian horse show. Horse racing will be the afternoon feature and Foley & Burk Shows will provide the midway.

## Regina Ex Anticipates 92G Profits

REGINA, Sask., May 30.—Surpluses of \$92,899 on the year's operations and \$83,206 on the summer fair are anticipated in the 1953 budget of the Regina Exhibition Association. All-time high surpluses of \$131,907 on the year and \$83,206 on the fair were recorded in 1952.

The exhibition board estimates that revenue this year will be \$391,495 and expenditures \$298,596, compared with \$395,427 and \$263,520 last year. Summer fair revenue is expected to be \$234,150 as against actual revenue of \$254,552 last year. Expenditures were estimated at \$192,910 against the 1952 outlay of \$171,346.

Stadium revenue is expected to be \$44,536, with expenditures at \$46,045 for a deficit of \$1,509. Last year's Stadium deficit was \$5,163. Winter fair loss was estimated at \$6,049, compared with last year's \$4,342.

### Improve Stage

Directors approved a recommendation that the attractions platform and dressing room accommodation for grandstand performers be improved. Work on a permanent platform is expected to start immediately after this year's fair.

The moving of the race track had been considered but final decision was to leave it at its present site and increase the slope between the grandstand and the race track so that overflow crowds can see better.

Spending this year will include \$4,500 for roofing repairs, \$2,700 on painting, \$1,700 for renovation of the pari-mutuel plant, \$1,500 for renovation of the Grain Show building to provide more exhibit space, and \$400 for an extension to the press box. General labor costs are expected to be \$15,000 in 1953.

Grounds and buildings revenue is expected to total \$62,500 for a surplus of \$28,400, compared with a surplus of \$31,961 last year.

### Spend 30G

Capital expenditures this year were estimated at \$30,733 against last year's \$226,945, which went toward construction of the new auditorium.

Exhibition revenues expected are: Main gates, \$35,000; grandstand, \$75,000; midway, \$23,000; races, \$54,000; concessions, \$35,000; exhibit space, \$11,000; auto camp, \$150; exhibitors' fees, \$1,000, for a total of \$234,150.

Gains of \$826 for exhibit space and \$569 for exhibitors' fees are anticipated but other items are expected to be lower than last year's revenue figures.

The race committee is budgeting for an outlay of \$49,685 and race purses will be \$34,000, an increase of \$1,500. The attractions committee is budgeting for \$22,185, about \$1,900 more than was spent last year. The grandstand revue will cost \$14,465, nearly \$1,500 more than in 1952, and fireworks will cost \$4,300.

ELDORA, Ia., May 30.—The Hardin County Fair is installing lights for the racetrack, with night racing expected to get underway in June. Poles and reflectors for lighting the track have already arrived and construction work was expected to get underway immediately.

## Fair Dates

Copyright 1953  
The Billboard Pub. Co.  
The following corrections and additions to the list of Fair Dates were received during the week ended May 29.  
The complete list of Fair Dates was published in the issue dated April 11. A copy of that issue may be had by mailing 35 cents to the Circulation Department, The Billboard, 2180 Patterson Street, Cincinnati 22, O. See each issue of The Billboard for corrections and additions.

### Arkansas

- Batesville—Independence Co. Fair. Sept. 28-Oct. 3. A. L. Crouch.
- Benton—Saline Co. Fair Assn. Sept. 1-5. Milton Scott.
- Camden—Ouachita Co. Fair. Sept. 21-26. Bill Pryor.
- Clarksville—Johnson Co. Fair Assn. Sept. 21-26. Everette Stewart.
- Conway—Pauker Co. Fair. Sept. 30-Oct. 3. W. B. Owen.
- El Dorado—Union Co. Livestock Assn. Sept. 21-26. Thomas Reynolds.
- Eudora—Chicot Co. Fair Assn. Sept. 18-19. B. B. Duckworth.
- Payetteville—Washington Co. Fair Assn. Sept. 22-25. John Smith.
- Foreman—Little River Co. Fair. Sept. 24-26. Marion Crank.
- Hamburg—Ashley Co. Fair Assn. Sept. 17-19. Tom Durham.
- Harrisburg—Polk Co. Fair Assn. Sept. 28-Oct. 3. Louie K. Collier.
- Harrison—Northwest District Fair. Sept. 17-19. Ruth Wilson.
- Heber Springs—Cleburne Co. Fair. Sept. 24-26. Wilford Logan.
- Hermitage—Bradley Co. Fair. Sept. 30-Oct. 2. Eula Baker.
- Hope—Third District Livestock Show. Sept. 28-Oct. 1. Bob Shivers.
- Hot Springs—Garland Co. Fair Assn. Sept. 28-Oct. 2. A. B. Jeffries.
- Huntsville—Madison Co. Fair Assn. Sept. 17-19. Odell Yeom.
- Lonoke—Lonoke Co. Fair. Sept. 3-5. John Mathews.
- Jonesboro—Craighead Co. Fair. Sept. 21-26. Herbert Sanderson.
- Magnolia—Columbia Co. Fair. Sept. 28-Oct. 3. W. E. Williamson.
- Malvern—Hot Spring Co. Fair Assn. Sept. 10-12. Warren Griswald.
- Mena—Polk Co. Free Fair. Sept. 10-14. Dick St. John.
- Monticello—Drew Co. Fair. Oct. 7-10. Jack Shelton.
- Morrilton—Conway Co. Fair Assn. Sept. 23-26. Millard Richardson.
- Mount Ida—Montgomery Co. Fair. Sept. 21-26. Bill Maddox. Oden, Ark.
- Ozark—Franklin Co. Fair Assn. Sept. 21-26. J. M. Hopper.
- Paris—Logan Co. Fair Assn. Sept. 22-26. Van Pennington.
- Perryville—Perry Co. Fair. Sept. 21-26. Delton Price.
- Pocahontas—Randolph Co. Fair Assn. Sept. 10-12. A. C. DeClerk.
- Prescott—Cevada Co. Fair Assn. Sept. 23-25. Jada M. McGuire.

### Michigan

- Allenville—MacKinnac Co. Fair Assn. Sept. 11-13. A. R. Soblaskey.
- Bay City—Bay Co. Youth Expo. Aug. 11-16. Harry Hough. R. I. Munger, Mich.
- Chelsea—Chelsea Community Fair. Sept. 30-Oct. 3. Gertrude C. Young.
- Crosswell—Crosswell Agri. Soc. Sept. 1-5. Parry Baer Jr.
- Eagle—Eagle Township Fair. Sept. 3-5. Charles Higbee.
- Gladwin—Gladwin Co. Fair Assn. Sept. 2-4. Mrs. Duane Herber.
- Goodells—St. Clair Co. Agri. Soc. Aug. 20-22. Irving Wyethm, Fed. Bldg., Port Huron.
- Greenville—Montcalm Co. Fair Assn. Aug. 19-22. Mrs. Helen Ward, Coral, Mich.
- Hastings—Barry Co. Agri. Soc. Aug. 3-8. Forrest L. Johnson.
- Hesperia—Hesperia Fair. Aug. 27-29. Elmer E. Arndt.
- Lowell—Kent Co. 4-H Agri. Assn. Aug. 18-20. Elmer G. Olstrom, Grand Rapids.
- Marshall—Calhoun Co. Fair. Aug. 24-29. E. E. Midiam, R. I. Olivet, Mich.
- Morley—Morley Agri. Fair Assn. Sept. 17-18. John C. Mohler.
- Norway—Dickinson Co. Free Fair. Sept. 4-7. Frank J. Molinar, Iron Mountain.
- Peck—Peck Agri. Fair. Sept. 24-26. Ray Frank, R. 3. Brown City, Mich.
- Pontiac—Oakland Co. 4-H Agri. Assn. Aug. 11-15. John K. Bray.
- Saline—Saline Community Fair. Sept. 30-Oct. 3. Charles H. Osgood.
- Unionville—Unionville Agri. Soc. Oct. 8-9. D. J. Schaner.

### Maryland

- Annapolis—Anne Arundel Co. Fair. Sept. 30-Oct. 3. F. M. Ridout.
- Bryan's Road—Charles Co. Farmers Assn. Fair. Sept. 30-Oct. 4. I. P. Evans.
- Cumbersville—Cumberland Fair Assn. Aug. 24-29. Carl F. Schmutz.
- La Plata—Charles Co. Fair. Sept. 25-27. P. D. Brown.
- Prince Frederick—Calvert Co. Fair. Oct. 7-9. Robert M. Hall.
- Westminster—Carroll Co. 4-H Fair. July 21-23. L. C. Burns.
- Woodbine—Howard Co. Fair. Aug. 19-22. William H. Hill.

### West Virginia

- Fort Ashby—Mineral Co. Fair. Aug. 10-15. H. L. Bennett.
- Gassaway—Lions' Club Fair. Aug. 17-22. Fred Delpe.
- Glenville—Gilmer Co. Fair. Aug. 12-15. C. W. Marsh.
- Grafton—Taylor Co. Fair Assn. Aug. 25-29. Paul Bartlett.

(Continued on page 71)

## Melfort, Sask., Preps 22G Bldg.

MELFORT, Sask., May 30.—A \$22,000 youth activities building is planned for the Melfort fairgrounds, with construction expected to be completed in time for the summer fair. T-shaped building will be 96 by 50 feet by 80 by 50 feet. It will be one story, with cement floors, and will have exhibit space, a lecture room, office space, kitchen and dining room facilities. Improvements also are planned for the horse barns, grandstand and exhibit stalls.

## Frog Jubilee Pulls 29,000 For New Mark

ANGELS CAMP, Calif., May 30.—The 26th annual Jumping Frog Jubilee and the 16th Calaveras County Fair pulled 29,000 people during its three-day run here to set a new all-time record, Carl T. Mills, secretary-manager, said. The event closed Sunday (17).

Mills said that the attendance figure was 20 per cent higher than in 1952. He attributed the increase to general conditions and an expansion of the publicity campaign handled this year by Frank Ross, of Stockton. The exposition obtained five television plugs in one day, and Mills was invited to fly to New York to appear on the Garry Moore video show Monday (25). The program will be televised on the West Coast the following Tuesday.

The event featured a presentation of the comic opera, "The Jumping Frog of Calaveras County," based upon Mark Twain's story by the same name. Saturday's program included Joie Chitwood's auto thrill show in the afternoon and a vaude-type show that night. The latter was booked by Lou Emmell, of San Francisco, and included Joey Iardin, song and dance; John Molinari, accordionist; Roberto and Sarita, comedy dancers; Charles Newman, harmonica player; the Paris Sisters, harmony singers; Emil and Evelyn, teeterboard acrobats; The Paynes, acrobats; Val Setz, juggler, and the Radio Rogues. An all-night dance with two orchestras ended the day.

Sunday opened with the all-Palomino Horse Show, followed by Christensen Bros.' Rodeo in the early afternoon. A jet plane exhibition by fliers from Hamilton Field signaled the start of the featured jumping frog contests.

West Coast Exposition Shows were featured on the midway for the third successive year.

John Guttinger heads the fair board.

## Chico, Calif., Pulls 48,897 Despite Rain

CHICO, Calif., May 30.—Despite rain, the Silver Dollar Fair chalked up a new attendance record of 48,897 during its four-day run which ended Sunday night (24). The fair, Ed Warren, secretary-manager, said, got off to a good start despite cool weather.

Opening Thursday (21), saw 8,022 turnstile clickers at the event. This almost doubled the 1952 comparative day's attendance of 4,731. Kids' day on Friday and the rodeo that night pushed the figure for two days to 15,018 to top last year's 14,925. A pre-fair free dance was attended by 1,735 and this, too, beat 1952's mark of 1,600.

Christensen Bros.' Rodeo, of Eugene, Ore., was featured during the evening of the first two days. Saturday and Sunday afternoons were highlighted with horse shows. Closing event was Joie Chitwood's thrill show Sunday night.

Several improvements were seen for the first time at this year's event. A new main entrance for pedestrians was put into use. It was moved half way down the entrance road and opposite the education building. Gate represents a huge silver dollar and cost \$2,200 to construct. The entrance road was paved at a cost of \$2,200 and the parking area lighted. Other projects included the construction of a \$12,800 band shell and a \$26,000 hog barn. Approximately \$1,500 was spent for movable booths for commercial exhibits.

West Coast Shows were featured on the midway.

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## EARLY DATES OK FOR SERFASS UNIT

Weather Breaks, Lucrative Kiddie Matinees Aid Penn Premier Unit

PHILADELPHIA, May 30.—In this, the seventh week of his current season, Lloyd D. Serfass, owner-operator of the Penn Premier Shows, is looking for returns at least equal to those of last year and perhaps better. In sum, it ought to be a good season, he

says, pointing to 16 weeks of good fairs which may be bolstered by the addition of one other important date.

The show is in here taking its chances with two other mobile organizations on benefiting from the overflow crowds attracted by the Ringling Circus about a block away on South Broad Street. With the weather poor on the opening days, the outlook was bleak, but Serfass and his personnel are looking to today's holiday crowds hopefully.

Penn Premier has had a better start this year than last. For one thing, it has been more fortunate than many other units in getting weather breaks. Last year it was drenched at many of its early stands, and the winching of equipment off lots added greatly to the operating costs while the revenue remained low.

### Several Good Dates

This year good dates have cropped up regularly to give the show and its personnel a boost. Essex, Md., the opener, was very big, altho the weather hurt some. Lebanon, Pa., was also good, with the soldier play helping considerably. Port Jervis, N. Y., and Easton, Pa., were both good, altho rain cut heavily into the latter spot.

Kiddie matinees have been exceptionally good so far this season, Serfass reported. The kid play at Port Jervis was among the best ever garnered by the show.

(Continued on page 63)



MARY YARVAC has been named by the Blue Grass Shows as that org's candidate in the contest for "Miss Outdoor Show Business" sponsored by the Showmen's League of America.

## Work Begins On New Show Home in Miami

MIAMI, May 30.—Contract for construction of the Miami Showmen's Association's new clubhouse was awarded this week to Thompson-Polizzi Construction Company, which recently built the Carib Theater, Miami Beach. Cliff Wilson, building committee chairman, signed for the club, and William R. DeCosta, club attorney, handled necessary preliminaries.

Work is slated to begin Monday (1) with the contract calling for completion of the building by September 10. The contract does not, however, include air conditioning, paving of the parking lot, license, insurance or architectural fees. Due to city parking restrictions, there must be 300 feet of parking space for every five chairs in the auditorium. The building committee, therefore, was forced to erect the building 146 feet by 102 feet, and by so doing will provide the parking facilities required.

A delay in actual construction was caused by differences between the architect, Robert M. Little, and the contracting engineers, as to the number of piles that would have to be driven into the ground. The necessity of piling became evident after a test drill-hole disclosed that there was considerable muck underlying the surface. It was finally agreed that 126 pilings would be necessary to guarantee the strength of the building's foundation.

Performance, completion, fire and windstorm bonds will be provided by the club. Plans for the building were submitted and published in Dodge's Contractors' Journal, and the plans were exhibited at the Architect's Sample Bureau, where all city and Dade County contractors have an equal opportunity to submit bids. Nine contractors submitted bids, and the lowest was chosen by the building committee. The highest bid was \$14,000 more than the winning bid.

## Va. Greater Gets Break in Weather, Biz at N. J. Spots

DOVER, N. J., May 30.—Virginia Greater Shows ran into better weather here this week than that which has dogged their stands most of the season. Fair business was enjoyed last week at Morristown, N. J., under volunteer fire department auspices. The weather there was fair and a lot better than that at the previous 10-day stand at Roebing, N. J. Despite bad weather that has day and dated the show during most of its showings since it moved from Suffolk, Va., quarters, Rocco Masucci, owner of the show, is optimistic about the outlook for the season and feels that a turn in the weather will give the show the break it needs to start a profitable season rolling.

(Continued on page 63)

## Ideal Weather Ups RAS St. Louis Biz 18 to 20% Over '52

Claxton Unit Registers Big Patronage; Crippled Kids, Orphans Entertained

ST. LOUIS, May 30.—Ideal weather favored the Royal American Shows in their annual still date at Grand and LaCleda here. As a result, business has been excellent.

Thru Wednesday (27), the seventh day of the 10-day engagement, ride and show grosses were running between 18 to 20 per cent ahead of last year for the corresponding period.

Business and weather thru the first seven days were complete reversals of what the show had encountered in its previous stand of the season, the Memphis Cotton Carnival, which also was its opening stand. At that event, the RAS was lashed by rain almost every day and business suffered accordingly.

Leon Claxton's "Harlem in Havana" show, always a pacesetter among the RAS back-end units here, has been playing to huge throngs nightly. At the close of business Wednesday (27),

Claxton said his take to that point was \$1,600 higher than to the same point last year. The veteran producer said that if weather continued good for the closing three days that he would top last year's gross by \$3,000.

(Continued on page 63)

## Grosses Perk For WOM at Plainfield, N. J.

PLAINFIELD, N. J., May 30.—Frank Bergen's World of Mirth Shows, well into the second decade of consecutive showings here, seems destined to wrap up a banner week before tonight's closing.

The weather, altho unseasonably cool, has been just about the best encountered by the organization since its start in Washington four weeks ago. If the cool, clear weather continues thru today, it will serve to aid the show, since many planned trips to shore resorts will be postponed.

## Peoria is Loser For Cavalcade

PEORIA, Ill., May 30.—A poor lot, lack of parking space and the enforced idleness of many front end units hurt the Cavalcade of Amusements here. Show lot is a plowed field at the remote end of the city. The Cavalcade winds up its 10-day stand tonight.

## ACA Reroutes, Moves into Wis.

CHAMPAIGN, Ill., May 30.—The Amusement Company of America winds up its last still date in Illinois here today, then jumps to Kenosha, Wis. Org had tentatively been booked into Joliet for next week but changed its plans when the 20th Century Shows, currently showing in Lyons, Ill., just outside Chicago, were sent into Joliet for the week.

Stand here for the Amusement Company of America opened to good weather and okay business. Weather was warm and clear, and show execs figured if the weather held today they would register a good holiday's business.

## Strates Holds Down Top Philly Location

Circus Date Starts Off Slow, However, And Bonanza Business Is Unlikely

PHILADELPHIA, May 30.—The best location adjacent to the Ringling Bros. Circus here hadn't helped the James E. Strates Shows much by mid-week. The weather on the first few days was poor, and the earnings, if any, will have to come at week's end, and particularly today, Decoration Day, when the Big Show is sold, out and huge turnaway crowds can be expected.

The worth of the prime location is modified somewhat by the presence of the Penn Premier and Mark Shows on near-by lots. Altho their locations are less desirable, they are bound to siphon off some of the carnival business potential.

The mammoth Strates organization has only a narrow street separating it from the Ringling Circus. The entrances of both shows front on South Broad Street and circus visitors can't help but be aware of the presence of the Strates Shows. At night, and from a distance, it may well be that showgoers identify the shows, light towers with the circus.

### Quinn Sets Date

John Quinn, prominent Philadelphia promotional figure, arranged for the date. The ground was actually secured from the circus in a pre-arranged move and after the city solicitor had ruled that the circus could have the city-owned land for a flat fee without being involved in open bidding as called for. It was ruled that the circus was a unique

institution and due special consideration.

While the circus could be set up with its midway facing in any one of the three directions, it was laid out to face on Broad Street, thus benefiting the Strates Shows.

The show trucked in many of its units from North Philadelphia where it played last week to get in Sunday (24). Thereafter the weather was poor thru Tuesday (26) and the circus and carnival operations suffered.

### 25-Cent Gate

Strates has a huge layout stretched out behind a 25-cent gate. Virtually all of the spacious parking area of the municipal stadium is utilized, and it would take an estimated 10,000 to 15,000

(Continued on page 63)

## Royal Midwest Org Signs Ind. Fair

CHARLESTOWN, Ind., May 30.—Royal Midwest Shows have been signed for the midway of the Charlestown (Ind.) Community Fair, Bill Harris, general manager announced.

Event will be high-lighted by free attractions including drawings, high pole and platform, fireworks, bands and queen contests. Harris closed the contract with local fair committee, Joe Barrett and Eugene Willings, while playing a spring date here.

### SNELLENS SCORES

## WOM Mag Includes 14 National Ads

NEW YORK, May 30.—A 50-page pictorial magazine with a cover in full color and some 14 national ads was put in circulation here this week by the World of Mirth Shows.

Gerald Snellens, general representative, supervised all phases of publication. Started only a few years ago, the magazine has now grown to at least three times its original size. Printed by offset and in two colors, the editorial content includes a number of pictures of show and fair officials, show units and fair activities. The cover is particularly attractive, depicting the show's Ferris Wheels and a part of its midway operating at capacity at the South Carolina State Fair, Columbia.

Advertisers include Lucky Strikes, Swift's Premium Ham, Camels, Old Gold, Philco, Hotel Astor, Cavaliers, Knickerbocker Beer, Muriel Cigars, Dunhill Cigarettes, Pall Mall Cigarettes, Columbia Bicycles, Coca-Cola and Philip Morris.

### McAllen Midway Set

McALLEN, Tex., May 30.—American Midway Shows have been signed for the July 4 celebration of the American Legion post here. Also scheduled are a horse show, beauty contest, ball games and speakers.

## Weather Shrinks \$ Volume for Marks

Art Lewis, Back at Shows' Helm, Reports Business and Its Problems Unchanged

PHILADELPHIA, May 30.—Back at the helm of a traveling organization for the first time since his prewar retirement from the carnival field, Art Lewis, general manager of Marks Shows, reports that the business and its problems are the same now as then.

To date it has been a battle with the weather, and the shows the loser, as always, when the skies open up. Lewis does believe that management requires more hours of effort today than in the past.

The shortage of help is one of the problems that has grown.

Lewis is piloting the long-time successful Marks Shows over familiar territory. While the organization has not yet had a good shot at gauging business, Lewis believes that the season will work out okay. The show has 12 fairs, many of which have been on the Marks route for a number of years, and no concern is felt where the annuals are concerned.

### Rain Hurts Richmond

The show opened in its winter quarters city of Richmond, Va., as usual, but the two weeks there, which can usually be counted on for a big send-off, were hampered by weather.

Booked in here to take advantage of the pulling power of the Ringling circus in South Philadelphia, the shows wound up with the least desirable of three locations occupied by carnivals. They are located across the street from the back yard of the circus. Consequently, circus patrons and sightseers populating the circus midway are approximately a block away from the Marks unit.

On the same side of the street with Marks, and located between it and the corner of Broad Street, are a number of independent concessions, including eating stands, a permanent kiddieland and a group

(Continued on page 63)

## Blue Valley Bows To Good Grosses

HOLDENVILLE, Mo., May 30.—Blue Valley Shows trucked here this week after its season's opener last week at Belton Mo. Shows' bow was a three-day stand under VFW auspices and business thruout was more than satisfactory, according to co-owners G. M. Copeland and H. L. Conwell.

Org carries four rides, a Mix-Up, Roll-a-Whirl, Merry-Go-Round and Kiddie Jeeps. Front end is made up of 18 concessions. Route this year is made up of fair or sponsored dates in Kansas and Missouri. A tour of the Southwest is scheduled after October 1.



## TIME IS SHORT—SPACE IS TIGHT—DON'T STALL

This Will Be Like Old Times—The Greatest

**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.

### 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. Will sell X on Glass Pitches, Popcorn, Novelties.

EVERYTHING OPEN—FIRST COME, FIRST SERVED

NO SPACE HELD WITHOUT DEPOSITS

Address all inquiries to . . .

## JEFF HARRIS

P. O. BOX 88, Revere, Massachusetts, or  
103 Walnut Ave., Revere, Massachusetts

Phone  
REVERE  
8-3525

## Gretna, Va., Yields Okay For Ben Wolfe

GORDONSVILLE, Va., May 30.—Business at Gretna, Va., last week started slow due to rain on opening night but the gate built during the week and the stand wound up as one of the best thus far this season. There was money in circulation and the shows and rides got their share, the concessions not faring too badly.

Weather has given way to warmer nights and this is helping to pull people. Saturday (23) kid matinee did only so-so due to the remote location of the lot. Ben Wolfe, org's owner-manager, has recovered from his recent illness. Bob and Mary Mumford stopped off to look over their equipment while they were en route to Birmingham. Johnny Ryan's gal revue closed at Gretna. Bill York, secretary of the Asheboro, N. C., fair visited as did Cash Wiltse, general agent of Brown and Wallace Shows.

## W.G. WADE SHOWS

WGW

**NEGAUNEE, MICH., JUNE 8 TO 13**  
OUR OLD RELIABLE LOT—PLENTY FREE PARKING SPACE

If your business is slow, join us in our Annual Upper Peninsula still date tour, where past performances have proven business always good.

CAN PLACE Concessions—Short Range, Milk Bottle, Punk Rack, Ball Game, Fish Pond and String Game. (Due to shifting to another unit) can place at once Photos, Novelties, Scale and Age. SHOWS—Wild Life or Animal. Excellent territory for Glass House. RIDES—Caterpillar and Spitfire. HELP—Can place Ride Help who drive semis. Write or wire now!

W. G. WADE SHOWS, Sault Ste. Marie, Michigan, all this week  
P.S.: Following Negaunee, this unit plays Iron Mountain.

COMING JUNE 27  
in The Billboard  
43rd Annual  
**SUMMER SPECIAL**

A Complete List of  
RODEOS—DOG SHOWS  
COMING EVENTS &  
CELEBRATIONS

and many other valuable,  
exclusive features.

## WILLIAM T. COLLINS SHOWS, UNIT #1

WANT WANT WANT  
For WILLISTON, NORTH DAKOTA, OIL EXPOSITION; AND FAIRS AND CELEBRATIONS TO FOLLOW UNTIL FIRST OF NOVEMBER, including three State Fairs.

Want Operator for Fun and Glass House combined, on SEMI TRAILER. Will book any Show of merit with its own equipment, LOW P.C. WANT LIVE PONY RIDE (JULIENNE WARD, GET IN TOUCH WITH US.) JOE CAUSIAMONO wants for Posing Show and Revue, Boss Canvasman, Talker for Revue. Also Girls for both shows. Long season and the best of treatment, top pay. Want Hanky Panks of all kinds, Balloon Dart, Add-Up-Dart, Fish Pond, Glass Pitch, Hi-Striker, Short Range Gallery, Ball Games, Hoop-La, Cork Gallery, Ice Cream, Coke Bottles or any legitimate Concessions.

All replies to: WM. T. COLLINS, Minot, N. D., this week; then per route

WANTED FOR EVANSVILLE, IND., GROTTO FESTIVAL, HI-WAY 41

**SHOWS:** Glass House, Fun House, Wild Life or any worth-while Animal Show. PAY COMMITTEE ONLY. Need two more experienced Dancers to join at once, pay every night. Long season. Ticket Seller to drive semi. Man and Wife for Single—D.P.C. only. All replies: Ray Marsh Brydon. Jimmie Watts wants for Side Show; Tattoo Artist, have outfit; Mental Act, Ticket Seller who makes second openings, Girl for Bally, Man and Wife for platform Illusion Show, Snake, Turtle Girl or Spidora. Show completely framed on truck. Half and Half to feature, Harry and Lucille Price, get in touch.

**RIDES:** Dark Ride, Fly-o-Plane, Scooter or any Major Ride not conflicting.

**CONCESSIONS:** Custard, Novelties and Hanky Panks of all types.

**HELP:** Second Men who can drive (with license) on all Rides and other Useful Help who are with it.

## GEM CITY SHOWS

All replies to  
TOM HICKEY or DON GRECO, c/o Western Union, Henderson, Kentucky, this week.

SHOW  
**T-E-N-T-S**

Concession—Circus—Carnival

## AMERICAN TENT & AWNING CORP.

132-4 W. Main St. Norfolk 10, Va.  
BILL SANDERS

## O. C. BUCK MODEL SHOWS, INC.

Want man to take full charge of Motordrome, good proposition. Place Dark Ride and Unborn Show for fifteen Fairs, Red Kelly, trainmaster, wants Polers, Train Help. Need Canvas Men, General Show Help for Big Review, Girls for Posing Show, top salaries, Talkers, Grinders. State rooms on our train. Good opening for Billposter, we have our own truck, must be union. Want Man to handle Fun House mounted on wagon. All answer Wilkes-Barre, Pa., this week; Scranton, Pa., next week.

## WHITEY BEARDSLEY COLEMAN BROS.' SHOWS

WANTS

Toy Store Crew, Agents for Balloon Store and Dart Wheels, also Help on all Concessions. Need one Semi Driver. Long season—have 16 weeks of Fairs. Bill (Alabama) Storey wants Agents for Swinger, Buckets, Blowers; Help on Grocery Store. Show needs Ride Help—come on. This is proven territory with a show that never misses a season's work. All replies:  
Care of COLEMAN BROS.' SHOWS  
Torrington, Conn., this week; Southington, Conn., next week.

## C-CRUISE RIDE FOR SALE

With or without transportation, to an owner-operator; can book on show with nothing but Fairs and Celebrations starting June 22 at Hutchinson, Minn., Water Carnival. Will take \$500.00 down, balance terms to suit as long as on show.

## SUNSET AMUSEMENT CO.

Fort Dodge, Iowa, this week; Dubuque, Iowa, next.

## FESTIVAL OF FUN SHOWS

Playing Michigan, Ohio, Kentucky—Fairs, Street Celebrations, Centennials.  
We have The Big One for the 4th July, White Cloud, Mich.;  
Marshall, Mich., this week, June 1st to June 6th.

WANT—Hanky Panks all kinds, especially Bear Pitch, Glass Pitch, String Game, Hoop-La, Long and Short Range, Custard, Popcorn, Color Game, Nice Bingo, Lela Nelson, contact, important. WANT—Glass House, Fun House, Motordrome, Mechanical Show, Snake, Dark Ride, Pony Ride. Best proposition for the Big 4th and long season. WANT—Ride Help, Second Men who drive semis, Foreman for new Merry-Go-Round. Book or buy one Flat Ride not conflicting. Want one more Free Act. Dwight J. Bazinet, Business Manager, wants Agents for Count Store, Alley and Pins. One Six Cat Agent. I have the only stores on this show. Following, contact me—Jimmy Rounds, Billy Gallagher, Dick Millard, Don Frotner, Big Joe, Sam Lovar, and others who have worked for me. WANT DROME—Pop Rawlings, contact, Girl Show, Cliff Patton, Dale Parrish, contact, Whitey Nolte, Teska brothers, contact. Have tops and fronts. Fred McIntyre, can place you. All replies:  
Concession Mgr., Marshall, Mich., FESTIVAL OF FUN SHOWS

## SHOWS AND CONCESSIONS WANTED FOR

Ferdinand, Indiana, American Legion Celebration, June 8-13; Loogootee, Indiana, Centennial, June 29 thru July 4; Orleans, Indiana, Legion Home-Coming, July 6-11; Loogootee and Orleans on the streets.

## D. P. RUMBLE, RUMBLE GREATER RIDES

St. Matthews, Ky., this week.

## WANTED

Ride Foreman and First Man for Eli Wheel. Must be sober and reliable. Top wages. Steady all year round.

## JOYLAND AMUSEMENT CO.

236th St. and Broadway  
Bronx, New York

## PEPPERS ALL STATE SHOWS

WANT WE PAY EVERY NIGHT WANT  
RAIN OR SHINE RIDE HELP RAIN OR SHINE

Clarence Willis, Bill Adams, get in touch with Gus Rocco, Robert Blaylock, O. L. Southern, what happened? Want Foreman for Chairplane and 2-Across Allan Herschell Merry-Go-Round. Second Men on all rides. Wires to sell tickets or work office Concessions. Must have driver's licenses. If you drink, stay where you are. (Bobby Suckles, wire where I can call you.) Concessions: Want Popcorn, Candy Apples, Candy Floss, (Grant Chandler, if you are at liberty, come on.) Will book one of a kind—Coke Bottle, Scales, Add-Up Darts, Slum Clothes Pins, Milk Cans. Want Agents for Pan Game, Ball Game. Also want good Griddle Man. Join on wire, no collect wires.  
ADDRESS: F. W. PEPPERS, MGR., MILTON, FLA., THIS WEEK.

## WANTED

For the beach until Labor Day then my fair route

RIDE HELP—Fly-o-Plane Foreman, Roll-o-Plane Foreman. Second Man on Tilt and all other rides. Year around work for sober, reliable men.

CONCESSIONS—Have wonderful locations for nicely framed Photo Gallery, Basket Ball, Age and Weight, Cork Gallery, Novelties, Coke Bottle or any non-conflicting.

Want Agent for office-owned Cotton Candy. All address  
**LEO LANE SHOWS**  
Savannah Beach, Georgia

## AGENTS WANTED

Swinger, Buckets, Scale, Slum Store

## C. E. ANDRICAN

c/o Rancy United Shows  
Gilbert, Minn., June 1-7; Grand Rapids, Minn., 8-14.

## METROPOLITAN SHOWS

AMERICA'S NEWEST AND MOST MODERN RAILROAD SHOW

Want Agents for office-owned Concessions: Roll Down, Buckets, Razzle and Blower, Agents and Heads of Stores for office owned Concessions. Custard open. SHOWS: Wild Life and Riders for Motordrome.

**JOHN E. BURNS**  
Answered your wire.

Want Caterpillar and Mule Drivers, also Train Help and Welders. Want Mechanic with tools. Can place a few Ride Foremen and Canvasmen. Shirley Levy, Mgr., Morristown, Tenn., this week.

## MULLINS ROYAL PINE SHOWS

Want for some of the finest Still Dates and Celebrations, including American Legion State Convention, Rockland, Maine, and some of the most outstanding Fairs in New England.

Concessionaires, Attention: Opening for Ball Games, Duck Pond, Scales, Guess Your Age, Mug Outfit, or what have you? Will sell exclusive on Novelties for Rockland and gigantic 4th July Celebrations. Shows: Can place Wild Life, Fun House, Mechanical Show, Unborn Show or any good Grind Show is welcome. Ride Help: Top salaries for good, reliable, sober Men; bonus at end of season. Semi-drivers preferred. All replies to  
**C. W. MULLINS, Falmouth Hotel, Portland, Maine**  
P.S.: Playing Bath, Maine, week of June 8th to 13th.

## 1953 BUICK

BRAND NEW  
All models, extra good deals, immediate delivery. We can finance you.  
Phone—Wire—Write.  
**CANOLE BUICK**  
Monessen, Pa. Phone 2500

## CAVALCADE OF AMUSEMENTS

Want Foreman for Octopus. Also Foreman to handle two Roll-o-Planes. Want Man to drive and care for D-6, D-7 Tractors. Can place Train Hands and Mule Drivers. Want Assistant Electrician, Concessions of all kinds, Duncan Falls, Ohio, June 10-13. Firemen's Annual Carnival. Want Pop Corn and Concessions of all kind. Need Ride Help for 5 Rides. JACK CARLIN, Box 781, Buckeye Lake, Ohio. Phone 4101.

**ADDRESS: AL WAGNER, MGR., Rockford, Ill., This Week**

## FLOYD O. KILE SHOWS WANT

JOIN HAMMOND, LA., JUNE 6-14

Ride Foremen and Second Men for Eli, Merry-Go-Round, Twister, Kiddie Autos; Truck Drivers, Bingo Counter Help; Useful Show People, come on. Ride Help salary no object if you can do the job; come on. Stock Concessions open. Place ex. on Custard and Diggers, Fish Pond, Coke, Blower, Cats; come on, will place you. Hal Edwards, your wire received very late. Can place you for season, come on. Harry Harris, Dick Highland, advise if joining. We go north for July 4th and all Fairs till Nov. 15th. Show just now opening season. We know our way around. Come on now, capable people, this is O.K. All replies:  
**FLOYD O. KILE, HAMMOND, LA., FROM JUNE 4TH ON.**

Want-CONCESSIONS-Want  
**Carlin Exposition Shows**

Roseville, Ohio, June 1-6, Firemen's Annual Street Fair, Concessions of all kinds, Duncan Falls, Ohio, June 10-13, Firemen's Annual Carnival. Want Pop Corn and Concessions of all kind. Need Ride Help for 5 Rides. JACK CARLIN, Box 781, Buckeye Lake, Ohio. Phone 4101.

**HOMER CITY, PA., FIREMEN'S OLD HOME WEEK, JUNE 8-13**  
**AMERICAN LEGION FAIR, CLARION, PA., JUNE 15-20**

Booking all kinds of Hanky Panks for these big events. HELP—Foreman for Little Dipper. Second Men who can drive semis. Concession Agents. STRAIGHT RIDER FOR DROME. WRITE OR WIRE

## BEAM'S ATTRACTIONS

HOLLSOPPLE, PENNA., this week.

# Midway Confab

**Shorty Logston** closed with F. C. Bogle Shows and has taken over the Side Show on C. A. Goree & Sons Shows. **Johnny and Jimmie Goree** recently finished the school term at San Marcos (Tex.) Military Academy, and have joined the Goree org for the season. . . **Robert E. Stover**, veteran midway concessionaire, is confined to the Cook County Hospital, Chicago, where he is in Bed 4, Ward 53.

**Ralph Butcher** and **Ted Kelty** joined World of Pleasure Shows with their concessions, and **Mrs. William Stophel** has added an engraving department to her jewelry booth. . . **The Masked Rider**, free attraction with Prell's Broadway Shows, scored with a big publicity break in the Charlottesville, Va., newspapers when he hosted several dozen ball players from the Little League.

**Big Jim Folsom**, former Alabama governor, was a nightly visitor to **Johnny Denton's** Gold Medal Shows when the org played Cullman, Ala., Folsom's home town. The ex-governor officiated at the weekly bicycle giveaway, which drew crowds of youngsters.

**Soloman E. (Snake) Ruhyl**, former ride man with many shows and in recent years handler of Ena, the elephant, would like to hear from friends while he is confined in Ward 114 of the Veteran's Administration Hospital at Temple, Tex.

**Dado Prather** and her brother, **Norman**, recently purchased a ranch on the outskirts of Los Angeles. Living with them are their parents, **Norman and Marion Prather**. The elder Prather is neon man for Crafts Exposition Shows. . . **Julius W. Watts**, in addition to operating his two concessions on Gold Medal Shows, is handling the weekly kid matinees. Watts reports that one recent Saturday event drew an estimated 3,000 youngsters.

**Eleanor and Orville N. Crafts**, of Crafts 20 Big Shows in North Hollywood, Calif., are enjoying a sojourn in France. They report that they are having a big time and expect to be back in the United States about July 4.

**Vincent Burke** recently joined Dyers Greater Shows to take charge of the Merry-Go-Round. **Oscar Schmidt** left for a quick trip home on business. **Ellsworth McAtee**, **John Cooley** and **W. L. Bostwick**, of the Dyer org, made a trip into St. Louis recently and took time out to visit Royal American Shows.

**F. W. Miller**, of Cavalcade of Amusements, was a Chicago visitor Friday (29). . . **Tommy Sacco**, Chicago, has been awarded the ex on concessions and will produce the show at the Iroquois, Ill., 50th annual celebration, July 2-4.

**Mr. and Mrs. Larry Ackley**, who have the cookhouse on Gooding Amusement No. 3 unit, installed an air cooler in their diner when the temperature

soared to 92 degrees in Moundsville, W. Va. The next day, however, the mercury dropped to 46 and everyone was looking for heating units.

**Murray Goldberg**, veteran concessionaire, was a Chicago visitor last week.

**Blackie Holt**, of the Wolfe Amusement Company, with tongue in cheek, writes that for his money, Virginia is the only State where one can go to sleep under a rose bush in full bloom and freeze to death before morning. . . **Faith Carolyn**, daughter of Mr. and Mrs. Bill Abraham, of World of Pleasures Shows, is scheduled to join her parents on Decoration Day in Tampa.

**Kitty Glosser**, of the Blue Grass Shows, flew home to Miami to witness the Sunday (24) confirmation of her son, **Daniel**.

**Joseph Silber**, who with his sons, **Fred** and **William**, are in carnival supply business in Detroit, is in Sinai Hospital there recuperating from surgery. . . **Ben Morrison**, show producer and special events expert, flew to Detroit from the West Coast Sunday (24). He plans to spend four weeks in the Motor City before driving a new car westward.

**Peter and Dot Masucci** have taken over operation of the cookhouse on the Virginia Greater Shows. **Johnny Underwood** is handling the front griddle and **Stella Bowser** is aiding in the kitchen. New concessionaires with the show are **Joseph Mukloicke**, ball game, long-range and basketball game; **Bob and Connie Grignon**, Coca-Cola bottles, and **L. Marino**, pizza pie. Recent visitors included **Phil Minelli** and **Mike Genovese**, Orange, N. J.; **Mr. and Mrs. Eddie Kramer**, Dover, N. J., and **Harold Humphries Jr.** and his sister, **Montclair, N. J.** New show employees are **Red Remington**, **Bud Bixler**, **Rufus Talley** and **Jimmy Monroe**. **Charles Mingie** joined as truck mechanic. **Leo Matina** and **Louis DeBrogazio** are handling kiddie rides. Appearing with **Capt. Frank Allen's** Side Show are **Ike and Mike**, twin midgets; **Howard Rogers**, glass dancer; **Penny Law**, mentalist; **Ruth Allen**, sword box; **Howard Roegers**, torture board; the **Allens**, knife throwing; **Frank Allen**, fire-eater and human ostrich; the **Matinas**, magic, and **Ra-Mona**, annex attraction.

**O. C. Buck**, operator of the new railroader bearing his name, was the subject of a lengthy two-column story in The Albany (N. Y.) Times-Union Thursday (28). The story described the ambition and fulfillment of Buck's desire to own a railroad show. Buck maintains a permanent residence in adjacent Troy.

**Dewise Purdin's** Side Show is getting top money on Vivona Bros. Shows. Also reporting good business on the show is **Floyd Matter**, cookhouse captain. A new G-top on wheels is being handled by **Mike Ferrone** and **Al Hamid**. **Gary Barnes**, son of Mr. and Mrs. **Barney Barnes**, celebrated his 10th birthday Wednesday (20) and was the recipient of many gifts.

**Dick Long** reports receipt of a letter from **Frank Ciplina**, now in Korea with the army, requesting mail from friends on the Southern Valley, Burkhardt, Midway of Mirth, Oil State and Gem City shows, with which he formerly toured. Letters should be addressed to **Frank Ciplina**, US55319148, Prov. Co. S.E. No. 1106, APO 613, Care of Postmaster, San Francisco.

**Mrs. Robert Johnson**, who is with **Harry Sortor** in Fairyland Park, Kansas City, Mo., visited with her husband and Mr. and Mrs. **Cliff Knox** on Merriam's Midway Shows, when they opened in Atlantic, Iowa. . . **Blaine Young**, who had a leg amputated recently, is recovering at his home at 306 13th Avenue, Greeley, Colo. He would like to read letters and cards from his friends. . . **Babe Keating**, en route to start her third year with **Mike Smith's** Northern Exposition Shows, was entertained by **Mrs. J. C. Simpson** of Birmingham. . . **Betty Bammel** is recuperating from a serious kidney operation at Mercy Hospital, Miami. She would like to read letters and cards from her friends.



**Strange and Weird Attractions**  
Shrunken Heads, Ape Boy, Wolf Boy, Devil Child, Many others. Your Ideas made up. Write for Folder. Free.  
**Tate's Curiosity Shop**  
3858 E. Van Buren St., Phoenix, Ariz.

**CAN USE**  
Count and Pin Store Agents.  
Also General Help.  
**JOE REYNOLDS**  
Meyersdale, Pa.

**THANK YOU**  
**JOE PANKIW**  
Life Show Owner for your Chevrolet Tractor purchase.  
**JOHNNY CANOLE**  
CANOLE BUICK  
Monessen, Pa. Phone 2500  
Altoona, Pa. Phone 9347

# HAPPYLAND SHOWS

**8 MORE WEEKS IN BOOMING DETROIT AREA**  
Employment here now at an all time high.

**THEN SOLID FAIRS IN MICHIGAN UNTIL OCTOBER**

**WANT SIDE SHOW, MOTORDROME, FAT SHOW, Tommy Blackhall, wire and come on. Also one or two other worthwhile shows. What have you?**

**WE WILL PLAY THE 20th ANNUAL JULY 4th CELEBRATION AT YPSILANTI, MICHIGAN.**  
Wyandotte, Michigan, to June 7; Roseville, Michigan, June 9 to 14.

**Or JOHN F. REID, 3426 Iroquois, Detroit, Mich. Phone WA 17924**

CAN PLACE A GOOD PENNY ARCADE.  
NEED A FEW MORE RIDE MEN WHO DRIVE SEMIS. Top wages to good men. WANT FOREMAN FOR TWIN WHEELS.

W. R. GEREN, Presents

# MIGHTY HOOSIER STATE SHOWS

**Want for solid route of Celebrations and Fairs. Starting Connersville, Indiana, Downtown, 11th & Western, week of June 8 to 13. Followed by Lawrenceburg Centennial on main streets, June 15 to 20. Indiana's largest 4th of July Celebration, 5 days and nights, June 30 to July 4, West Baden, Indiana. Following with 12 Indiana county fairs.**

**Hanky Panks, wire. Shows—What have you?**

**If you want to make a very profitable season get with Indiana's leading show; don't waste the season and then wish you had been here. Contact now. All wires will be answered.**

This week June 1 to 6, Marion, Indiana; June 8 to 13, Connersville, Indiana.

**All replies W. R. GEREN**

# PRELL'S BROADWAY SHOWS INC.

50 CAR RAILROAD SHOW MOTORIZED  
BROADWAY AT YOUR DOOR

**WANT for five weeks Long Island and 15 weeks of Fairs starting July 27 at HARRINGTON, DELAWARE, STATE FAIR**

**WANTED—Colored Talent for South American Babaloo Show; Singers and Dancers.**

**WANT—Side Show Operator, have all equipment except Banners. Will book two Grind Shows, Midget Show, Minstrel Show, Charles Taylor, please get in touch with me. Want all kinds, Age and Scale, Photo, Novelties, String Games, and Drink Stands, P.C. Agents wanted for office owned stands. Extra long Season. Also 10 good Fairs in Florida.**

**Apply SAM E. PRELL**  
Reading, Pa., this week; Hicksville, Long Island, to follow.

**CHOICE STILL DATES AND CELEBRATIONS**

**14 FAIRS STARTING SCRANTON, PA., IN AUGUST**

# VIVONA BROS. Combined SHOWS

*"A Mile of Thrills and Entertainment"*

**Wilkes-Barre, Pa., Blackman St. Lot, Week June 8 (Fireworks Every Night).**  
**Pittston, Pa., Main St. Lot, Week June 15. First Show in 15 Years, and Other Big Ones, Including Our Long Route of Outstanding Fairs.**

<p><b>DEWISE PURDIN</b> Wants Sideshow Acts, high-class Annex Attraction, Ticket Sellers, Talkers and other useful Sideshow People. Long season. Will sell ex. on 2 choice Wheels, also ex. on Long and Short Range Galleries. Good proposition for Custard Dipper.</p>	<p><b>MONICA BARESS</b> Can use Girls for Parisian Nights. Experience unnecessary.</p>	<p><b>TONY MASIELLO</b> Dancers for "Tina" Show. Jerry Bennett, contact. Peggy Richardson, contact Jerry Critchly. Can use Man for front. Wife for show.</p>	<p><b>SPLENDID</b> Opportunity for Monkey Show. We have complete outfit, some Monks. Hanky Panks. Wheel Foreman &amp; Second Men for all Rides; must drive semis.</p>
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**DICKSON CITY, PA., THIS WEEK.**

# DesBro SHOWS

## AMERICAN LEGION CONVENTION

LYONS, N. Y., WEEK OF JUNE 8 TO 13

**2 PARADES, FIREWORKS, BAND CONCERT EVERY NIGHT**

**WANTED—Long-Range, Fish Pond, Bowling Alley, Clothes Pin Pitch, Coke Bottles, Milk Bottles, Break the Dishes Ball Game, Basket Ball, Frozen Custard, and all Games that work for Stock, also Penny Arcade.**

**RIDE HELP WANTED ON ALL RIDES—Wives to work Concessions. Whitey Rogers wants useful Show People in all departments. People who worked for me before wire; don't write. Tiny Tryon wants Bucket and Swinger Agents. Angie wants BINGO CALLER.**

This week, HORNELL, N. Y.

**ANGE DESIDERIO, Gen. Mgr. RAY SANFORD SR., Ride Supt.**

**Capell Bros. Circus, Inc.**  
**WANTS**  
 Ground and Aerial Acts, Wire, Trampoline, Bars, Perch, Traps, Etc. Want Girls for Web and Ladders, (Bill & Peggie Dunn, Silva Gregory, Wire). Want Seal Butchers, also White Face Clowns. Two more fast Lithographers. Slide Show Boss Canvasman, Legal Adjuster (Joe B. Webb, Wire). Sober, capable Banner Man. Circus People in all departments. Wire. Best Coolies in the Business. This is a "Small Show", 25 Trucks, 33 Dogs, Two Parrots and a Crow, and hasn't missed a Pay Day in Four Years, no hold backs, pay every Sunday. Wire your lowest and best, first wire, no time to dicker.  
**DOC CAPELL**  
 Albany, Mo., June 4  
 P.S. Not going to Canada, doing O.K. here.

**COMING JUNE 27 . . .**  
 in The Billboard  
 43rd Annual  
**SUMMER SPECIAL**  
 The Rags to Riches Story  
 of BILL HAMES  
 who parlayed a \$300 steam-powered merry-go-round into a fortune.  
 and many other valuable, exclusive features.

**WALKER OSBORNE**  
**WANTS AGENTS**  
 For Four Downtown Lots, Denver, Colo.  
 Can place two Count Store and two Nail Store Agents. Also Agents for Watch-La, Penny Pitch and Cat Rack. Larry Nolan wants two Six Cat Agents.  
 Address: Denver, Colo., now.

**Concessions Wanted**  
**MERMAID FESTIVAL, June 22-27**  
 Sponsored by Lions' Club  
 North Webster, Indiana  
**SOUTH MARION STREET FAIR, July 6-11**  
 Sponsored by South Marion Businessmen  
 Marion, Indiana  
**GOODING RIDES AND SHOWS**  
**GEORGE H. PROUGH**  
 1039 Lincolnway East, Mishawaka, Ind.

**JOHN CHAPMAN**  
**—WANTS—**  
 Relief Caller and Countermen; Drivers preferred. Top salary. Open June 15th. Write  
 c/o Greenlawn Trailer Park  
 #555 Greenlawn Ave., Box 170  
 Columbus, Ohio

**HAROLD J. LUCAS**  
**WANTS**  
 Foreman and Second Man for Screw Ball Ride, also help on Rock-o-Plane Semi drivers preferred.  
**LINCOLN PARK, Mich.**  
 Vicinity Detroit until June 7th, then Happyland Shows.

**FOR SALE**  
 Smith & Smith Chairplane, late model with beautiful 30 foot front lighted entrance and exit sign—with international motor. Ride good as new. price \$1000.  
**MAX GRUBERG**  
 201 East Broadway  
 Long Beach, L. I., N. Y.

**AGENTS WANTED**  
 Clarence Osteen wants two Bowling Alley Agents. Also two Blower Agents. Call or Wire  
**Rocco Cardaci or Clarence Osteen**  
 c/o Metropolitan Shows as per route.

**WANTED**  
 Experienced Ride Men, also Second Men who drive.  
**ROCKY MOUNTAIN EMPIRE SHOWS**  
 Leadville, Colo., June 1 through 6; Grand Junction, June 8 through 13.

**WANTED**  
 For Hayfed Grotto Carnival, Ottumwa, Iowa, June 8 through June 13. Shows and Concessions. 3 Kiddie matinees.  
**MERRIAM'S MIDWAY SHOWS**  
 Albia, Iowa, June 1-3; Colfax, Iowa, June 4-6.

**MOUND CITY SHOWS**  
**WANT**  
 Popcorn, Snow Cones, Candy Floss, Novelties for Grafton, Ill. (Homecoming), June 5-7. Can place Ride Help on all rides. Especially want Ferris Wheel Foreman for DuQuoin, Ill. (Centennial), June 10-12-13. Also want Popcorn, Snow Cones, Candy Floss and Novelties for Godfrey, Ill., June 11-13. Jerseyville, Ill. (Lions Spring Festival), Week June 15. Address: Grafton, Ill., this week.

**Record Kiddie Matinees Boom  
 Coleman Takes in Connecticut**

NAUGATUCK, Conn., May 30.—Bonanza business at all of its Connecticut dates is reported by Coleman Bros.' Shows. While business continues good, help is still a serious problem in all departments.  
 Kiddie matinees have made important contributions to grosses at all spots. The enthusiasm for the cut-rate Saturday afternoon sessions apparently has generated spontaneously.  
 An important factor in the success of the Coleman stands to date is the fact that the weather has treated the org more kindly than it has many other Eastern units. The weather here was poor at the start, but indications are for a clear and big holiday wind-up.

**3 Big Ones**  
 Berlin was big, and Norwich and New London were reported just about as good. Each of these spots gave the shows one of the biggest kids' days it has ever had. Business in the area is good, with nearly all major manufacturing plants working three shifts. Both the youngsters and their parents have money, and spending is brisk.  
 The show has two more weeks in Connecticut before it heads into New York for several dates.

**Weather Man  
 Tosses Book  
 At Bogle Org**

ARKANSAS CITY, Ark., May 30.—F. C. Bogle Shows, in their first five weeks on the road in Kansas experienced every variety of bad weather with the exception of a full-fledged tornado and at one point the personnel thought it was in the path of a twister.  
 The tornado scare came during the tear-down at El Dorado. After hearing warnings of twisters all day a train's roar was mistaken for the big blow and close to a dozen concessionaires jumped a five-strand barbed wire fence, and scampered several hundred yards to the safety of a ditch.  
 The variety of weather started at the Pittsburg opener where snow and a sleet storm struck. The following week at Parsons, the show was swamped by rain and the third week, at Manhattan, violent dust storms and cold weather prevailed. At El Dorado tornado conditions and high winds hit while last week in Hutchinson freezing weather and light rains cut into business.

Staff includes F. C. Bogle, general manager; Opal Bogle, secretary-treasurer; Bill Anderson, ride superintendent; B. H. (Brownie) Bishop, concessions manager; Deafy Adams, electrician; John Paul Johns, mechanic; Walter Marco, sound truck and publicity, and Don Noell, front gate and advance.

**Biz Perks Up  
 For Gem City**

OWENSBORO, Ky., May 30.—Business for Gem City Shows is on the up-grade after a half dozen weeks of bad weather. Org opened here Monday night (25) to the best first night thus far. Lot here had been torn up by a circus but a few loads of gravel and shavings remedied the situation.  
 Bowling Green, played prior to trucking here, was satisfactory despite more lot troubles. Show lost its opener there to rain and the lot was so muddy bulldozers were hired to spot the equipment. A total of 18 loads of cinders were needed to whip the lot into shape.  
 Equipment is being prepped on the road. The Tilt-a-Whirl has been rebuilt. The Minstrel Show, illusion unit and searchlights have been brought on from winter quarters and are being readied for use during the fair season.  
 Ray Marsh Brydon's gal revue has been topping the back end in recent weeks. Don Greco spent a week at the Cotton Carnival in Memphis. Johnny Cousins is sporting a new trailer. Mr. and Mrs. Cash Miller joined with their pre-historic show. Grant Chandler was a recent visitor.

**GARDEN STATE RIDES**  
 Want for American Legion Carnival, Riegelsville, Pa., June 8 thru 13. Concessions of all kinds excepting Popcorn, Apples, Bingo, Grab, Custard, Cat Rack, which are sold ex. Now booking for the big one, the 100th Anniversary of the town of Cataqua, June 22 thru 27. Fireworks, parades, pageants, program for every day in the week. Want Concessions and Rides, especially Tilt, Merry-Go-Round, Spitfire, Rolloplane, Octopus or any Ride not conflicting. What have you? All address:  
**R. H. MINER JR.**  
 Lambertville, N. J.

**WANT KIDDIE RIDES**  
 Will book or buy same, good opening on show. Join at once. Wheel Foreman and other Ride Help, come on Hanky Panks of all kinds, will place you Annual Juneteenth, Nacogdoches, Tex., June 15-20; then Palestine Reunion, Big Annual 4th of July, Wright City, Okla.; Whitewright, Tex., Fair; then Naples and Atlanta Watermelon Festivals, both on streets; followed by four Arkansas Fairs. Phone ME. 9897. Wire or write 3421 Melbourne St., Houston, Tex.  
**Brewer's United Shows**  
 1515 McCarty Houston, Tex.

**AGENTS WANTED**  
 For Coke Bottles, Bee Hive, Cigarette Block, Bear Pitch. All street celebrations.  
**JOE STEVENS**  
 c/o Brodbeck-Strader Shows  
 Lexington, Nebr.

**JACK VINSON**  
**WANTS**  
 Bingo Callers, Countermen; Drivers preferred. Also Agents for Heart Pitch and Help for Class Pitch and others. Address: c/o Johnny's United Shows  
 Tell City, Ind., this week

**MARVEL SHOWS**  
 Want Ride Help who drive. Agents for office-owned Concessions, also Stock Concessions. Shows—What have you? Due to cancellation have the first two weeks in July open. Colona, Ill., this week; Oglesby, Ill., June 12-13-14.  
 Contact LEW REESE as per route.

**TURNER SCOTT**  
**WANTS**  
 Sober Eli Wheel Operator. No ups or downs. Have top location for Age and Scales. Telephone, wire, address:  
 140 S. Ocean Ave., Daytona Beach, Fla.

**WANTED**  
 Rides and Concessions, August 19th through weekend.  
**ANNUAL FOX HUNT**  
 Fillmore, Missouri  
 Contact GLEN MERRITT, V.F.W. Com.  
 Bolckow, Missouri

**TENT FOR SALE**  
 70'x100'  
 Up two times. Sacrifice, make offer. Almost new Floss Machine for sale.  
**MUSIC CIRCUS**  
 Box 456 Cohasset, Mass.

**WANTED**  
 Experienced African Dip Worker, \$40.00 to start, plus bonus. All replies to  
**BUDDY JOSEPH**  
 Care J. T. Tinsley Shows  
 Greer, S. C.

**LEO BISTANY**  
 Contact Jack Flynn or Whitey Weiss. Important. Address care of  
**BUFF HOTTLE SHOWS**  
 Aurora, Illinois, this week.

**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

**Percell's  
 PIONEER SHOWS**  
*high class midway attractions*  
**FREE GATE . . . FREE GATE**  
**MONTGOMERY, PA., JUNE 8 TO 13, FIREMEN'S CELEBRATION**  
 Mammoth parades and special events nightly. Followed by Big Firemen's Convention on the streets. Plenty of factories working full blast. Money aplenty.  
 Want Shows of merit, high class only: Arcade. Want legitimate Concessions, Pop Corn, Apples, Floss, Photos, Jewelry, High Striker, Novelties, Age and Scales, Dart Balloons, Hats, Long and Short Range Gallery, Pitch Tilt U Win, any legal Games. Ride Help who drive semi. Want Kiddie Rides and one Major Ride. All replies: **M. PERCELL, Gen. Mgr.** **Watson, Pa.**

**10 RIDES . . . 8 SHOWS**  
**GRAND AMERICAN SHOWS**  
 Want Concessions—Novelties, Custard or Ice Cream, Cookhouse or Sit Down Grab, Ball Games, Age and Scale. Skill games that work for stock. Hanky Panks of all kinds that do not conflict. Want Grind Shows with own equipment. Jackie Coleman can use two more Girls for Girl Shows. Jimmie, canvas man, who was with Jackie last year on Gold Medal, contact or come on. Harry Harris Snake Show, contact Sam Weintraub. Want one major and two Kid Rides. Only two more still spots, then all celebrations and fairs. Washington, Iowa, now; Marshalltown and Fort Dodge, Iowa, follow. Wire **L. O. WEAVER, Mgr.** or come on.

**WILLIAM T.  
 COLLINS SHOWS**  
*Pride of the Northwest*  
**WANT UNIT #2 . . . WANT**  
 RIDE HELP ON ALL RIDES. SHOWS OF ALL KINDS WITH OWN TRANSPORTATION AND EQUIPMENT (LOW P.C.). HANKY PANKS AND NOVELTIES. AGENTS FOR CANDY FLOSS, PRONTO PUPS AND HANKY PANKS. COUPLE TO HANDLE FUN HOUSE. MAC McWILLIAMS, GET IN TOUCH WITH FLOYD. Playing only bona fide Celebrations and Fairs entire season (no still dates).  
 Contact **GUS M. PAPPAS, Mgr.**  
 Mankato, Minn., June 1-6; Litchfield, Minn., June 7-8; Appleton, Minn., June 9-11; then per route.

**LIONS' CLUB EXPOSITION**  
**STAMFORD, CONN., JULY 22 THRU JUNE 28**  
 12,000 Sq. Ft. of Exhibit Area.  
 WANT anything for Exhibition Tents. Some space available.  
**JAMES E. STRATES SHOWS**  
 contracted for this  
 Answer: 211 Atlantic St., Phone 4-5977, Stamford, Conn.

**FORT RECOVERY, OHIO, ANNUAL CELEBRATION**  
**JUNE 17 THRU SUNDAY, JUNE 21—5 DAYS & NITES.**  
 Followed by All Fairs and Celebrations.  
 College Corner, Ind.—June 23-27  
 On the Streets  
 Hartford City, Ind.—July 7-11  
 The Biggest Date in Michigan—Blue Water Festival—Port Huron, Mich., July 14-19. Limited Space—Contact Now.  
 Also Booking for Romeo, Mich., Peach Festival, Sept. 5-7, and Hudsonville, Mich., Free Fair, Sept. 9-12.  
 Legitimate Merchandise Stands—Photos, Scales, Age, Ball Games, Six Cats, Coke, Block Pitch, Stock Wheels, etc. All replies:  
**MAJESTIC GREATER SHOWS—SAM GOLDSTEIN**  
 Southland Hotel—Phone: Elgin 5575—Atlanta, Ga., until June 13.

**DRAGO AMUSEMENTS WANT**  
 All kinds of Concessions working stock only for both units. Will book Shows, small per cent—Monkey Speedway, Glass House, Motor Drome, Arcade or any Show with own outfit. Would like to book Dark Ride or one Major Ride for Dunkirk, Ind., Centennial, week June 15-20. We have the biggest 4th of July spot in Indiana, Rochester Centennial, around Courthouse. Both units booked solid with 5 Centennials, 12 Fairs and Celebrations, so get with the big ones. We have a good reputation and a fine, clean Show. Jack Smith, get in touch with Chet Pierce, #2 Unit.  
 ADDRESS PER ROUTE.

**ROLL TICKETS**  
 PRINTED TO YOUR ORDER  
**Keystone Ticket Co.** SHAMOKIN, PA.  
 DEPT. B  
 Send Cash With Order. Stock Tickets, \$22.50 per 100,000.  
**100,000 \$29.50**  
 10,000 . . . \$ 9.50  
 20,000 . . . 12.00  
 50,000 . . . 18.50



# Weather Helps RAS Business

Continued from page 59

The Grand and LaCleda lot is attended predominantly by Negroes and that sets up the "Harlem in Havana" unit for sock business. Leon Miller's "Moulin Rouge" also has garnered good business here, with attendance building as the stand progressed.

Other shows which have scored good business here are Walter Kann's Fat Show, Bobbie Hasson's Side Show, Bill Kemp's Motor-drome and Stanley Barbay's Illusion Show. Rides, too, have been getting a heavy play, with the kiddie devices registering an unusually strong patronage.

Carl Sedlmayr, the RAS general manager, planned out of here Monday (25) to visit Topeka, Kan., and Oklahoma City, Okla., where he conferred with fair officials. He returned here Wednesday (27).

Following past policy, the Royal American Shows Shrine Club staged its annual party Thursday (28) at the Shriners Crippled Children's Hospital. Bob Edward's Snow White Show, which is new this year to the RAS line-up, was torn down Wednesday night (27) and trans-

ported to the Shrine hospital where it was set up for the crippled kids the following day. Entertainers from other RAS shows also took part in the party at the hospital. In addition, the RAS Friday (29) entertained several hundred orphans on the midway.

Leon Claxton tossed a benefit performance Thursday night (28) for the Leon Claxton Underprivileged Children's Fund of St. Louis. Claxton himself was honored Sunday (24) when presented with a plaque by the board of directors of a St. Louis Orphanage as a token of appreciation for the work that he had done for the children there.

C. J. Sedlmayr, RAS assistant manager, was tendered a surprise birthday party early in the stand.

Visitors to the show here included Robert K. Parker, Mr. and Mrs. Sid Belmont and daughters, Howard Saunders, Mr. and Mrs. William Oliver, Kinky Wolff, Teddy Harris, Lew Dufour, A. A. Godt, Mrs. Morri Lipsky, Ned Torti, Bill Carsky, Matt Dawson and Bernie Mendelson.

# Serfass Unit Early Dates Good

Continued from page 59

Indications to date are that the public wants bargain deals, Serfass says, pointing to the success of the cut-rate kid days to emphasize his observation. As a result, additional stress will be laid on the promotion of such events thruout the balance of the date season.

## Jersey Dates Out

The show, which abandoned New Jersey this year because of bingo legislation, next week will be back on its usual route. Buster Westbrook, business manager, is pleased with results to date and regards the outlook favorably.

The show tore down in Port Jervis Saturday night (23) and made the 160 mile jump in here in excellent time so that most of its units were up and operating at noon on Sunday (24). The show

is now operating with full crews and help is not a problem.

New units added this season include a kiddie Merry-Go-Round, Water Boat Ride and Tank Ride.

The personnel is looking for a red one next week when it plays across the river and only a couple of blocks from downtown Wilkes-Barre, Pa.

# Marks \$ Volume

Continued from page 59

of rides operated by Barney Tassel.

## Count on Holiday

Altho the weather cut into the opening days, the feeling around the shows is that business may still be good. Activity in the area ought to be great today with Decoration Day throngs on hand. The circus is sold out for its holiday performances, and the overflow crowds that will materialize if the weather is fair could give everyone a pretty good day.

The show got in a big Friday and Saturday at Baltimore a week ago, and the good business that has resulted when the show was favored by good weather lends encouragement to the outlook. The show next week will play the promotion at Camden, N. J., an event formerly reported held by James E. Strates Shows. After that it will return to Philadelphia for a week.

Ralph Lockett, a long-time show agent and secretary, is handling the office along with Frank Spina, assistant manager, and Jack Lewis, the general manager's brother.

# Strates Philly Spot

Continued from page 59

persons to, populate properly the wide avenues.

Everyone is prepared for big doings, which they hope will materialize. Bill Jones has a double bingo stand operating with darts. The 250-seat stand can handle a lot of folks if they come out.

Quinn and his associates have backed one side of the shows' concession line with stands, including their own custard and popcorn. These stands, about a dozen, face directly on the street and are not behind the pay gate.

Last week Strates did only fair business on Roosevelt Road. Next week the show moves on to Schenectady, N. Y., after four weeks of dates in Philadelphia, interrupted only by a showing at South Plainfield, N. J.



NOW SHOWING HARRISONBURG, VA. WANTED FOR ALEXANDRIA, VA., TWO DIFFERENT LOCATIONS, WEEK OF JUNE 8 THRU 13. LOCATION BAILEY'S CROSSROADS.

CONCESSIONS—All open, Age, Scales, Candy Floss, Custard, Photos, Glass Pitch and all Hanky Panks. Want Agents for Clothes Pins, Bowling Alley and Buckets. Jack Stone, from Providence, come on, can place you and your wife.

RIDES—All Kiddie Rides open and any Major Ride not conflicting.

SHOWS—Will book all Shows with own equipment. We have complete equipment for Girl and Minstrel Shows, will book Operator who has people. Frankie Pazzano, come on. Bill Holt, wired you, come on.

Special offer to all Side Show Acts, Half and Half, Fire Eater, Knife Thrower, Magician, Tattoo or any Acts that have worked for me, "Doc" O. C. Dixon.

All replies to FRANK WEST, General Manager

# INTERSTATE Shows

WANT FOR MAYFIELD, KENTUCKY, JUNE 8 TO 13, DOWNTOWN LOCATION; THEN INTO ILLINOIS FOR OUR FAIRS ALL JOINING NOW WILL BE GIVEN PREFERENCE OF FAIRS

SHOWS: Side Show, will furnish 20x120-foot top, 140-foot banner line, semi for hauling same. Will give good proposition to someone who has something to put in it. Girl Shows—Will furnish tops and panel fronts or will book ones with own equipment. Want Man to take complete charge of Animal Show, also Man to take complete charge of Snake Show. Will book any non-conflicting Grind Shows, very small percentage. Will give attractive proposition to Motordrome, Penny Arcade, Fun House, Glass House. Wanted to strengthen Swing City Minstrels for our Fairs: Trumpet Players, Trombone Player, Saxophone Player, Comedian, Chorus Girls, Blues Singer. CONCESSIONS—All Concessions open, Popcorn, Candy Apples, Floss, Snow Cone, all Eating and Drinking Stands, all

Hanky Panks open, Short Range, Long Range, Hats, Novelties, Jewelry, Age and Weight, High Striker, Frozen Custard, Ice Cream Bars. RIDE HELP: Foreman for Twin No. 5 Wheels, \$75.00 per week and percentage to man capable of getting two Wheels up on Monday night. Tiltawhirl, Flyoplane, Dark Ride, Chairplane, four Kiddie Rides, Second Men on all Rides, top wages and percentage on all Rides. Want Show Builder to join on wire; salary no object if you can produce. Want Lot Man capable of putting show on lot and take show off lot and help with back end. Top salary to capable man. Want Billposter with own transportation who knows how and will put up and paste paper. Want Bingo Caller; will pay good salary and percentage if you can produce. Will pay top salary to Counter Men.

Replies to H. B. ROSEN, Seebree, Ky., this week

# SCHAFFER Just For Fun SHOWS

Want for solid route of Celebrations and Fairs, Starting at Gary, Ind., June 10 and Until the End of the Season, Including 10 Fairs in Northern Wisconsin, With 7 Fairs in Oklahoma and Texas to Follow (All Proven Money Spots).

SHOWS WITH OWN EQUIPMENT AND TRANSPORTATION

GOOD CLEAN HANKY PANK CONCESSIONS OF ALL KINDS. (POSITIVELY NO FLAT CONCESSIONS, PERCENTAGE OR GYPSIES)

RIDE HELP AND WORKINGMEN. Foremen and Second Men on Rides who can drive. Workingmen in all departments.

Address: CHARLESTON, ILL., this week; then GARY, IND., JUNE 10 to 21 (two Fridays, Saturdays and Sundays), with TWO \$1,500,000 pay days.

# GLADSTONE EXPO SHOWS

14 FAIRS SPRINGFIELD, KY., FAIR 14 FAIRS JUNE 15-20

WANT CONCESSIONS—Fish Pond, Ball Games, Age & Scales, Live Ducks, Fish Bowl, Long and Short Range, Hats, Balloon Darts, two Grind Stores, Skillo, Pin Store, Jewelry, set outfits, etc.

WANT SHOWS—Snake, Geek, Monkey, Side, Arcade, etc., with own equipment, come on. Committee money only. RIDE HELP ON Wheel, Tilt, Jenny, Comet, Swings. Will place one major Ride not conflicting for—

- |                         |                          |                         |
|-------------------------|--------------------------|-------------------------|
| SPRINGFIELD, KY., FAIR  | NEW CASTLE, KY., FAIR    | CHARLESTON, MISS., FAIR |
| GLASGOW, KY., FAIR      | HODGENVILLE, KY., FAIR   | CLARKSDALE, MISS., FAIR |
| CENTRAL CITY, KY., FAIR | BENTON, KY., FAIR        | BELZONI, MISS., FAIR    |
| RUSSELLVILLE, KY., FAIR | CENTERVILLE, TENN., FAIR | CANTON, MISS., FAIR     |
|                         | SAVANNAH, TENN., FAIR    |                         |

EMINENCE, KY., OLDEST 4TH JULY CELEBRATION IN KENTUCKY

E. POOLE HARTFORD, KY., ALL THIS WEEK

**ALL TYPES OF WHEELS**

Mdse. Wheels  
Big Sixes  
Double Wheels  
Laydowns  
Ask for 1953 Catalogue

**CARDINAL MFG. CORP.**  
430 Keep Street Brooklynn, N. Y. EVERgreen 7-5027

**CARNIVAL WANTED**

Rand District  
OLD TIME MINING CELEBRATION, LABOR DAY HOLIDAYS, SEPT. 5-6-7  
Adjoining towns: Johannesburg, Red Mountain, Atolia, Ridgecrest, Trona. Large pay rolls. Large attendance. Contact  
**R. E. RALSTON**  
Box 103 Johannesburg, Calif.

**WANT KIDDIE RIDES**

For Drive-In Theater Kiddie Park. Will buy, rent or pay percentage. Want all kinds of Rides. Wire or write what you have and terms.  
**DOC M. IRVING**  
4313 Roosevelt Blvd. Philadelphia, Pa. Phone: Cumberlnd 8-3321

**BELLATONI'S RIDES**

41 Woodbine Ave. Newark, N. J. Phone: Essex 3-3161  
Can place Men for Kiddie Auto and Whip; Foreman for Spillman 32-ft. Merry-Go-Round; Rolloplane Foreman, Chairplane Foreman, Ferris Wheel Foreman. Top wages. Boozers and chasers not tolerated. Also can place Glass Pitch and Cigarette Shooting Gallery.

**WANT CARNIVAL**

For Strasburg Annual Homecoming on Streets, or Independent Rides, Shows and Concessions. Dates August 19-22 or Sept. 2-5. Contact  
**MAX F. WEBER**  
Strasburg, Ill. Phone: 7 or 67

**WILL BUY**

Complete Bingo with semi, 20x40 or 24x36. Also center outfit, 14x14 or 14x16. No junk and must be priced right.  
**BOX D-39**  
c/o The Billboard, Cincinnati 22, O.

**WANTED GIRLS**

For high-class Girl Show. Responsible girls, \$100 week; others \$75. Best hotel and meals guaranteed. Girls who worked for us, come on. If interested, wire us collect. Time short. Wire or phone  
**GOODY PHILLIPS or JOE V. PALMER**  
Western Union, Edenton, North Carolina

**THANK YOU JACK FINK**  
Cookhouse Owner with Cetlin & Wilson Shows  
**JOHNNY CANOLE**  
CANOLE BUICK  
Monessen, Pa. Phone 2500. Altoona, Pa. Phone 9347

**Gigantic Italian Festival of Chicagoland**

BENEFIT OF VILLA ACALABRINI—ITALIAN OLD PEOPLE'S HOME WILL BOOK

NEW LOCATION Chicago Ave. and Pulaski Rd. CHICAGO

WILD WEST SHOW • FREE ATTRACTIONS  
POP CORN • FROZEN CUSTARD • ICE CREAM • HOT DOG • FLOSS • CANDY • ICE CONE • FISH POND • PITCH GAMES • BALLOON DART • DERBY • FISH BOWL AND FISH POND • SHOOTING GALLERIES • CIGARETTE GAMES • GROCERY • NEW GAMES AND NOVELTIES • PHOTO GALLERY • STRICTLY FOR MERCHANDISE PRIZES ONLY  
WRITE OR PHONE  
**JOSEPH DE SERTO** 1816 N. 24th Ave., Melrose Park, Ill. Phone: HARRISON 7-4675

JULY 29 through AUG. 9, 1953

**AMERICA'S MIGHTY MIDWAY**

**Royal Crown**

**50 SHOWS 50**  
HUGE CARLOADS OF FUN

Now Booking for **ANDERSON FREE FAIR** and **FOURTH OF JULY CELEBRATION**, starting June 29 thru July 4, with 12 Fairs and Celebrations to follow. We hold fence to fence contract at Anderson.

<b>SHOWS</b>	Motor-drome, Posing Show, Monkey, Wild Life, Snake, Mechanical City and Organized Minstrel Show. We have all necessary equipment.
<b>RIDES</b>	Rock-o-plane, Caterpillar, Dark Ride, Roll-o-Plane, Coaster or any major Ride not conflicting. <b>NO KIDDIE RIDES</b>
<b>CONCESSIONS</b>	Exclusive on Age and Scales and Novelties. Can place Custard, Ball Games, Foot Long, Grab or any prize-every-time Concessions.

**All replies to DOLLY YOUNG, Mgr., Royal Crown Shows**  
Clarksville, Tenn., 1-6; Henderson, Ky., June 8-13.

**PENN PREMIER SHOWS**  
*world's • cleanest • midway*

BINGHAMTON, NEW YORK, June 8 to 13; SYRACUSE, NEW YORK, June 15 to 20.

<b>CONCESSIONS</b>	Can place Derby Racer, Photo and Glass Pitch, Jewelry, Novelties, Fish Ponds, Dart Balloon, Hoop-La, Cork Gallery, Basketball and all other kinds of Hunky Panks. Will place some P.C. if you have Hunky Panks. This is Hunky Pank territory.
<b>SHOWS</b>	Can place Wild Life, Midget Show or any Show not conflicting. Earl Meyers can place Ticket Sellers and Working Acts for Side Show. Salary guaranteed. Can place Man to take over Girl Show who can stand prosperity. Must be not less than 3 girls, with sound equipment and wardrobe. We have a tremendous Girl Show territory with big grosses. (Andy, call Buster.)
<b>HELP</b>	Can place Ride Men on all Rides who can drive semis. Can place Man to help with Twin Wheels. Must be able to handle ropes. We pay top salaries with bonus and pay day every week. Want Second and Third Men for Tilt. Don't wire or write, come on—we will place you.

**Address all mails and wires to Lloyd D. Serfass, Gen. Mgr.**  
**PENN PREMIER SHOWS**  
All phone calls to **Harry (Buster) Westbrook**  
Sterling Hotel, Wilkes-Barre, Penna., this week; followed by Binghamton, N. Y.; then Syracuse, N. Y., market lot—first in.

**Ray Williams Shows**

Want for Uhrichsville, Ohio, then as per route

**SHOWS:** Will book Fun House, Glass House or any worthwhile attractions not conflicting. Good proposition for Minstrel with own equipment.

**CONCESSIONS:** Novelties, Mug, String Game, Cork Gallery, Scales and any money-making merchandise Hunky Panks.

**NOTE!** Roy Duffy wants 6 Cats and Hunky Pank Agents. Red Burton wants Wheel Man. Frank Costello, contact. Also 6 Cat Agents, Jimmy May, contact.

**RIDES:** Want Spitfire, Tilt-a-Whirl and Dark Ride.

**RIDE HELP:** First and Second Men on all rides. Must be sober, no chasers and must qualify.

All replies and wires to Uhrichsville, Ohio, this week, then as per route.

## World-Today Opens Strong At Topeka

TOPEKA, May 30.—World of Today Shows opened well here, getting a break from the weather and being set up on a good lot. Given good weather over the holiday week-end, execs looked to making a good score. Equipment is in good shape, having undergone an elaborate paint-up and repair program in winter quarters. Much of the rolling stock has been replaced this year.

Personnel includes: Staff: L. C. Reynolds, business manager; June Reynolds, advance agent; Charles Owens, office manager; Bernice Lee, cashier; Harry Robinson, billposter; Jack Benning, route man; H. McDougle, night watchman; C. M. (Red) Miller and Johnnie Bush, electricians and Diesel mechanics; Harry Gamble, shop foreman with Willie Clark, assistant; Buck Talbot, mechanic, John Doole, assistant, and Fred (Pappy) Miller, front gate.

Ride Men: Frank Goodale, W. R. Webster, S. J. Simpson, Homer Kirk, Leo Hays, Preston Short, Claude Camp, Leroy Craft, Bill Joles, Earl Schree, Henry Clark, Raymond Clark, Joe Lopez, Orville Clark, Robert and Harry Kernes.

Shows: Side Show, Jimmy and Louise Chavanne; snakes and monkeys, Mr. and Mrs. John Wilander; Wild West unit, Mr. and Mrs. Cherokee Bill; American Cuties, Mr. and Mrs. Leo Burke; Patsy Show, Mrs. Gene Wood; Mickey Mouse Show, Mr. and Mrs. Jim Dunlavey; Glass House, Mr. and Mrs. Harry Mason and Funhouse, Mr. and Mrs. Paul Wills.

Concessions: Mr. and Mrs. Pewee Griffith, cookhouse, Lefty Williams, Baidy Wilson, Norma Williams, Steve Swango and O. W. McNatt; June Reynolds, bingo, Bill Swanson, Marie Swanson and Bob Monroe; Marie and Fred Sorenson, mouse game; M. E. Reynolds, popcorn; Lyle and Jackie Wells, pan game; Mr. and Mrs. Jack Shinn, Benny Arcade; Mr. and Mrs. Ritchie, balls and penny pitch; Jack Benning and Paul Leutzinger, coke bottles; Leona Crowe and Joe Jacque, ball game; Mr. and Mrs. Jay Stanley, cork gallery, cats and long range; Rusty Woods, jewelry spindle.

Bing Weist, darts; Carl Hankins, basketball; Fred Classen, high striker; Mrs. Charley Elder, bear hoop-la; Frank Bennett, balloon darts; Mr. and Mrs. W. J. Crowe, ball game; Mrs. Jo Ann Waters, slum blower; Marvin Kloss, country store; Mr. and Mrs. Frank Moody, scales and age; Van and W. T. Harwood, blower; Whitey Patterson, balloons; R. P. Whippell, slum spindle; Windy Johnson, slum spindle; R. E. Whitmore, jewelry; Dean Nebendahl, glass pitch; Bill Brenton, buckets; Robert Hope, short range; George Shaw, jewelry, and Mr. and Mrs. Ray Scanlon, mitt camp.

## Nyack Gives Vivona Show A Nice Week

PRINGLE, Pa., May 30.—Vivona Bros.' Shows, returning to Pennsylvania after stands in New Jersey and New York, ran into good weather this week, but the big talk is still about last week at Nyack, N. Y., which surprised everyone.

The Nyack stand, May 18-23, started out as tho it would be the worst week of the season, but things picked up. Ladies' night, Monday (18), was okay, but Tuesday (19) dropped badly. The sunset matinee of Wednesday picked up, then business dropped again on Thursday.

Friday (22) started off with a bang, and altho a Saturday (23) afternoon parade in town held crowds there, late afternoon found parade-viewers streaming to the lot and turned it into the third biggest Saturday matinee of the season. Saturday night the midway was packed with spending high.

Morris and Babe Vivona reported from the No. 2 unit, which is playing bazaars in New Jersey, that business is good. The No. 2 unit will join for fair dates with the No. 1 unit, giving the organization 18 rides and nine shows.

## Chi Festival Opens July 29

CHICAGO, May 30.—The sixth annual Italian Festival will be held here July 29-August 9 but will be on a new lot, according to Joseph DeSerto, secretary. The lot at 12th and Cicero, used for many years, is no longer available and this year's celebration will be held at Chicago Avenue and Pulaski Road.

Big Four Amusement Company has a main been signed to provide the rides for the event.

## WANT BOHN AND SONS SHOW

Hanky Panks of all kinds, cheap privilege. We believe in living and let live. Can place Bingo; small, neat Cookhouse that caters to showfolk. Can place one or two Flat Rides, what have you? Would like to book two Kid Rides with own transportation. Shows—Manager for Monkey Show, have complete frame-up for same. Will book Snake Show, Wild Life or any nonconflicting Show. Capable Agents for Pin Store, Roll Down, Razzle Dazzle, Slum Skillo, Frederick, Okla., this week; then Hobart, Okla., Harvest Fiesta, downtown on the street, June 8 thru 23, and others to follow. We are in the center of the Wheat Belt, lots of workers, plenty of money and the best 4th of July in the West Belt.

**CARL BOHN, BOHN & SONS SHOW.**

P.S.: Don Morgan, please let us hear from you regarding P.A. Set and Speaker.

**WANT**  
Experienced Snake Handler to lecture and demonstrate with live, hot Diamond-back Rattlesnakes. Season's work with room, board, salary and opportunity for permanent employment. You will be located in the cool Smoky Mountains all year.

**Miller Bros. Ft. Weare Game Park**  
Pigeon Forge, Tenn.

**FREAK**  
Want Freak to feature in SIDE SHOW. JENSON—PIN HEAD Come on, Contact

**BEAM'S ATTRACTIONS**  
HOLSOPPLE, PA.

**SIX CAT AGENTS WANTED**  
ADDRESS:  
**CHARLIE WRIGHT**  
% Mighty Hoosier State Shows  
Marion, Ind.

**WANTED**  
Rides and Concessions, or Rides alone for Big 4TH OF JULY at Scotland, South Dakota.

**ED PILLAR, Chairman**

**MIKE THOMPSON**

Contact me at Conway 8821, collect.

**BILL NIXON**

**WANT**  
Ride Man for Ferris Wheel and Little Beauty Merry-Go-Round. No second men.

**F. SHERMAN**  
C. POTENZA AMUSEMENTS  
6437 S. Washenaw Chicago, Illinois  
Prospect 6-9106

**WANTED**  
Fire Eater or Pin Cushion, two Bally Girls or Couple, two Ticket Sellers. Front Man come on, will place you, don't wire.

**EARL MEYER**  
Care PENN PREMIER SHOW  
Wilkes Barre, Pa.

**WANTED ORGANIZED COLORED MINSTREL**  
For large Railroad Show. Long season of Fairs. Show closes in November. Must have Six Musicians and organized Troupe of Performers. Sleeping Car available for entire troupe.

Address: BOX 660, c/o Billboard,  
290 Arcade Bldg., St. Louis, Mo.

**WANTED CAPABLE DIESEL ELECTRICIAN**  
Must know Caterpillar Generators. None other need apply.  
(BILL HANSON, WIRED YOU.)  
**CAVALCADE OF AMUSEMENTS**  
Rockford, Ill., this week.

**WANTED**  
Foreman for a Merry-Go-Round. Will book Snake, Monkey or any Walk Through Show. A few more Hunky Panks. Cook House or Grab.

**RAINES AMUSEMENT CO.**  
Mena, Ark., through June 23 and 24.  
Balloon Ascension or High Pole Act.

**CARNIVAL WANTED**  
AT LEAST 5 RIDES  
July 3-4-5, Legion Park, Hardin, Ill.  
Sponsored by American Legion

CONTACT:  
**ART KAMP**  
Hardin (Phone: 44), Ill., or  
Phone Kampsville, Ill., 661 (nights)

**POPCORN WAGON FOR SALE**  
On 2-Wheel Trailer, glass enclosed, 3 serving windows. Insulated all around. 14 ft. long, 6 ft. 5 in. high inside. Ventilator fan in top. Gas "Jumbo" Star Popper and Carmel Corn Table. Can be pulled with car or truck (has hitch). No brakes on wheels. Will sell cheap for cash if taken at once. S. D. "RED" RUTHERFORD, Main & Monroe Sts., Clinton, Ill. (Phones: 390 or 1321.)

**EDDIE GREENO WANTS DANCING GIRLS**  
No drunks. Salary every week. Percentage also every night. Also want Ticket Sellers and Grinders; don't need high-power Front Men. Bill King, contact Shawn.

c/o CAPITOL CITY SHOWS  
Springfield, Tenn.

Coming in the June 27 Issue

**The Billboard**

43d Annual SUMMER SPECIAL

**THE BIG PROFITABLE FAIR SEASON JUST AHEAD!**

It focuses the attention of all outdoor showbusiness on your Products, Supplies and Services just at the beginning of their

BIGGEST BUYING SEASON!

SELLS LONGER AND STRONGER . . .

with over a dozen exclusive, money-making editorial features and lists that keep your ad selling strong all season long!

ADVERTISING DEADLINE **JUNE 17**

Write, Wire or Call today for all rates and details.

Cincinnati 22, D.	New York 36, N. Y.	Chicago 1, Illinois	St. Louis 1, Mo.	Hollywood 29, Calif.
2100 Patterson St.	1564 Broadway	108 W. Randolph St.	393 Arcade Bldg.	6000 Sunset Blvd.
DUnbar 6-450	PLaza 7-2800	CENtral 6-9761	CHestnut 0-443	HOllywood 9-5831

# Club Activities

## Showmen's League of America

54 West Randolph Street, Chicago

CHICAGO, May 30.—Clubrooms have been fairly quiet. Ways and means committee is busy getting its fund-raising contest going and literature will be in the mail soon.

Max Friedman, Lefty Block and Hank Shelby left for San Antonio. Rube Liebman and Loe Overland in town on business. Fred H. Kressmann is confined in Newaygo, Mich., following minor surgery. No late reports on Chester Barker, Max Craman, Billy Williams or Clifford Darling. Mal M. Fleming is on the mend but will be confined for some time; Robert McDowell is ill at his hotel.

The graves in Showmen's Rest have been decorated for the May 30 holiday. Secretary Joe Streibich visited 20th Century Shows in Lyons, Ill., and Riverview Park here where he visited with a number of members. Julius Wagner is back in town after a lengthy absence. Harold (Jeff) Becker has forsaken Chicago for Los Angeles. Mr. and Mrs. Harry Duncan left Chicago for a Cincinnati vacation. Jack Kaplan is with King Bros.-Cristiani Circus. Clubroom callers included Charles McBride, Paul Delaney, Roy Jones, Rube Liebman, Max Friedman, Hank Shelby, Lefty Block, Chick Bohdan, Bob Parker, Henry Polk, Dave Goldfen, Charles Zemater Sr., Capt. Roy Simms, Sam J. Solomon, Treasurer Emeritus Walter F. Driver and George B. Flint.

## Show Folks of America, Inc.

145 Turk Street, San Francisco

SAN FRANCISCO, May 30.—Charlotte Porter, first vice-president, called the Monday (25) meeting to order. Forty-two members attended.

Jake M. Draeger was accepted as a new member. Pot of gold was shared by Bonnie Townsend, recording secretary, and Albert Roche, corresponding secretary. Jack and Lydia Martin are parents of a daughter, born May 16. Mother was formerly with the Burbank Follies, and father is with Douglas Shows.

Members of Showfolks were guests on Sunday (24) of the Polack Bros.' Circus. Reports from the shows say business is good in spite of some bad weather on week-ends.

## LUCKY WHITTING, SEARCHLIGHT BOB and MERRY-GO-ROUND JOHN

Please contact me quickly.

J. H. TAYLOR

c/o W. C. Wade Shows  
Sault Ste. Marie, Michigan, all this week; then as per route.

## WANT

Ferris Wheel and Merry-Go-Round Foremen, Second Men for all Rides. Have opening for Agent on Concessions.

A. J. SUNNY AMUSEMENTS

22nd and Cedar St. Cleveland, Ohio

## WANT AGENT

With car. Must know Pennsylvania, Virginia, Maryland. Have Rolloplane for sale. All address:

LOU RILEY

Care Dumont Shows, Crum Lynne, Pa.

## WHEEL FOREMAN WANTED

\$85 a week. Must be licensed tractor driver.

KAY AMUSEMENT CO.

2756 N. 46th St. Philadelphia, Pa.  
Phone: Greenwood 3-8201

## WANT RIDE HELP

Foreman for Tilt and Second Men on all Rides.

F. M. SUTTON SR.

Great Sutton Shows  
Jacksonville, Illinois, this week

## GIVE TO THE RUNYON CANCER FUND

## Miami Showmen's Association

3170 S.W. Eighth St., Miami

MIAMI, May 30.—The contest for leadership in the membership drive is getting hotter, according to Phil Cook, club executive secretary, who has returned from a business trip for the club.

A new leader in the race appeared this week, with Shep Blumberg nudging ahead in the drive for a gold life membership card. He has signed 26 members, closely followed by Ben Glass with 24, Paul Prell and Max Sharp with 23 each, and Tommy Carson with 15.

Two new members have also declared their intentions of securing gold cards. Buster Westbrook, business manager of the Penn Premier Shows, started his drive by sending in seven applications. Frank Spina, concession manager of the John Marks Shows, is the second seeker of a gold card.

A total of 136 new members was announced this week by Cook, who brought back 30 applications from his trip to the Cetlin & Wilson, James E. Strates, Penn Premier and John Marks shows. He also visited the Ringling Bros. and Barnum & Bailey Circus.

Cook said that some members have not received membership cards due to his absence, but that they will be mailed soon. He also announced that during his trip some \$500 was raised. The holding of jamborees during the time he was on the road was not possible, due to inclement weather that prevailed during his visits to various shows.

## Pacific Coast Showmen's Association

1235 South Hope Street, Los Angeles 15, Calif.

LOS ANGELES, May 30.—The Pacific Coast Showmen's Association was host to members of the Ladies' Auxiliary at a turkey dinner following the regular Monday night (25) meeting. Joe Glacy, a past president, conducted the business session with Dave Friedenheim, secretary, on the rostrum.

Four new applicants were voted into the membership. They are Loretto Fiorello, V. A. Tarpending, Dallas Wilson, and Max Rosenberg.

The turkey dinner, attended by more than 100, was one of the club's summer functions. Serving on the committee were Bob Banard, chairman; Sam Steffin, and Jimmy Dunn.

The drawing was taken by George Surtees.

### Ladies' Auxiliary

President Grace Merkel invited Marlo Le Fors, Inez Allton, Gwenn Mortenson and Babe Gardner to join her on the rostrum at the Monday (18) meeting. Madison Hopes, secretary, announced that she is holding mail for several members. Trudi Di Santi, treasurer, also attended the meeting.

Letters were read from Betty G. Coe, Nina Rodgers and Babe Herman. Myrtle Hutt, Mary V. Taylor and Claudette Estfan are on the sick list, while Esther Carley is convalescing after double pneumonia.

The men's club invited the auxiliary to join them for dinner Monday (25) in their clubrooms. The auxiliary members were hostesses to the men recently at a pot luck lunch.

Redecoration and hanging of draperies in the clubrooms has been completed.

## Lone Star Show Women's Club of Texas

DALLAS, May 30.—President Milly Hudspeth presided at the May business meeting, assisted by Pearl Vaught, treasurer, and Grace Tinder, secretary. Martha Moss, who has been ill herself, reported that everyone is out of the hospital, but the club was saddened by the death of Clarence (Bud) Linn.

Jack Ruback was host to the club at a bingo party. Mr. and Mrs. Hyman were callers, and proceeds went to the Jackson Building Fund.

New members are John Carroll, Buddy and Louise Spain, and Mr. and Mrs. Bernie Cohen. A capacity crowd attended the

# From the Lots

## Page Bros.

PRINCETON, Ky., May 30.—Herbert (Jerry) Long has transferred from the ride department to griddle man on Mrs. Kirbyson's eat spot. Boyd Baldwin is now foreman on the Merry-Go-Round.

Gene Crawford, former electrician on 20th Century Shows is working the Tilt-a-Whirl, and Harvey McKenny is third man on the ride. Harry Bishop is working on the Shooting Star and Jimmy (Lucky) White is selling Merry-Go-Round tickets.

Frank Kenyon has been added to the billing crew. Jack Shroud has transferred his billposting chores to Jack Lee. Sammy (Six Cat) Croden has joined with his concessions.

Mrs. Betty Brewer, wife of the show's ride superintendent, reports they'll have a family addition in the future. They have a son, James Ray, who will celebrate his first birthday June 1. Vernice Miller and Wesley Brown are scheduled to be married June 1.

## Central States

YORK, Neb., May 30.—Show moved here this week. Two Searchlights are being used for added flash and a number of rides are now sporting fluorescent lighting.

Concession row personnel includes:

Snippy and Mary Kolb, cookhouse, with Shorty Hickman on the griddle. W. M. Bishop is managing Maple Williams' five concessions with the following agents: Mae Boswell, bear hoop-la; Bill Boswell, buckets; Ace King and Bob Smothers, twin pin roll down; Mrs. W. M. Bishop, ball game, and W. M. Bishop, Coke bottles. J. D. Summers has 2 concessions; agents are Grace Garvin and Bessie Bezotte, balloon darts, and Ray Garvin, set spindle. Jack Miller has 4; agents are Mrs. Jack Miller, ball game; Clinton Rigdon and Henry Harris, buckets; Mrs. C. Rigdon, duck pond, and Mrs. Chuck Holmes, snow cones. Texa Chambers has 6; agents are Duck Warren, high striker; Glen Atkins, balloon darts; Mr. and Mrs. John Mandrell, coke bottles; Mrs. Dorothy Harmon, over and under; John Harmon, Corky Shrewsbury, Asa Denton, and Jack Bezotte, six cat; Mrs. J. L. Chambers, Jewelry spindle. Herb Gullmette has long and short range with Henry Hardin as agent. Johnny Hines has photos. J. D. Steinbeck has bingo and age and scales; agents are Archie Boyd, counterman; Charles Fee, caller; Sue Holmes, age and scales. Mrs. Blackie Miller has cotton candy and Wanda Miller, popcorn and peanuts.

## James H. Drew

RICHWOOD, W. Va., May 30.—Business has been okay when the weather permits but the show has had its share of rain.

Showfolk manning the front end include Mr. and Mrs. Max Levine, Ben Dover, Bill Hughes, M. Anthony, Bill Collier, John Barfield, A. Riley, Johnny Johnson, M. Fisher, Fred Albany, P. Purkey, Eddie Schultz and Bob Hallway. Mr. and Mrs. Bill Stephens have the midway diner.

Jack V. Eyerly, of Eyerly Aircraft Company, was a recent visitor to see the new Octopus, which was delivered last week. —EULA DREW.

## Cross Road Amuse. Co.

HOLLAND, Mich., May 30.—The show moved here after a successful week in Grandville, Mich. Rides and concessions opened Monday night to good crowds, despite bad weather.

Mr. and Mrs. Don Branam opened their new cookhouse here. John Crandell, agent, added glass pitch and weight and age guessing. Show now carries seven rides and 20 concessions. While the show was playing Fruitport, Mich., recently Crandell signed for the show to play the 50th anniversary celebration at Muskegon Heights, Mich. Show will be on the streets in the business section — EDITH NOSINGER.

May 14 dinner. Cakes were baked and donated by Corinne Greer, Edna Hacker, Erma Meek, Helen Rees, Obreta Clark, President Hudspeth, and Ketta Lindsay. The dinners, discontinued for the summer, will be resumed in October.

Monday social meetings also were discontinued until fall. However, a combination business and social meeting will be held every two weeks. Vice-President Hacker will preside at meetings after President Hudspeth leaves June 5 to open at the Toledo Sesquicentennial. Bonny Allard is acting as sergeant-at-arms in the absence of Sally Murphy.

# WORLD OF TODAY SHOWS

LAST STILL SPOTS—FAIRS START JUNE 23

WANT FIRST CLASS RIDE HELP

TOP SALARIES

TO MEN WHO CAN PRODUCE

AND WANT LONG SEASON

RIDE FOREMAN, First and Second Men. This ride has turning center and is one of the finest on road. SPITFIRE FOREMAN, First and Second Men. First and Second Men on Wheels and Rolloplane. Can place Front Gate and Tower Men. Can use good help in all departments on Back End. Jim Kernes and Bill Dugan come on. WANT Girls for Revue, good treatment, elaborate set-up. WANT organized Jig Show; Pewee Parker, contact at once. WANT Grind Shows and Ding Shows. Can place a few more Slum Stores, also Six Cats and Buckets.

Wire or come directly to Leavenworth, Kansas, June 1 to 6; Kansas City, Kansas, June 8-16.

# GOLD MEDAL SHOWS

Can place legitimate Gaming Concessions (no exclusives). Have opening for Photo Gallery and Frozen Custard. Will sell X on these two items for balance of season.

Can place following rides: Little Dipper, Rolloplane and Spitfire.

Can place for balance of season, Live Pony Ride, Penny Arcade, Wild Life and would like to hear from organized Minstrel Group. We have complete outfit. All address

JOHNNY J. DENTON or ART FRAZIER

Marietta, Georgia, all this week.

# MORRIS HANNUM SHOWS

WANT RIDES—Caterpillar, Comet, Ridee-O and Whip. SHOWS—Side Show, Arcade, Fun House. Outstanding route for a Motordrome.

CONCESSIONS—Stock Concessions of all kinds.

HELP—Capable Ferris Wheel Man and other experienced Ride Men, come on. We will place you. Prefer drivers.

All replies to

MORRIS HANNUM

Yorktown Hotel, York, Pa., this week.

# SMALL BINGO WANTED

for

Loveland, Ohio, June 8-13; Franklin, Ohio, June 23-27; Norwood, Ohio, June 29-July 4; Deer Park, Ohio, July 14-19

Tim Ayliffe wants Agents for office-owned Concessions.

LEE BECHT AMUSEMENTS

Miamisburg, Ohio, this week; Loveland, Ohio, June 8-13. PERM. ADDRESS: P. O. BOX 92, MT. HEALTHY, OHIO.

# WILBER'S WOLVERINE SHOWS

Opening Kalamazoo, Mich., June 3; Centerville, Mich., to follow, June 9-13. WANT legitimate Concessions. All open except Grab, Slum Spindle, Popcorn, Candy Floss and American Palmistry. Sorry, no camps or flats. Also want Shows with own equipment. No Girl Show. Have contracts for 6 Michigan Street Celebrations and Fairs, including Michigan's first fair, Lake Odesa, July 2, 3 and 4. Athens, Cadillac, Decatur, Big Rapids, Paw Paw, all Michigan.

HENRY O. WILBER, Owner and Manager

818 LANE BLVD. PHONE 2-5526 KALAMAZOO, MICH.

# WANT WANT WANT

RIDE HELP: Foremen for Tilt-a-Whirl and Octopus and General Ride Help. Harry (Irish) Gaughn wants General Concession Help. All replies to ROYAL CROWN SHOWS

Clarksville, Tenn., June 1-6; Henderson, Ky., June 8-13.

# WANT WANT WANT

Freaks and Acts for Circus Side Show, top salary and best of treatment. Also Girls for Revue, must be experienced.

M. STOKES

ROYAL CROWN SHOWS

Clarksville, Tenn., June 1-6; Henderson, Ky., June 8-13.

# KLENKE AMUSEMENTS

GET WITH A WINNER—BEST ROUTE OF FAIRS AND CELEBRATIONS

Concessions: Fish and Duck Pond, Balloon and Basketball, Grab, Snow Cone and Hunky Panks of all kinds not conflicting. Agents for office-owned Concessions. Concessions contact Kenneth Klawitter. Not Rosenfeld wants Concession Agents. Ride Help: Capable Foremen and Second Men on all Rides. Top salary if you can qualify. No drunks or chasers. Shows: Want Mechanical and Monkey Shows and others not conflicting.

WHARTON, W. VA., JUNE 1-7; VAN, W. VA., JUNE 8-15.

# Barney Tassell Unit Shows

Wants Concessions of all kinds and shows of merit. Rides not conflicting. Can place Spitfire Foreman, also Man for Bingo. Can use Sound Truck. Give full particulars.

Wire this week.

ANNAPOLIS, MARYLAND

when answering ads . . . SAY YOU SAW IT IN THE BILLBOARD!

# DAN-LOUIS SHOWS

WANT few more Concessions, such as Fish Pond, Cork Gallery, Coke Bottle, Pitch-Till-Win, High Striker, String Game, Ball Games of all type, Fish Bowl, Basket Ball, Glass Pitch, Add-Up-Darts or any legitimate Concession that does not conflict.

We do not book Flat Stores, Mitt Camps or Girl Shows. We need one more Ferris Wheel Foreman for Picnic Unit. This man must be a real Wheel Man and above all sober and reliable. This unit plays church and school picnics. Salary will be tops to right man.

Address

**LOUIS T. RILEY, Mgr.**

Fort Branch, Ind., this week; Evansville, Ind., on the street, next week. V.F.W. sponsored.



### WANT

SHOWS—Organized Girl Show with own equipment, Snake, Animal, Monkey, Side, Posing or any Shows not conflicting; 25% to office. CONCESSIONS: Novelties, Custard, Cigarette Gallery, Scales, Coke, Bottle and other Hunky Panks not conflicting. All Hunky Panks, \$26.00. CONCESSION PEOPLE, NOTICE—This show has lights and water on Sunday. ATTENTION: Joe Goodwin wants Six Cat and Bucket Store Agents. Can place capable Cookhouse Help.

HAZARD, KY., THIS WEEK; WAYLAND, KY., JUNE 8-13.

### WANT

### WANT

## REPUTABLE EASTERN CARNIVAL HAS FOR SALE NO. 5 ELI FERRIS WHEEL • WHIP • CHAIRPLANE

All in good condition. Full information to responsible parties. Write:

BOX 863, THE BILLBOARD, 1564 Broadway, New York 36, N. Y.

## 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 Reisterstown, Maryland; 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.

## GLADES AMUSEMENT CO.

Opening for the summer season, Aylett, Va., June 5-13.

Will book or lease Kiddie Auto or Boat Ride, also one more Major Ride. Can use small Monkey or Illusion Show. Want Hunky Panks, Balloon Darts, Glass Pitch, Age and Weight, Cork Gallery, Ball Games and American Reader. Those booked come on; set up Wednesday, June 3.

**JERRY SADDLEMIRE**

P.S.: Herb Mage, get in touch.

## ATTENTION! CARNIVAL OWNERS AT LIBERTY—CONCESSION ORGANIZATION

Available due to misrepresentation, Concession Organization of Five Stores, Bingo and others. Capable and reliable Adjuster to a worthwhile Show with route. We guarantee results. Our employees obey orders at all times. We employ no drunks, etc. If you can use this Concession organization that operates on a strict business basis, it will pay you to wire your address where we can reach you.

ADDRESS: BOX 797, c/o Billboard, 390 Arcade Bldg., St. Louis, Mo.

## SUNSET AMUSEMENT CO. CAN PLACE

Hanky Panks including Watch-La, String Game, Bumper, Country Store, Bowling Alley, Penny Pitch, Cigarette Pitch, Coke Bottles, Ball Games. Exclusives open on Long Range, Short Range, Hats and Derby. All Celebrations and Fairs starting week of June 22. Can place Motordrome, Fun House, Mechanical, Snake and Animal Show, also Ding Show.

FORT DODGE, IOWA, THIS WEEK; DUBUQUE, IOWA, NEXT

## WOLF GREATER SHOWS

WANT FOR CELEBRATIONS AND FAIRS STARTING JUNE 5-7, BLUE EARTH, MINN.

CONCESSIONS: Can place Concessions of all kinds, especially want Novelties, Long and Short Range, Coke Bottles, Pitch-Till-You-Win, High Striker, Gold Fish, Glass Pitch, Bowling Alley, Balloon Darts, Hoop-La, Roman Targets, Cookhouse, Arcade, Watch-La. (MR. LANE, CONTACT TED DE WITT.) Can place Ride Help that drive semis.

Address: Stanley Warwick, Forest City, Iowa, June 1-4

## MOTOR STATE SHOWS

MICHIGAN—OHIO—INDIANA

Long season south. Want for Celebrations and Fairs: Foremen for new Wheel and Octopus, also Second Men. No lush heads tolerated. Want Hunky Panks not conflicting. Man to operate Fun House.

Address **JOE FREDERICK, Owner-Manager**

Hazel Park, Mich., this week thru Sunday; Port Clinton, Ohio, follows.

## MIDWAY OF MIRTH SHOWS

WANT

WANT

Tilt-a-Whirl Foreman, must be sober, dependable and drive semi. CONCESSIONS: Glass Pitch, Guess Your Age, Novelties, Add-Em-Up Darts, Ball Games. SHOWS: Will place Shows of merit with own outfits. Address:

Havana, Ill., this week; East Alton, Ill., next week; Carlyle, Ill. (Homecoming), follows.

## E. J. CASEY SHOWS

WANTED

WANTED

WILL BOOK AMERICAN PALMISTRY, ALSO SIDE SHOWS. FULL SEASON'S WORK. APPLY AT ONCE.

NORWOOD, MAN., CANADA, THIS WEEK; THEN PER ROUTE.

## Carnival Routes

Continued from page 54

Central States: Grand Island, Neb.; McCook 8-13.  
Oetlin & Wilson: Erie, Pa.  
Cherokee Am. Co.: Wewoka, Okla.  
Coleman Bros.: Torrington, Conn.; South- ington 8-13.  
Collins, Wm T., No. 1: Minot, N. D.; Williston 8-13.  
Collins, Wm T., No. 2: Mankato, Minn.; Litchfield 7-8; Appleton 9-11; St. Peter 12-14.

Continental: Potsdam, N. Y.  
Cote: Capac, Mich.  
County Fair: Rapid City, S. D.; Spearfish 8-13.  
Crafts Expo.: Coalinga, Calif., 2-7  
Cunningham's Expo.: Ellenboro, W. Va.  
Dan-Louis: Fort Branch, Ind.; Evansville 8-13.  
Desbro: Hornell, N. Y.; Lyons 8-13.  
Dobson's United: White Bear Lake, Minn.  
Down River Am. Co.: Garden City, Mich.  
Drew, James H.: Buckhannon, W. Va.  
Dumont: Burlington, N. J.

Dyer's Greater: Bellevue-Perla, Ill.  
Eastern Am. Co.: Mexico, Maine  
Eddies' Expo.: Donora, Pa.; Ellsworth 8-13.  
Emshoff: Madison, Wis.; Sauk City 12-14.  
Evans United: Brunswick, Mo.  
Festival of Fun: Marshall, Mich.  
Fleming, Mad Cody: Atlanta, Ga.  
Frames Greater: Wampum, Pa.  
Franklin, Don, Unit No. 1: Bartlesville, Okla.; Pawhuska 8-13.  
Franklin, Don, No. 2: Port Lavaca, Tex.; Bandera 8-13.  
Garden State: Lambertville, N. J.  
Gayland: Taber, Alta., Can., 1-3; Drum- heller 4-6; Hardisty 11-13  
G. & S.: Rowlesburg, W. Va.  
Gem City: Henderson, Ky.  
Gentsch, J. A.: Indianola, Miss.  
Georgia Am. Co.: Marietta, Ga.  
Glades Am. Co.: Aylett, Va., 5-13.  
Gladstone Expo.: Hartford, Ky.  
Gold Bond: Rockford, Ill.; North Fond du Lac, Wis., 9-14.  
Gold Medal: Marietta, Ga.  
Golden Nugget: Garrison, N. D., 4-6; Halli- day 8-10.

Gooding Am. Co., No. 1: (Ohio Giant Market) Columbus, O.  
Gooding Am. Co., No. 2: Wheeling, W. Va.  
Gooding Am. Co., No. 3: East Liverpool, O.  
Gooding Am. Co., No. 4: (Marymont High School, Garfield High) Cleveland, O.  
Gooding Am. Co., No. 5: Bloomington, Ind.  
Gooding Am. Co., No. 6: Pottsville, Pa.  
Gooding Am. Co., No. 7: (31st and Superior) Cleveland, O.  
Gooding Am. Co., No. 8: Vandergrift, Pa.  
Gore, C. A.: Denver, Colo., 2-14.  
Grand American: Washington, La.; Port Dodge 8-13.  
Greater Dixieland: Tishomingo, Okla.  
Greaser Am. Co.: Mercer, Wis.

Hale's Shows of Tomorrow: (22d & Brook- lyn) Kansas City, Mo.  
Hannum, Morris: York, Pa.  
Happy Attrs.: Logan, O.; Chillicothe 8-13.  
Happyland: Wyandotta, Mich.; Roseville 8-13.  
Hennies Bros.: Kenosha, Wis.  
Heth, L. J.: North Birmingham, Ala.; Wash- ington, Ind., 8-13.  
Hiawatha: Wayne, O.; Temperance, Mich., 8-13.  
Hill's Greater: Colorado Springs, Colo.  
Holly Am. Co.: Barnesville, Ga.  
Hottle, Buff: Aurora, Ill.  
Howard Bros.: Cambridge, O.  
Hugo's Expo.: Pleasant Hill, Mo.  
Ideal Rides: North Salem, Ind.  
Imperial: Buchanan, Mich.  
Interstate: Dawson Springs, Ky.; Mayfield 8-13.  
Johnny's United: Tell City, Ind.  
Jolly: Reisterstown, Md.  
Jollytime: South Hill, Va.  
Key City: Wilmington, Ill.  
Keystone Attrs.: Reberburg, Pa.; Millroy 8-13.  
Kile: Hammond, La., 6-14.  
Klenke Amusements: Wharton, W. Va.; Van 8-15  
Lagasse Am. Co., No. 1: Brookline, Mass.; No. 2: Ware, Mass.; No. 3: Wellesley Hills, Mass.

Lane, Leo: Savannah Beach, Ga.  
Lane United: Grand Ledge, Mich.; Linden 8-13.  
Lone Star Amusements: Clovis, N. M., 1-6; Amarillo, Tex., 8-13  
Manning, Ross: Troy, N. Y.  
Marks, John H.: Camden, N. J.; (78th & Island Road) Philadelphia, 8-13.  
Marvel: Colona, Ill.; Oglesby 12-14.  
Merriam's Midway: Albia, Ia., 1-3; Colfax 4-6; Ottumwa 8-13.  
Merry Midway: Oaktown, Ind.  
Metropolitan: Morristown, Tenn.  
Nolan: Obezt, O.  
Midway of Mirth: Havana, Ill.; E. Alton 8-13.  
Mighty Hamontree: Albany, Ky.  
Mighty Hoosier State: Marion, Ind.; Con- ernerville 8-13.  
Mighty Page: Newton, N. C.  
Milliken Bros.: Claxton, Ga.  
Model Shows of Canada: Hamilton, Ont., Can.  
Moore's Modern: Poteau, Okla.; Newport, Ark., 8-13.  
Moser & Rundle: Dumont, Ia., 3-4; Evans- dale 5-7; Alta Vita 9-10; New Hartford 12-15.  
Mouber Am.: Auburn Heights, Mich.; Harbor Beach 8-13.  
Motor State: Hazel Park, Mich.; Port Clin- ton, O., 8-13.  
Motor State, No. 2: Milan, O.  
Mound City: Grafton, Ill.  
Nelson's Midway: Long Prairie, Minn., 4-7.  
Nelson, George W.: Panora, Ia., 4-6; Wool- stock 9-10; Plainfield 12-14.  
Page Bros.: Morganfield, Ky.  
Parada: (38th & Peoria) Tulsa, Okla.; (East & Sheridan Road) Tulsa 8-13.  
Paul's Am. Co.: Afton, Okla.; Jerico Springs, Mo., 8-13.  
Pepp: Premier: Wilkes-Barre, Pa.; Bing- hampton, N. Y., 8-13  
Peppers: Milton, Fla.

Perceil's Pioneer: Watsontown, Pa.; Mont- gomery 8-13.  
Playtime: Norwood, Mass.  
Powelson Greater: Gallon, O.; Wadsworth 8-13.  
Prel's Broadway: Reading, Pa.; Hicksville, L. I., N. Y., 8-13.  
Raintier: Tacoma, Wash.  
Raney United: Gilbert, Minn.; Grand Rapids 8-13.  
Redwood Empire: Sunnyside, Wash.; Union, Ore., 9-14.  
Reithoffer's: Collegeville, Pa.  
Rockwell: Waukena, Neb., 1-3; McCook, Neb., 4-6.  
Rocky Mountain Empire: Leadville, Colo.; Grand Junction 8-13.  
Rogers Bros.: New Rockford, N. D., 1-3; New Salem 5-6; Dickinson 8-13.  
Rose City Rides: Iberia, Mo.; Van Buren 10-13.  
Royal American: Davenport, Ia., 3-14.  
Royal Crown: Clarksville, Tenn.; Hender- son, Ky., 8-13.  
Royal Midwest: Union City, Ind.; Defiance, O., 8-13.  
Royal United: Clarinda, Ia.; Lake City 8-9; Danbury 10-11; Humboldt 12-13.  
Royal Crown: Clarksville, Tenn.  
Rumble, St. Matthews, Ky.; Ferdinand, Ind., 8-13.  
Schafer's Just for Fun: Charleston, Ill.; Gary, Ind., 10-21  
Shan Bros.: Wellston, O.  
Sieband Bros.: Trinidad, Colo.  
Smith's Funland: Masontown, W. Va.  
Smith, Geo. Clyde: Meyersdale, Pa.; Prost- burg, Md., 8-13  
Snapp Greater: Fort Scott, Kan.  
Southern Valley: Bastrop, La.  
Standard: Buffalo, Wyo.  
Star Am. Co.: Calico Rock, Ark.  
Stephen's: Eddyville, Ia.; Oskaloosa 8-13.  
Stephen, C. A.: Loudon, Tenn.  
Sterling Crown: Corbin, Ky.  
Strates, James E.: Schenectady, N. Y.  
Sunset Am. Co.: Fort Dodge, Ia.; Dubuque 8-13.  
Superior: Redding, Calif.; Central Valley 8-14.  
Tall American: Hennessey, Okla.  
Tatham Bros.: Georgetown, Ill.  
Tennessee Valley: Lafayette, Tenn.; West- moreland 8-13.  
Thomas Joyland: Brownsville, Pa.  
Tinsley, Johnny T.: Greer, S. C.  
20th Century: Joliet, Ill.  
United Expo.: South Beloit, Ill.  
United States: Coalwood, W. Va.  
Veterans' United: Canby, Minn., 1-3; Odessa 4-6; Graceville 8-10.  
Vivona Bros.: Dickson City, Pa.  
Wade, W. G.: Sault Ste. Marie, Mich.  
Wallace Bros.: Brazil, Ind.  
Wallace Bros.: W. Kildonan, Winnipeg, Man., Can.; Edmonton, Alta., 7-13.  
Wallace, I. K.: Goochland, Va.  
West Coast: Eureka, Calif., 2-7; Grants Pass, Ore., 9-14.  
West Coast Expo.: Mt. View, Calif.; Liver- more 8-15.  
Wilber's Wolverine: Kalamazoo, Mich.; Centerville 9-13.  
Wilcox, Dick: Millinocket, Me.  
Williams, Ray: Uhrichsville, O.  
Wilson Famous: Rock Falls, Ill.; Rochelle 8-14.  
Wilson Greater: Gallup, N. M.  
Wolf Greater: Forest City, Ia., 1-4; Blue Earth, Minn., 5-7; Mason City, Ia., 8-13.  
Wolfe Am.: Shenandoah, Va.  
World of Mirth: New Brunswick, N. J.  
World of Pleasure: Albion, Mich.  
World of Today: Leavenworth, Kan.; Kansas City 8-16.  
Young, Monte: Pleasant Grove, Utah.

## Kick-Off Biz Satisfactory For Happyland

DETROIT, May 30.—A three-week break-in stand for the Happyland Shows at Ford and Wyoming Roads in Dearborn proved a good one, with business more than satisfactory. While it is too early for formal comparisons with 1952 grosses, individual days have been satisfactory when the weather gave the show breaks. Date, which carried rides and sale concessions only, was under auspices of the Metropolitan Sports-men's Club.

The show moved from Dearborn into the annual Royal Oak stand on a small lot in the heart of the city, only a block from the main intersection, to experience an excellent Saturday, followed by a serious drop on Sunday when rain kept people home. This stand is under auspices of the Veterans of Foreign Wars.

Third stand of the season was set for opening last night (29) on Ecorse Road near suburban Allen Park, at Crowley Field, under auspices of the Young Democrats for Better Govern- ment Club. This 10-day stand will give the show its first chance to add equipment with ultimate size this year to be 7 shows, 10 rides, and about 35 concessions.

Scheduled to join at Crowley Field are Harold Lucas, with Roll-o-Plane and Screwball; Gilbert Tracy with a midget animal show; Eddie Marx with two shows; and Neil McTaggart with two shows.

Eddie Miller, now with Happy- land, is building a new front, mounted on a semi-trailer, which he will unveil soon on his girl show. Paul Sprague, who handles press relations on the road, is experimenting with a clown pond, a variation on the familiar duck pond, using floating clown figures, picked up manually by the player. The pond is proving popular with the small fry.



### CONCESSIONS

Fish Pond, Long Range, String Game, Novelties, or any Hunky Pank.

### CONCESSION AGENTS

For Blower, Pin Store, Count Stores, Six Cats, Buckets, and P.C. Tables. John Corliss wants Help. No drunks.

### SHOWMEN

Operator for Fun House. Good percentage proposition. Must drive truck. "Curley" McCain, call "Cap" and Kate. Sober, reliable help for office rides. Top salaries. Must drive trucks.

### RIDE HELP

Will book one or two Kid Rides. Also, 10-in-1, Drome, or any Grind Show not conflicting.

### RIDES & SHOWS

All replies to: **E. L. YOUNG, Manager** CORBIN, KY., THIS WEEK.

## WANTED

Ball Games, Pop Corn, Candy Apples, Duck Pond, Fish Pond, Penny Pitch, Glass Pitch, Balloon Darts, Pitch Till You Win, Cork Gallery, Long and Short Range Lead Gallery, Hoop-La, High Striker, Swinger. Wanted—Side Show, Wild Life, Girl Show, Agents for office Hunky Panks, Wheel Foreman, General Ride Help, Truck and Tractor Drivers. All reply to

## GEORGE CLYDE SMITH SHOWS

MEYERSDALE, PENN., THIS WEEK; FROSTBURG, MARYLAND, NEXT WEEK.

## Wanted—HANKY PANKS OF ALL KINDS—Wanted

For TAYLOR SPRINGS, ILLINOIS, FIRE DEPARTMENT HOMECOMING, Opening June 10-15.

FEATURING A HIGH ACT AND OTHER FREE ACTS. ALL STREET CELEBRATIONS TO FOLLOW. Want legitimate Concessions of all kinds. No gypsies, no flats. Those joining now given preference.

## F & M AMUSEMENT CO.

3210 ST. LOUIS AVE. (Phone: Jefferson 7095) ST. LOUIS, MO.

## Wanted CHEROKEE AMUSEMENT CO. Wanted

Have Three more spots in Oklahoma than Pittsburg, Kan., for 4th of July, with all Celebrations and Fairs to follow. Cookhouse, Photos, Novelties, Balloon Darts, Scales, Hoop-La, Lead Galleries, Ice Cream, Bingo Caller wanted. Chas. Lee, contact me. Chas. Jaynes can place you now. Want Manager for small Animal and Snake Show, also Night Watchman. Can place some Second Men who can drive Semis. Contact,

**J. W. MAHAFFEY**

Wewoka, Okla., this week; then per route.

## WILL BOOK

RIDES—Tilt-a-Whirl or Octopus, Kiddie Auto Ride and Live Ponies. SHOWS—Side Show, Snake Show, Monkey Show or any clean Grind Show. Also Agents for office-owned Concessions and will book Concessions not conflicting for the following Celebrations: Fort Lavaca, Texas, this week; then Bandera Centennial, June 8 thru 13; Stockdale Watermelon Jubilee, June 22 thru 27; July 4 Celebration, Austin, Texas, June 29 thru July 4.

**DON FRANKLIN SHOWS #2, RALPH WAGNER, Manager**

## JOLLYTIME SHOWS

SOUTH HILL, VA., THIS WEEK

Want Concessions—Small Cookhouse, Bingo, Candy Apple, Popcorn, Penny Pitch, Photo, Cat Rack, Milk Bottle, or any Hunky Pank working for Stock, Pin Game, buckets, Shows—Illusion, Snake or any grind Show. Want man for Kiddie ride and Front Gate. All Replies

**W. R. PRICE, SOUTH HILL, VA.**

## BINGO HELP

WANTED

Counter Man and Caller. No drinkers. Prefer Truck Drivers. Good salary.

Wire

**BILL STACY**

c/o Western Union Detroit, Mich.

## WANTED

Merry-Go-Round and Ferris Wheel and other Rides and all Concessions for 50th Annual Reunion and 3-day 4th of July Celebration. Good money spot. No gyps or gypsies. Have other Celebrations. Near WATSEK AND SHELDEN, ILL. Write or Wire

**TOMMY SACCO**

203 N. Wabash Ave. Chicago, Ill.

STOCK TICKETS	We Manufacture	SPECIAL PRINTED
One Roll .....\$ 1.50	<b>TICKETS</b>	Cash With Order. Prices
Five Rolls ..... 4.50	of every description	2,000 .....\$ 4.95
Ten Rolls ..... 6.50	Wheel tickets carried in	4,000 ..... 7.80
100 Rolls ..... 40.00	stock for immediate ship-	6,000 ..... 8.70
ROLLS 2,000 EACH	ment.	8,000 ..... 9.60
Double Coupons		10,000 ..... 10.50
Double Prices		30,000 ..... 15.50
No C.O.D. Orders		50,000 ..... 20.50
Size: Single Tkt., 1x2	<b>THE TOLEDO TICKET CO.</b>	100,000 ..... 33.00
	Toledo 12, Ohio	500,000 ..... 133.00
		1,000,000 ..... 250.00

GIVE TO DAMON RUNYON CANCER FUND

ORDER NOW Carnival Novelties AND Supplies from KIPP

Carnival Novelties Tinselled Flying Birds Box (3 dz.) \$2.40 Gr. \$ 7.75 4-point Pinwheel Box (3 dz.) 2.40 Gr. 9.00 Double Pinwheel Box (3 dz.) 2.40 Gr. 9.00 Whips .....Dz. 1.30 Gr. 14.65 "Bird's Nest" Straw Hat Dz. 3.20 Gr. 36.00

Slum Hawaiian leis .....Gr. \$1.95 Carton lots of 20 gross .....Gr. 1.65 Long Glass Necklaces .....Gr. 2.75 Western Brooches, Assorted .....Gr. 2.75 12" Blow Outs .....Gr. 1.00 5" Finger Traps .....Gr. 1.00 Crickets .....Dz. 1.00 4" Flower Fans .....Gr. .95 Feather Ticklers .....Gr. 1.00 1 1/2" Comic Buttons .....Hundred 1.00 Thousand 9.00

Celluloid Feather Dolls 7-inch .....Dz. \$1.60 Gr. \$17.60 8-inch .....Dz. 2.40 Gr. 30.00 12-inch .....Dz. 3.75 Gr. 42.00 Rayon Parasols—American Flag Designs 17-inch Diameter ..Dz. \$3.25 Gr. \$36.00 21-inch Diameter ..Dz. 4.00 Gr. 44.00 23-inch Diameter ..Dz. 5.10 Gr. 57.50

Carnival Supplies Daisy Cork Gun... Ea. \$5.75 Cork Gun Corks Per 1000 2.90 Hoops (Hoop-La-Rings), all sizes Dz. 2.85 Dart Balloons (Oak Bluebird) Gr. .95 10 Gr. \$ 8.50 French Feather Darts Dz. 1.20 Gr. 13.50 Jap Feather Darts Box (3 Dz.) 1.30 Gr. 4.50 Imported Carnival Dz. 2.25 Gr. 24.00 Latex Dipped String Baseball Dz. 2.75 Wood Milk Bottle... Ea. .75 Wood Milk Bottles, 1 lb. load Ea. 1.25 Penny Pitch Chart... Ea. 6.50 Knife Rack Rings Per 100 5.50 Table Tennis Balls... Dz. .40 Gr. 4.50

Write for Carnival Catalogs. Include postage with order. 25% deposit with c.o.d. KIPP BROTHERS Wholesale Distributors Since 1880 240-42 SOUTH MERIDIAN ST. INDIANAPOLIS 25, INDIANA

HOME OWNERS 3 Pc. PAINT BRUSH KIT Pure Bristle Brush Vulcanized in Rubber. All-Purpose for ANY Job. 1 1/2" Wall Brush 1 1/2" Varnish Brush 1 1/2" Trim Brush \$1.55 set in 6 doz. lots \$1.65 doz. lots sample set postpaid \$1.90

We can handle all of your Merchandise Needs OVER 400 FAST-SELLING ITEMS Complete line of Household Appliances—Power Tools—Silverware—Jewelry—Watches—Vacuum Cleaners—Sewing Machines—Trouble Lights—Outside White Paint—Neoprene Armored Cable—AND Chrome Dinettes Sets! Write for illustrated Confidential Price List. 25% Dep., Bal. C.O.D., F.O.B. Chicago.



STEINBERG ROSS GENERAL MERCHANDISE SUPPLY 628 W. Roosevelt Rd., Dept. LR Chicago 7, Illinois

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 phony 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.

STATE SOUVENIRS Low prices—high profit. Ash Trays, Coasters, etc. Designs 48 States and Parks. D E C A L S. 600 designs. Send 50¢ for 12 decal samples. National Souvenir Mfg. Co. P. O. Box 286 North Miami, Fla.

DISPLAY-CLASSIFIED SECTION 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 ASTOUNDING GAG COLLECTION—PARODIES, Adlibs, Hecklers, Intros, etc. Limited offer, \$2. George Schindler, 1613 E. 29th St., Brooklyn 28, N. Y. jn6 PIANO VOCALS—LEAD SHEETS, ORCHESTRATIONS and band scores arranged. Val's Arranging Studio, P. O. Box 1906, Sarasota, Fla. jn13

AGENTS & DISTRIBUTORS

AGENTS! DEMONSTRATORS! DISTRIBUTORS! Up to 300% profit! Every car owner, gas station, store wants Dual Perma-Glaze. Produces glass-like finish. No rubbing demonstration sells like wild. Nothing to it; it's concentrated. Everything furnished, including your own printed labels. Send 50¢ (refundable) for sample in with complete details. Artrix, Dept. B, 179 W. Washington, Chicago. AGENTS, SALESMEN, DISTRIBUTORS, Demonstrators, Pitchmen: Biggest profits from selling new all-purpose 267 Formula Silver Plating Liquid. Applied with cloth by hand; for industrial and home use; deposits genuine silver; wonderful stunning demonstration; new discovery. Now goes on to silver, steel, iron, brass, copper, etc. Never done before; 10 products; 200% to 1400%. Wholesale, retail, demonstrations, appoint agents. First 3 orders duplicated free as a starting bonus. Particulars free. NuSilver, 508-BB6, Aurora, Ill. 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 SALESMEN, WAGON JOBBERS, demonstrators, organizations, advertising jobbers. Free catalog. Select Shaker, 16147 Segundo, San Lorenzo, Calif. jn25

ATTENTION DISTRIBUTORS: "WORLD'S smallest Falsies" set of false teeth in plastic box. Terrific 15¢ retailer! Rush \$1.50 for 3 dozen or \$7.20 for gross postpaid. Robbins Co., 131-B W. 42d St., New York City. BASKET EARRINGS—WOVEN STRAW Baskets with Flowers, Hat Baskets, Crystal Glass Baskets, Shell Baskets, Earrings, Necklaces, Bracelets, Spray, Chignon, Mobiles, large Hoop Dangle, white and colors, Earrings, all \$6 doz. Latest Petticoat Earrings, Light Fabric Flowers, \$6; Elaborate Fabric Necklaces, \$12 doz. Special closeout: 25¢ assorted \$1 Earrings, \$24 gross. 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 BILLFOLDS—PRISON HAND TOOLED. Genuine leather, divider, secret pocket, inserts, any designs, \$5 value, sample \$2 postpaid. Quantities cheaper. Name and address tooled for 25¢ extra. Write S. W. Hobbs, Route 3, Box 23-A, Ahsokie, N. C. BUY AT SPECIAL FACTORY PRICES! Price Lists Free! Rosaries, \$2 dozen, boxed; Religious Novelties, \$4.25 dozen; 4-pc. Simulated Pearl Sets, \$10.50 dozen, boxed. CRYSTAL CRYSTAL JEWELRY MFG. Co., 24 Custom House St., Providence, R. I. CIRCULATION MEN—SOME GOOD TERRITORIES available. Write: Gasoline News, 3134 N. High St., Columbus, Ohio. jn13 COLONEL STRING BOWS, PURE SILK Bows, \$6 per dozen; samples, 3 for \$1.75. Delmar Ties, 267 W. Federal, Youngstown, Ohio. tf DECALOMANIA TRANSFERS NOW OFFERED in small quantities; quick delivery; an attractive name plate on your product is the best advertisement. Side line salesmen wanted; also make money with our line of Automobile Initials and Sign Letters. Free samples. "Ralco," X-L, Boston 19, Mass. np EARRINGS FROM \$2 DOZ.; PIERCED, \$3 doz.; Chalk White Earrings, \$3 doz.; ass't \$3 doz., \$8.50 prepaid, S & E Sales Co., 2907 S. E. St., Tacoma 3, Wash. jn6 FAST SELLING BOOK! "102 MAGIC Tricks," Sample, 25¢; 100 copies \$8.50 postpaid. Robbins Co., 131-B West 42 St., N.Y.C. FIREWORKS—BUNDLE OF 40 PKGS., 90 to pkg.; 3600 1 1/2 inch Chinese Flash Firecrackers, extra loud, \$9.95 cash with order. Danielson Fireworks Co., Danielson, Conn. jn20 HOTTEST RELIGIOUS JEWELRY IN COUNTRY. New! Different! Mexico and Italy imports. Retail Wholesale Catalog, 25¢ (refund on first order). Lucero's, 2147 Larimer, Denver 2, Colo. HULA-HULA SHADOW DANCER—FAST-selling vest-pocket Fun Novelty for men, 50 for \$1 postpaid. Cosmo Service, 370 Beach St., West Haven 16, Conn., Dept. BB-12. If You Want MORE SALES & PROFITS Take a Tip—Use this standout DISPLAY CLASSIFIED style of ad See first page this section

JOKERS FUN SHOPS—FULL CREDIT Allowed on items returned. Jobbers offer same terms to dealers. Eagle Specialty Co., Akron 14, Ohio. jn6 JOKESTER'S PRINTED NOVELTIES wholesale; fifty samples, \$1; refunded first order. Sebastian, 10934-B Hamlin, N. Hollywood, Calif. jn13 MAKE \$5 PER HOUR SELLING ULTRA-Blue 7"x11" Signs; comedy, general, religious; 50¢ sellers; 15 samples \$1. Lowry, 112 Broadway, Dept. 745, New York 3, np NYLON LACE COMBINATION BRIEFS—All sizes, \$4.25 doz.; Nylon Tricot Briefs, \$2.25 doz. Plastic Tablecloth, Garment Bags, Bedspreads, etc. Free samples. Rose-tex Mfg., 41-43 Amboy St., Brooklyn 12, N. Y. jn27 ORIGINAL \$19.95 COMBO PEARL SET (3 pc.) Necklace, Bracelet and Earrings, large rhinestone centerpiece, satin display box, \$3.50 set. Triumph Mfg. Co., Dept. 3D, 715 St. Marks Ave., Brooklyn 16, N. Y. PITCHMEN, SALESMEN, DISTRIBUTORS—Red hot seller on 15 seconds demonstration. Amazing mysterious acrobatic dolls. Work in lucite covered stage. Terrific seller, nothing else like it! Hundreds of dollars weekly. Retail \$1.50, cost 60¢, samples \$1. Nica, Inc., Box 6681, Dallas 19, Tex. jn13 PITCHMEN! I HAVE ONE THAT REALLY WORKS. Long profit. Write for free information. J. R. Jewell, 905 S. 16 St., Lincoln, Neb. SELL BIG MONEY MAKER TO MEN AND women. Easy handwork makes fast-selling useful articles. Sample free. Sunmade Co., Brockton 64, Mass. np SENSATIONAL PIN-UP GIRL CARDS THAT glow in the dark. Send 25¢ for sample card. Eagan, 2405 Elm Dallas, Tex. jn13 TOY STICK HORSES—KID COWBOY craze moves them like mad. Pitchmen, concessionaires, operators, outstanding deal, \$6.75 dozen, retail \$1.25 each. Write for literature. Samples, \$1. Nica, Inc., Box 6681, Dallas, Tex. jn20 WALLET-SIZE COMIC CARDS—WONDERFUL novelty advertising gift for discerning article men. Complete set in 15 cards; 3 different sets, #1, #2, #3 Hathaway Specialties Associates, 145 S. College St., Akron 4, Ohio. A BIG COMPLETE REPTILE SHOW, \$100; includes one 7 foot South American Boa Constrictor, one "world's largest" Giant Green Iguana; "Chinese Dragon," over 6 feet long; one Giant Diamondback Rattlesnake, one Giant Indigo, "Blue Bull" Snake, one Giant Leopard Lizard and one of our large mixed reptile dens, value \$30. Total value of all reptiles included over \$125 if purchased separately. All stock fresh and fat. Immediate shipment, live arrival and absolute satisfaction guaranteed. All sizes poisonous, harmless and mixed Dens, \$30 up, "fixed" or "hot." Alligators, 2 to 10 feet; Monkeys, Big Boas, Cobras. Buy direct from the largest direct importers of Central American animals and reptiles; get fresher stock and better prices. Phone 583-M-4 after 8 p.m. and before 8 a.m. Wire or write Tropical Import Co., Slidell, La. A GOOD SUPPLY OF RATTLESNAKES AT \$1.50 per foot. These snakes are unmliked, best selected from hundreds received each week and saved for you, our customers. We repeat, only \$1.50 per foot. All kinds of small poisonous snakes that have been milked only once, good shape, \$1 each. Ross Allen's Reptile Institute, Silver Springs, Fla. A LARGE COLLECTION OF REPTILES Now on Hand Your Orders Filled Promptly. Under Personal Supervision of ROSS ALLEN Send for Price List. ROSS ALLEN'S REPTILE INSTITUTE Silver Springs, Florida ATTRACTIVE, COLORFUL, EXOTIC REPTILE Exhibits, \$50 and up, including Giant Green Iguanas, Tegu Lizards, Alligators, Giant Toads, Tarantulas, Exotic Snakes, such as Emerald Tree Boas, Rainbow Boas, Flase Cobras, Giant Rat Snakes, Yellow Tailed Cribos and Red Foxes, White Arctic Zillan Cricchins, Squirrels, Spiders, Rhesus, Bonnets and Ringtail Monkeys; Pacas, Coatimundi, Agoutis, Giant Anteaters, Skunks, Raccoons, Porcupines, Sloths, Brazilian Bush Dogs, Toucans, Curassows and many other interesting items. This week's special: "Adult Squirrel Monkeys, \$15." Tarpon Zoo, Tarpon Springs, Fla. BABY PET MONKEYS—CINNAMON RING-tails, \$30; Spiders, \$32.50; Squirrel Monkeys, \$22.50; 5 for \$100. Baby Hill mynahs, guaranteed bird talking birds, \$42.50. Bronson Tropical Birds, 2228 Amsterdam, N.Y.C. jn20 BIRD CAGES—15 1/2 INCH DIAMETER, modern round ball shape, clear plastic, very attractive, \$27 dozen; retail value, \$9.95; a real one time buy. Outstanding value, exceptional buy. National, 310 Olive, St. Louis, Mo. BUY YOUR SEA LIONS AND SEALS From dependable and experienced shippers. We have select specimens available, ranging from 50 lbs. to 500 lbs. for immediate delivery. Write or wire your requirements to MARINE WONDERLAND AQUARIUM Municipal Pier Santa Monica, Calif. CALIFORNIA SEALS, SEA LIONS—WILD or trained. Main suppliers zoos, circuses throughout world. Marine Enterprises, Inc., Hermosa Beach, Calif. np "CLASS" FOR REPTILE EXHIBITORS needing something new and different. Large, colorful specimens of Rainbow Boa, Tropical Cribos, Long Headed Snake, Parrot Snake and False Cobra, "all harmless" (very special). Unusual oddities, "Den," including Tarantula, Scorpion, Black Widow, Giant Marine Toad, Spectacled Calman, Horned Lizard, Crested Iguana and "new" Thunder Snake. This week only \$10. Anacondas, \$10 to \$20 to \$125; others larger. The "Big" Boas are in our sensational "Dens" from \$25; Geek assortments from \$10. Baby Turtles, Horned Toads, Chameleons, Mice and Mealworms, wholesale only. Efficient, fast "service" by the actual Hunter's "Direct Agent" operating with low overhead so you save. Brad Bradford "Zoo Town," Fairlyland Park, 3647 N.W. 36th St., Miami, Fla. (Phone 64-8841). Deposit required unless I know you. Not connected with any other dealer or importer. F. O. "TARZAN" BANKS—WRITE OR wire me, P.O. Box 92. Have 20 foot Snake Pit on truck; no ups, no downs. Salary, \$125 week, 5 per cent of gross and state room. Long season. Henry Perkins. PAIR EMUS, \$375; PAIR LARGE TIMBER Wolves, \$100; yearling Black Bear, \$75; African Lion Cub, Red Fox, White Arctic Fox, Silver Fox, Badgers, Coatis, Lynx, Monkeys, desecrated Skunks, Woodchucks, Porcupines, Barbary Sheep, Horned Owls, Eagles, Crows, Parakeets. Other animals and birds. Complete animal ranch, Burlington, Wis. Telephone Wheatland 93. PEKIN DUCKLINGS 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 PEKIN DUCKLINGS MAKE BIG PROFITS for carnival men. Everybody from 6 to 60 will pitch for these cute yellow baby ducklings. Can supply immediate shipments, \$25 per hundred. Write or phone us today. (Phone Vanlue, Ohio 32A.) Free catalog. Hile Duck Hatchery, Dept. 4, Carey, Ohio. (Continued on page 68)

E-X-P-A-N-S-I-O-N Nickel SILVER\* IDENTS \$6 Doz.



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 low profits. Sells faster than any other style of ident made. Heavy weight plaque stands engraving and hard wear without discoloring. No fakes, 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. STERLING JEWELERS

PHONE: ADAMS 4621 44 E. LONG STREET, COLUMBUS, OHIO

14K GOLD PLATED Famous Geneva DeLuxe very thin, wafer model, brand new, 7J fancy dial, streamline case.

Write for free catalog Special price banded One year factory guarantee 25% with order, bal. C.O.D. \$5.95 NATIONAL DIST. CO. 222 Calumet Bldg. Miami 32, Florida Phone 82-6473

CARNIVAL & BINGO SUPPLIES CATALOGS BEING MAILED OUT NOW

BE SURE AND MENTION YOUR LINE OF BUSINESS MIDWEST MERCHANDISE CO. 1006 BROADWAY KANSAS CITY, MO.

Engagement Ring, \$3.00 Doz. Wedding Ring, \$1.63. JUST OFF THE PRESS—NEW CATALOG No. 55 for Engravers, Demonstrators, Fair Workers. Also No. 70 for Jewelry and Ring Demonstrators. Division of Mahren Ring Company. Showing Over 750 Ring Styles. Orders shipped same day at Providence prices plus 10% discount. Consult catalog. McBRIDE JEWELRY CO. 1261 Broadway at 31st St. N. Y. 1, N. Y.

To Order Classified or Display-Classified Ads USE THIS HANDY FORM NOW

1 Type or print your copy in this space: 2 Check the heading under which you want your ad placed: 3 Indicate below the type of ad you wish: 4 Complete this authorization blank and mail promptly. Classified ads must be accompanied by remittance in full. Display-Classified Ads will be billed if credit has been established. The Billboard 2160 Patterson St. Cincinnati 22, Ohio Please insert the above ad in..... Issue I enclose remittance of \$..... Name..... Address..... City..... State.....

OUR NAME BRAND LINES INCLUDE:

- Jacque Kreisler
- Blue Heaven
- Bigin-American
- Benrus
- Bulova
- Penn
- Airflex
- Apex
- Speidel
- Richelieu
- Motorola
- Anso
- Ronson
- Evans
- Parker
- Hickok
- Eversharp
- Wales
- Sheffield
- Forgecraft
- Jefferson
- United
- Sessions
- West Bend
- Oster
- Borg
- Remington-Rand
- Dormeyer
- Schatz Clocks
- A. C. Gilbert
- Rogers & Bro.
- Morrock-Ibbotson
- Ocean City
- Paper Mate
- Alcamatic
- Camfield
- International Silver
- And many more.



**THERE'S MONEY in FISHING TACKLE**  
**Famous Ocean City Sportsmen's Fly Rod Fishing Outfit**

CATALOG NUMBER FT-177

FT-177—A fine fly rod . . . a grand buy. Includes all necessary tackle at a very low price. Montague, 7 1/2' split bamboo two-piece fly rod with steel snake guides and steel pear-shaped tip top, nicely wound. Cloth rod bag. #61 skelton fly reel, 25 yd. coil line, E level 28 lb. test, amber color. 3 snelled hooks. Packet of loose hooks. Stringer. Scaler. Twiston Sinkers. Leaders, one each of 6' level 6 lb. test and 7 1/2' tapered 4X. Can of fly line dressing. Dry fly dressing in brush applicator tube. 12 assorted wet and dry flies. Plastic float.

**Only \$10.50**  
 Complete

Retails \$25.00 and Worth It

Also fine buys on other Famous Ocean City fishing outfits, Ocean City and Montague reels.

Minimum order \$20. Federal Tax additional if not for resale. 25% deposit, balance C.O.D., F.O.B. Philadelphia.

SEND FOR FREE COPY OF TEMPLE'S SUPPLEMENT  
 Visit our showroom when in Philadelphia

**TEMPLE COMPANY INC.**  
 708 Sansom Street Philadelphia 6, Pa. Market 7-8242

**Now! The Hottest Promotion in the Country!**



Available to Agents, Jobbers, Carnival Operators, Mail Order Operators, Concessionaires . . .

**THE EIGHTEEN TOP HITS . . . POPULAR or WESTERN on Unbreakable Vinylite Records . . .**

Beautifully packaged, a guaranteed

**\$16.00 Value**  
**Your Cost \$14.75**

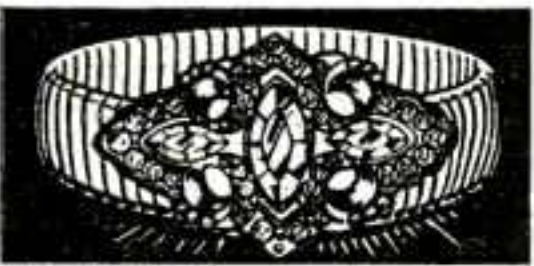
Minimum order 1 doz. sets

Cash with order or C.O.D.

**WRITE-WIRE-PHONE-SPOT SALES**

1118 E. Main Street  
 Owosso, Michigan

Distributors wire for special Quantity Discount. Tel. Owosso 339



**DIRECT FROM MANUFACTURER**  
**\$6.00 PER DOZEN BOXED**  
**SPECIAL INTRODUCTORY OFFER**  
**OTHER SENSATIONAL ITEMS:**

Opal Sunburst Sets, \$8.50 per doz. Pin and Earrings Sets, \$4.50 per doz. Expansion Watch Bands, \$3.35 per doz. (chrome) and \$4.10 per doz. (gold plate). Necklaces and Earrings Sets, \$7.50 per doz. Men's Identification with expansion watch band, \$6.00 (rhodium); \$6.50 per doz. (gold plate). DISPLAY BOX, \$1.00 per doz. additional.

Beautifully engraved Heart Lockets, \$5.50 per doz. Necklaces, Bracelet, Earring Sets, \$1.25 and \$1.50 each. Single Strand Simulated Pearl Necklaces (filling clasp), \$1.40 per doz. Double Strand, \$2.80 per doz. Triple Strand, \$4.20 per doz. 4-pc. Pearl Sets with rhinestone clasps, \$1.40 and \$2.75 each. 3 and 4-piece All Rhinestone Rhodium Sets, \$2.00 and \$2.75 each. Ladies' and Men's Watches, Rhinestone and Plain Crosses on chains, Scatter Pin Sets, Earrings, \$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.

**Merchandise You Have Been Looking for**

Lamps, Clocks, Enamelware, Houseware, Aluminum Ware, Decorated Tinware, Toys. Every kind of Glassware, Blankets, Hampers, Hassocks, Plaster Slum, Flying Birds, Whips, Balloons, Hats, Canes, Ball Game Specials, Bingo Merchandise.

**Catalog Now Ready—Write for Copy Today**

**IMPORTANT:** To obtain the Proper Listings Be Sure and State in Detail Your Business and Type of Goods You Are Interested in.

**ACME PREMIUM SUPPLY CORP.**  
 1111 South 12th, St. Louis 4, Mo.

**PRE-SEASON CARNIVAL FISH POND DEAL**

Consists of 12 dozen pieces. At least 12 different items in every deal. Some items formerly 25-cent retailers. Cleaning out odds and ends in our inventory. All sales final and NO C.O.D. ORDERS, PLEASE. About 500 deals available. No more when gone. Shipped by Express only.

FP144—PER DEAL . . . \$9.00

**LEVIN BROTHERS** Established 1886  
 TERRE HAUTE, INDIANA

**ANIMALS, BIRDS, PETS**

Continued from page 67

PLENTY HEALTHY SNAKES, ALL KINDS; also Armadillos, Horned Toads, Alligators, Bantams, Timber Wolf Pups, Monkeys, Coyote Pups, Fantail Pigeons, Wild Cats, Coati-mundis, Rabbits, Guinea Pigs, Emus, Military Macaw, Parakeets, Otto Martin Locke, Phone 141, New Braunfels, Tex. jn27

READY NOW—A FREE PACKAGE OF reptile literature, including our New Spring Price List for Reptile and Wild Animal 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

SPECIAL \$15 SNAKE DENS; TWICE AS many for \$24; also Indigos, Rats, etc.; standard prices. Snake Farm, Long Beach, Mississippi.

WANTED—ONE WHITE TAIL DEER Fawn. Might be interested in any deer. Fairland Zoo, Box 4, Custer, S. D.

**BUSINESS OPPORTUNITIES**

BAKERY FOR SALE—DOING EXCELLENT business; 5 routes, 30 years in business; have contracts with large chain stores. Must sell due to illness. For information call 3384, Murguia Bakery, 2125 N.W. Eighth Ave., Miami, Fla.

**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 can travel, and learn an intangible sales pitch for a new field. Call W. KATZ 110 W. 42 St., N. Y. WI-7-5491

BIG PROFITS IN LOCATING RARE books; experience unnecessary; particulars and lists, \$1. Gosomar Research, Inc., 90 West Broadway, New York City 7.

BUY FROM MANUFACTURERS, WHOLESALERS, branded merchandise; thousands of items; mail order direct selling, personal use. Business Guide, 1133 Broadway, N.Y.C. jf

BUY WHOLESALE FOR EXTRA MONEY and own use, 20,000 name brand products. Free details. Postway, Box 3732X, Detroit 15, Mich.

DOLLARS FROM YOUR FREEZER BY processing and selling frozen foods. Learn now. Send \$1. Frozen Food Institute, Inc., New York City 7.

EARN \$15,000-\$30,000 ANNUALLY—FRANCHISE available. 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 \$5 for complete book. Money refunded when book returned Harrell & Co., Box A-14, Louisville, Ill. jn6

GARDEN GOLF BUSINESS OF YOUR OWN. Experience unnecessary; big income; inquire. S. Brockway, 228 N.W. 22d Ave., Portland, Ore.

GOLDEN OPPORTUNITY FOR HARD working, reliable, mechanically inclined man to take over salesboard factory, 100% mortgage available to right party. Ideal for partners; sales no problem. Owner has other interests. Curiosity seekers, don't bother. Box C-345, c/o Billboard, Cincinnati 22, Ohio. jn27

HAVE YOU TRIED MAIL ORDER? EASY sales, big profits. Spare or full time from your own home. Full particulars free. Standard, 3414 W. Magnolia Blvd., Burbank, Calif. jn6

LAKE FRONT SKATING RINK, INCLUDING equipment, 9,500 sq. ft. floor space, living quarters, 8 acres and 3000 ft. shore line, bathing beach. Near large industrial area. Excellent location for amusement development. Write for details. P. C. Moore, Broker, Lake Milton, Ohio. jn20

**NEED KIDDIE RIDES ON PC BASIS**

for Hollywood, Calif. New miracle Kiddie Park. 10 months a year proposition. Write H. DALE BALL 922 So. Harvard Blvd. Los Angeles 5, Calif.

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.

START VENETIAN BLIND LAUNDRY—Profitable lifetime business. New machine. Free booklet. L. B. Co., 442 N. Seneca, Wichita 12, Kan. jf

SWISS ELECTRIC RAZOR—AC ONLY, GIFT box, 1 year guarantee, \$3.25 each in 100 lots; for resale only; sample, \$6 each prepaid. Transworld, 565 Fifth Ave., N.Y. 17.

WHAM-O FAMOUS NATIONALLY ADVERTISED Throwing Knives, \$1.75 retail. \$1.60 doz.; Wham-O Hunting Slingshots, \$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**

RHINESTONE FASTENER SET — Attaches rhinestones to costumes, dresses, etc. Complete with 300 sparkles, brilliant rhinestones, and fasteners, \$3.95. Imo-Lite Co., 21 Parsons, Columbus 10, Ohio.

WHITE SHAWL FORMAL COATS, \$5 each; Tuxedo Pants, \$5. S. Kaluzna, 1210 S. Jefferson, Chicago, Ill. jn20

**FOOD AND DRINK CONCESSION SUPPLIES**

FINE FLAVORS FOR MAKING SNO-CONE or fountain syrups; write for free price lists. Ricks, 608 Dallas Ave., Houston, Tex. jn

For Sale—A Slightly Used SNO-MASTER SNO CONE MACHINES. Automatic; very good condition; one or all, \$95 ea. WOLFF & GLAESMANN VENDING CO. 414 Cross Timber Rd., Houston, Texas

MODEL K KISS WRAPPING MACHINE—Late model. Cost \$2.60; new, will sell for half price. Wm. J. Coffelt, 515 Kramer Rd., Springfield, Ohio.

MONEY CHANGE APRONS 10 oz. Brown Duck, strings attached in grommets; 2 pocket size, \$1; 3 pockets, \$2; 4 pockets, \$3. RAY KNOX Philadelphia 7, Pa. 1208 Walnut St.

PRE-POPT POPCORN, "READY TO EAT" Shipped everywhere. New popcorn Machines, Supplies, Corned Nuts, 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, Etc. ACE HIGH PRODUCTS CO. 1811 S. 14th St. St. Louis, Mo.

**FORMULAS & PLANS**

ANY FORMULA, \$3. FORMULA CATALOG and Chemical Instruction Sheet, 10¢. Joseph E. Beifort, 216 W. Jackson Blvd., Chicago 6.

**FOR SALE**

**SECOND-HAND GOODS**

ABOUT ALL MAKES OF POPPERS, CARAMEL Corn equipment, Floss Machines, replacement Kettles for all Poppers. Krispy Korn, 120 S. Halsted, Chicago, Ill. jn6

CALUMET COACH CONCESSION TRAILER; all aluminum body, size 15'x8'; serving counters on both sides; \$387 bottle gas pop-corn popper; \$80 Hot Dog and Bun Steamer, 2 Hamilton Beach Milkshake mixers, four 14" Fridgides ice cream cabinet, orange drink dispenser. Trailer and equipment all in excellent condition. Douglas Largent, Abingdon, Ill. Phone 3191.

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

KIDDIE AIRPLANE RIDE IN PERFECT condition; also Kiddie Electric Train Ride, complete with tracks, \$1000 for both. Don't write, come see them. Tony Garto, W. 10th St. and Boardwalk, Coney Island 24, N. Y.

1932 15 FOOT MOBILE REFRESHMENT—24 inch grid, 2 basket Frialator, hot plate, gas, electric brakes, gas, electric lights. Widow, unable drive. Mrs. William Hendrickson, 119 Crystal Dr. N., Syracuse, N. Y.

**FOR SALE—SECOND-HAND SHOW PROPERTY**

ALL 16MM. SOUND — WESTERNS, \$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 YOUR OWN CONCESSIONS—Frames, canvas, games; Shallow Joint (23 games), 4-Way Joint (11 games), Ball Rack (13 games), African Dip, \$5 each; High Striker, \$3; all \$20. Free circular. Brill, Box 875, Peoria, Ill.

COMPLETE CIRCUS — READY TO GO, good condition. Tents, seats, four trailers, chairs, trucks, light plants. Write Leland Brison, Fayetteville, Pa.

DEATH DEFYING IMPALEMENT ATTRACTION for sale. Rotating paper wall, speeding disc containing girl's body, archery or knives used. Was featured with Ringling Brothers 2 seasons; with instruction you can do it. \$600 apparatus new, sacrifice \$250. Leffell Devices, 814 St. Paul St., Baltimore, Md.

FOR SALE — 2 MINIATURE TRAINS, small Chair Swing and Arcade. Bill Allen, Box 376, Globe, Ariz.

LITTLE DIPPER RIDE—IN GOOD CONDITION, with or without transportation; cheap for cash. W. F. Culver, 2800 N. Water St., Corpus Christi, Tex. jn6

MANUFACTURE, REPAIR, TRADE ANYTHING canvas. Any size, good as new tents. What do you have or want? Smith Tent, Auburn, N. Y. jn20

MINIATURE TRAIN—GOOD CONDITION; suitable adults, children; passenger capacity 50, with track; bargain cash deal. Kozynek, 33 Winthrop, Rehoboth, Mass. jn13

NEW ALUMINUM MERRY-GO-ROUND Horses; 52 lb. horses, \$150 a pair. Send for photos and details. Thomas Mfg. Co., R. 4, Box 50, Springfield, Mo.

PHOTO MACHINES (2) — MUTOSCOPE Photomatic, good condition. No reasonable offer refused. Call, write Gramercy 3-9217, S. Guttenmacher, 111 Second Ave., New York City. jn6

PLASTIC JUGGLERS CLUBS—COLORFUL, new, made of fibreglas plastic, stronger than steel. 10 ounce; decorated with red fire tape. Send deposit. Al Nichols, 1650 S. Harrison, Clearwater, Fla.

SHOOTING GALLERY — 15 SHELL LOADING tubes, 75¢ dozen; \$6 100 or any size; deposit on c.o.d.'s. H. B. Sherbahn, Wayne, Neb.

SHORT RANGE TARGETS — NEW SAMPLES free; shipped the same day service. Fine Art Press, 115 Donald, Peoria, Ill. jn

SMALL CONCESSION TRAILER—OPENS on three sides, 6'x10'4" open, \$250. Wm. J. Coffelt, 515 Kramer Rd., Springfield, O.

TRACTOR — INTERNATIONAL INDUSTRIAL Diesel Tractor, Model ID-9 Diesel engine, front tires 7:50x18, 6-ply, dual rear tires 13:00x32, 8-ply with front power take off, muffler, spark arrester, electric starting and lighting front and rear wheel weights, rear end winch. In excellent condition. Located at Bloomington, Ill. Write Midland Constructors, Inc., 222 W. Adams St., Chicago 6.

16MM. FILMS FOR RENT—\$5 ONE TO three days. 16mm. Films and Advertising Paper for sale. Ace Camera Supply, Florence, S. C. jn4

169,618

**POTENTIAL BUYERS . . .**

That's What You Buy with a classified ad in The Billboard! See first page this section

**INSTRUCTIONS BOOKS & CARTOONS**

BE A TRICK CARTOONIST FOR PLEASURE and profit; it's easy. Instructions and complete program, \$1. Artist Cressman, Washington, N. J. jn13

GUITAR—PLAY ANY SONG BY EAR OR note in 7 days or money back. 52 photos, 87 diagrams show how. Includes 130 popular and Western songs. \$1.98 postpaid or c.o.d. Ed Sale, Studio B2, Bradley Beach, N. J.

**MAGICAL APPARATUS**

A BRAND NEW #23 CATALOG—MIND-reading, Mentalism, Spooks, Hypnotism, Horoscopes, Palmistry, Buddha, Graphology, Magic; 144-page illustrated catalog Buyer's Guide, both 50¢ wholesale. Nelson Enterprises, 336-B, S. High, Columbus, Ohio. jn20

DIME AND PENNY TRICK—PENNY changes into dime while held in hand; instructions and apparatus 25¢. Jack Eastwood, 694 1/2 Jefferson, Chillicothe, Ohio.

**FOR BEST RESULTS**

use this low-cost Attention-Getting Profit-Making DISPLAY CLASSIFIED style of ad See first page this section

MAGIC APPARATUS WANTED AND A ventriloquist figure like Charlie McCarthy. Send list. Mr. John Hoffman, 7 Maple Ave., Middleport, N. Y.

SPOONS THAT MELT IN HOT COFFEE. Spoon and metal to cast spoon furnished. Recast the melted spoons; repeat trick hundreds of times, \$3. Hollywood Gags, 1042 N. Mariposa, Hollywood 29, Calif.

SUB MINIATURE RADIOPHONE FOR Mentalists; weighs less than pound; easily concealed; illustrated brochure, specifications, price. Nelson Enterprises, 336 S. High, Columbus, Ohio. jn20

**Fix Kids**  
**DIZZIEST - FIZZIEST BAR GADGET EVER**

**BRAND NEW!**

Amuse and confuse friends with Fix Kids. SENSATIONAL NOVELTY provides laugh-a-minute when Fix Kid does his stuff . . . automatically! Tea to 30 minutes of MYSTERIOUS MAGICAL ACTION.



Use ordinary faucet water for bubbles of fun. AVAILABLE IN BOY OR GIRL m o d e l s individually packaged with simple directions and a Fix tablet for action plenty.

Dealer's cost: \$4.50 doz. \$48.00 gr. buy, girl or assorted.

JOBBERS, DISTRIBUTORS: Be first to sell this new hilarious novelty—write, wire or phone for quantity prices.

**G & S Mfg. Co.**  
 Dept. "F" NASHVILLE 3, TENNESSEE

**LITTLE ATOM**

**World's Smallest Pistol**

Biggest Profit Producer Ever Offered!

BANG! UP YOUR PROFITS WITH "LITTLE ATOM" — IT SELLS ON SIGHT WITH A BANG!

The Tiny Pistol 1 1/2 Inch Long Uses Ammunition (Blank Cartridges) That Actually Shoots.

JOBBERS, DISTRIBUTORS: Write, Wire, Phone for Quantity Prices.

De Luxe Model Western  
 Standard Model Western  
 Standard Model Western  
 Standard Model Western

**G & S Mfg. Co.** Dept. B, NASHVILLE 3, TENNESSEE

Bulova • Waltham  
 Elgin • Benrus  
 Gruen Watches  
 for men & women \$9.95 EA.

Yellow Expansion Band, 95¢ add.  
**SPECIAL \$50 DEAL**  
 6 ass't. above Watches & 6 Exp. Bands to match. You save an extra \$15.40. New model watches, case and dials. Reconditioned and guaranteed like new.

Now Big 1953 Wholesale Catalog, 25c  
 Wholesale only — \$1 additional for samples. 25% off order, balance C.O.D. 5-day money-back guarantee if not satisfied.

**Joseph Bros.** 55 Wabash Av. Dept. B-4 Chicago 10, Ill.  
 "The Watch and Diamond House"

**NEW!**  
 5¢  
**POST CARDS BY ELMER ANDERSON**

**91 Snappy Numbers in Full Color!**  
 Many choice territories open for jobbers and Distributors  
 Complete sample line, \$1.00  
**H. K. KITRELL CO., Inc.**  
 Box 142 Waterloo, Iowa

CATALOG No. 107 for ENGRAVERS DEMONSTRATORS FAIR WORKERS

CATALOG No. 57 for a COMPLETE LINE of VOLUME SELLING JEWELRY

Write for Yours Today—State Your Business  
**BIELER-LEVINE**  
 5 N. Wabash Ave., Chicago 2, Ill.

**FLORIDA FLAMINGOS**  
 Made of cast aluminum, finished in true-to-life colors. \$2.75 a pair wholesale; stand 30 inches high. Money-back guarantee.  
**BLOYD MFG. CO.**  
 Valley Station, Ky.

2500 TRICK CATALOG (512 PAGES)—Pocket parlor, stage, field, finest magic. Catalog, \$2 (dollar trick included free). Kanter's, B-1311 Walnut, Philadelphia 7.

MISCELLANEOUS

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

HYPNOTISM! AMAZING RECORD HYPNOTIZES, then transfers control to you. \$2.95 ppd. Information free. Hypno Records, Dept. B, Box 405, Hermosa Beach, Calif.

SITUATION WANTED AS PARTNER TO lady in whip act, subject to ideas of lady partner, T. Phillips, 51 Hamilton Pl., Apt. 3, New York City. 9p25

THE D&H PROCUREMENT BUREAU locates anything for anybody. New, old or rare. Research Specialists; any subject. Hillside, Box 5024, Bridgeport 10, Conn.

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. jn6

PERSONALS

INFORMATION ON JULES TOURNOUR wanted. Wish to communicate with any friends or heirs. Alice Baxter, Box 625, Southern Pines, N.C. jn27

JAMES H. COWART—"JIMMY." PLEASE contact me at home in Des Moines, Trudy.

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

COMIC FOREGROUNDS & BACKGROUNDS. Direct Positive Cameras, Paper, Chemicals, Mounts, Glass Frames, Photo Novelties, Millie Supplies, 1535 Franklin, St. Louis 8, Mo. jn27

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. jn27

EASTMAN DIRECT POSITIVE PAPER, cameras, lenses and accessories. Marks & Fuller, Inc., 70 Seio St., Rochester 4, New York. jn27

PHOTO BOOTH OUTFITS CHEAP—ALL sizes; drop in and see them; latest improvements; real bargain. PDQ Camera Co., 1161 N. Cleveland Ave., Chicago, Ill. jn27

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

WANTED—DAYDARK CAMERAS, WRITE as to condition; receive answer by return mail. Send letters to K. A. Youngman, High Ridge, Mo.

PRINTING

ALWAYS SPEEDY, RELIABLE SERVICE. Lowest prices, 14x22 three-color window cards 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

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

DRUMMER—FOR COMBO, SHOWS, LATIN, Dixie. Give age, experience. Girl vocalists, send pictures. Others write. Ken Wolf, General Delivery, Pensacola, Fla. jn15

GIRL AERIALIST WANTED Or man and wife for double ladder high act long season, also winter work. Must be reliable. Salary \$125 single, \$200 double. Wire immediately, 8312 Florida Ave., Hilltop Trailer Park, Tampa, Fla.

GIRLS FOR HILLBILLY AND WESTERN Combo. Traveling, well established unit; prefer lead instruments that can double and sing. Pictures and all information wanted in first letter for immediate placement. No characters or drunks. Joe Isbell, Western Serenaders, 3027 S. Pennsylvania Ave., Logansport, Ind.

ORGANIST (WITHOUT ORGAN) FOR grandstand show at fairs, Williams and Lee, 464 Holly Ave., St. Paul, Minn.

POSTCARDS PRINTED FROM YOUR photo; free 500 asst. Cuties-Comics and your city-State imprinted on hundreds. General scenes, 2000, \$19. Mayrose Co., 923 Chandler, Linden, N. J.

PRINTING AS YOU WANT IT—LETTER-heads, Envelopes, Circulars. Send copy for estimate. Samples, prices. Mercury Press, Box 69B, Marengo, Iowa. jn13

WINDOW CARDS—14x22 AND 11x14. THE Bell Press, Winton, Pa. jn27

SALESMEN WANTED

AD MATCHES! SELL AMAZING DESIGNS; 20, 30, 40 and 240-light book matches. Bigger spot cash commissions; every business a prospect. Low prices for high quality. Repeats. Start without experience; men, women; full, part time. Buy nothing! Sales kit furnished. Match Corp., Dept. D-65, Chicago 22, Ill.

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. N-109, New York 11, N. Y. jv25

EXQUISITE COSTUME JEWELRY, IN-ING French imports. Wholesale only. Free circulars. Florence Jewelry Co., P.O. Box 296, Mineola, N. Y.

IS \$210 A WEEK WORTH A POSTCARD to you? Then rush card with name and address for special Free Trial Plan that sells amazing new Automatic Refrigerator Defroster "like hot cakes!" Write to Mr. Lewis, D-Front-O-Matic Corp., Dept. C-106, 173 W. Madison, Chicago 2, Ill. np

PHONEMEN PHONEMEN

New York of the South. State-wide project, endorsed banks, civic bodies. Best deal in South. Drunks, limbers, front money men, stay away. NO LONG DISTANCE CALLS. Pay every day. 847 1/2 Gordon St. S.W., Atlanta, Ga. FR 5748

SALESMEN REPORT BIG MONEY SELLING our home-size, fire-resistant insurance and Abstract security vaults. Hamilton Safe Co., Beloit, Wis. jn6

SCENERY & BANNERS

NIEMAN CARNIVAL, CIRCUS BANNERS—The best, not the cheapest; no disappointments. Nieman Studios, 1236 S. Halsted St., Chicago, CA 6-2544. jn13

TATTOOING SUPPLIES

A-1 TATTOOING MACHINES—DESIGNS, colors, needles, outfits; genuine German Pelikan ink; free catalog. Owen Jensen, 120 W. 83rd St., Los Angeles 3. jv4

LEARN TATTOOING—15 BASIC LESSON course, \$25. Illustrated brochures of course and tattooing supplies, 25c. Zeis Studio, 728 Lesley, Rockford, Ill. aul5

WANTED TO BUY

CARNIVAL WANTED—WILL BUY 4 TO 6 major Rides, Show complete. No junk or orphan rides wanted. Send full information air mail letter. If you want to sell, here is your chance. All information held confidential. Will come and see show. Price must be in line; fast action wanted. Thomas Mfg. Co., R. 4, Box 50, Springfield, Mo.

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. jf

WANTED—CONCESSION JOINT (CANVAS and frame), 10 or 12 ft. front by 8 or 10 ft. deep. P.O. Box 378, Superior, Wis.

52 GIRLY CARTOONS. NAUGHTY NIFTY. BUILT LIKE A. SHE SHORE IS! RUSH COUPON TODAY. Includes an illustration of a woman and a man playing cards.

EARN BIG MONEY NOW!

LAUGH WHILE YOU SELL THIS AMAZING! AMUSING! STAG PARTY GIRLY PLAYING CARD DECK

Every salesman knows the sure way to make or close a sale is with a laugh! Now! With this outstanding STAG PARTY PLAYING CARD DECK—just show them and they're bought. People laugh and when they laugh they don't refuse. You show, they laugh; YOU EARN at least 100% profit! Earn Big Money Now! Be first in your area to sell these decks of cards. 52 Girly Playing Cards in each deck!!! Each card in the deck has an individual humorous, spicy message. People have more fun while playing poker, gin rummy, bridge, etc. Every person or store is a buyer. You will sell many, many decks on each sale. People want them for themselves and to give away as gifts. You must make good money just by showing these cards.

SEND NOW FOR SAMPLE DECK \$1.95 DOZEN \$10.80 GROSS \$115.20

BOYLSTON SALES CO., Dept. B, 5 Boylston Street, Boston, Mass. Gentlemen: Please send me  sample decks at \$1.95 ea.;  dozen at \$10.80 per;  gross at \$115.20 per.

Name..... Address..... City..... Zone..... State.....  Check enclosed.  Money order enclosed.  C.O.D.'s.

Huxters!

Here's the Greatest Money Making Novelty in Years! Western Doll Key Chain

TURN IT UP... DOLL APPEARS! TURN IT DOWN... DOLL VANISHES! 12 for \$ 6.00 50 for 20.00 100 for 38.50 200 for 75.00 25% Deposit—Bal. C.O.D. SAMPLES—\$1 ea. SELLS ON SIGHT! Sturdily constructed. Black plastic base—clear top. Gold Sliding Door. Natural color dolls. It's Sensational! Order Today! STANDARD SALES CO. Box 18, Bowling Green Sta. New York 4, N. Y.

Attention, Promoters!

The New Retractable BALL PEN Only \$36 with New MIRACLE INK Guaranteed Not to Leak Not to Smudge PRESS BUTTON—IT WRITES PRESS CLIP—POINT DISAPPEARS Immediate Delivery—Any Quantity 25% Dep., Bal. C.O.D.—2 Samples, \$1.00 PACKARD BALL PEN 28 East 22nd St. New York 10, N. Y. SPring 7-7180

ATTENTION: MR. CARNIVALMAN, PITCHMAN, CONCESSIONAIRE

Welcome! When you are in or near the city of Atlanta, Ga., it will pay you to visit us. We carry a complete line of premium gifts and glassware. Ash Trays • Oval Dishes • Salad Plates • Bon-Bon Dishes • Composites • Nappys • Fruit Bowls • Other inexpensive items. It's easy to buy or order from us because (1) Central location; (2) Free parking space; (3) Large and complete stock always on hand; (4) Ship anywhere in the South; (5) Catalogs available. It will be a genuine pleasure to serve you. The price is always right. H. SMITH BOTTLE SUPPLY CO. 250 Decatur St., S. E. Atlanta 3, Ga.

1000 PIECES OF SLUM ONLY \$675 NOVELTIES ASSORTED TOYS GIVE AWAY ITEMS FOR ADULTS AND CHILDREN

NOVELTIES AT DEEP CUT PRICES Dart Balloons ..... Gro. \$ .75 Swagger Canes ..... Gro. 8.75 Dangling Toys ..... Gro. 3.50 Rubber Bulb Monkey ..... Doz. 2.00 Hawaiian Leis, Import ..... Gro. 1.75 25% deposit with order, bal. C.O.D. Send for FREE C-53 Carnival Catalog.

OPTICAN BROTHERS SINCE 1909

TABLES & STEEL OR WOOD CHAIRS Folding or Non-Folding Prompt delivery. Minimum order 4 doz. Ask for prices, toll number needed. ADIRONDACK CHAIR CO. 1140 B'way, N.Y. (27 St.), Dept. X-42, MU 3-1385

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. \$39 DOZ. East F.O.B. \$44 DOZ. Milwaukee SAMPLES \$5 EA.



27 INCHES HIGH The most adorable cuddly bear we've ever handled, every child, woman and even the men will want to cuddle it in their arms. Vinyl rubber feet and paws.

"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

CARNIVAL SUPPLIES

- MINIATURE CHARM KNIVES Single blade, highly polished. Length closed 1 1/2 in. No. B10C6 Per Gross ..... \$10.50
MINIATURE HUNTING KNIFE WITH LEATHER SHEATH 4 in. overall. Pearl effect handle. No. B10C104. Per Gross ..... \$24.00
TINSEL HEAD INSIDE HUMMER FLYING BIRDS No. B38N27. Per Gross ..... \$ 7.20
CELLULOSE FEATHER DRESSED DOLLS With High Hats, Earrings and Canes. No. B34N7. 6" ..... \$ 8.40 Gr. No. B34N3. 7" ..... 16.50 Gr. No. B34N9. 9" ..... 27.00 Gr.
FUR MONKEYS With High Hat No. B38N81. 7 1/2" ..... \$ 7.20 Gr. No. B38N18. 12" ..... 27.00 Gr. With Cellulose Head, Hat and Pipe. No. B38N24. 7 1/2" ..... \$ 8.40 Gr. No. B38N25. 9" ..... 15.00 Gr.
HAWAIIAN LEIS No. B46N27. 11/16" (imp.) ..... \$ 1.75 Gr.
PARASOLS No. B26N26. 18" Paper Parasols \$ 9.00 Gr. No. B26N7. 23" Paper Parasols 16.50 Gr. No. B26N11. 24" Rayon Parasols 3.75 Dz. No. B26N9. 32" Rayon Parasols 4.00 Dz.
CANES No. B15N1. Pennant Canes. Per 100 ..... \$15.00 No. B15N4. Maple Canes. .... 30.00 Gr. No. B15N5. Maple Heavy Canes 42.00 Gr. No. B16N8. China Head Canes 14.50 Gr.
CARNIVAL SUPPLIES No. B38N9. Lizards with 20" tube ..... \$16.50 Gr. No. B38N10. Frogs with 20" tube 16.50 Gr. No. B38N855. Tulip Flowers with snake ..... 16.50 Gr. No. B38N28. Frogs with 12" tube 8.50 Gr. No. B38N29. Spiders with 12" tube ..... 8.50 Gr. No. B38N20. Rubber Ring Tail Monkeys ..... 36.00 Gr. No. B38N42. Squeeze Monkey. 4.50 Dz. No. B38N52. Squeeze Clowns ..... 4.60 Dz. No. B5R1. Bouncer Balls (imp.) 22.50 Gr. No. B21R16. Cork Guns ..... 5.34 Ea. No. B21R26. Corks (per 1000) ..... 2.75

WRITE FOR NEW CATALOG

Full of Carnival Novelties, Premium Merchandise, Costume Jewelry, etc. Please State Business. (Catalogs not sent to individuals.)

N. SHURE CO. 200 W. ADAMS STREET CHICAGO 6, ILLINOIS

WIRE ARTISTS:

buy from Rhode Island's Largest Manufacturer of ROLLED GOLD PLATE Compare our price. Write for prices and deliveries.

25% deposit on all orders Balance C.O.D.

THE IMPROVED SEAMLESS WIRE CO. 775 EDDY ST., PROVIDENCE 5, R. I.

Modern China Vanity Lamp

Solid Color Glaze: Forest Green, Chartreuse, Black and Gray. Contrasting Color Shade, Pierced Parchment. Height 19". Standard Packing, 12 to a carton of each color.

Other Lamps Also Available

BUY DIRECT FROM THE MANUFACTURER

\$1.25 EACH Sample Prepaid \$2.00 each 25% Deposit, Balance C. O. D.

ROSE LAMP MFG. CO.

31 South Bank Street Philadelphia 6, Pa.

PRICE LIST NOW READY

Whips, Batons, Canes, Hats, Balloons, Flying Birds, Leis, Mexican Bird's Nest Hats, Slum, etc. Write today.

ADVANCE NOVELTY CO.

7000 W. WARREN AVENUE Phone: TYler 8-5240 DETROIT 10, MICH.

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**NAME BRANDS** open the door to faster and easier sales.  
**NAME BRANDS** are your good will ambassadors in promotional selling.  
**NAME BRANDS** for exciting premiums, prizes and business gifts.

**NEW! 1953 CATALOGUE NOW AVAILABLE**

More than 1,000 NAME BRAND items beautifully illustrated.  
 Cover has blank space for dealer to imprint his own name and address.  
 Send for your copy of catalog and confidential dealer's price list NOW!  
**CONTINUOUS SUPPLY**  
 All orders shipped within 24 hours

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- Silverware & Flatware • Cutlery
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- Clocks • Watches
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- Radios • Religious Items
- Soft Goods • Lamps
- Fishing Outfits • Binoculars
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- Hundreds of Gift Items.

**H. B. DAVIS CO.**

Dept. B6, 324 West 26th Street New York 1, N. Y.  
 AL 5-6666 Free Parking

## FIRST TIME OFFERED... LARGE PROFIT ITEM!!

**QUICK SALES — QUICK PROFIT!!**

**MAGNETIZED 6 PIECE SCREW DRIVER SET**... MADE OF OIL HARDENED TEMPERED TOOL STEEL... UNCONDITIONALLY GUARANTEED... EACH SET CONSISTS OF 2", 3", 4", 5", 6", AND STUBBY RECESSED HEAD #2... INDIVIDUALLY PACKAGED IN ATTRACTIVE BOX... EACH BOX CARRIES \$4.85 PRICE TAG AND GUARANTEE. YOU CAN REALLY EARN HUGE PROFITS WITH THIS ITEM, BECAUSE EVERYBODY IS A POTENTIAL CUSTOMER!!



Packed 100 to a box. Regular price... \$4.85 each

**OUR PRICE... 70¢ each**

25% deposit with order Balance C.O.D. — F.O.B., Cleveland, Ohio

Sample box... \$1 post paid

**STEM DISTRIBUTING CO.** 4915 HARLEM AVE. CLEVELAND 3, OHIO

**ENGRAVERS** with it since 1907

No. 100 Men's All-Aluminum Idents. \$7.50

No. 14 All-Aluminum Grab Bag Idents (not seconds) LOW-PRICED Grab Bag Bracelet!

**DAY and NITE SERVICE**

Complete With No. 102 \$13.00

Sister Hookal Double Heart All-Aluminum Idents. \$7.50

Call us any time from anywhere—order shipped at once! No deposit required on C.O.D. orders. We pay postage on all prepaid orders except airmail. Send for NEW 1953 CATALOG with many new engraving items.

**FREE SAMPLES TO CONCESSIONERS**

"Originators of the All-Aluminum Ident"

**MILLER CREATIONS** 7739 Avalon Phone: Chicago, Ill. Waterfall 8-8855

## THE GREATEST LINE OF NOVELTIES EVER ASSEMBLED IS ILLUSTRATED IN OUR NEW 1953 CATALOG

CONCESSIONAIRE'S, OPERATORS, STREET WORKERS

Don't fail to send for your Free Copy of our General Catalog that is now ready for mailing. It illustrates the most extensive line of Novelties and Premium Merchandise ever offered at amazingly low prices.

**GELLMAN BROS.** MINNEAPOLIS 1, MINN. 119 NORTH FOURTH ST.

## ATTENTION, ENGRAVERS AND SPINDLE OPERATORS

SEND FOR YOUR COPY OF NO. 153 CATALOG WHICH IS NOW OFF THE PRESS ILLUSTRATING A COMPLETE LINE OF IDENTs, RINGS, COMPACTS, MEN'S JEWELRY, PIN & EARRING SETS, ETC.

Please state your business—also give us your permanent address so that you may receive other circulars from us.

**FRISCO PETE, 604 W. LAKE ST., CHICAGO 6, ILL.**

## YOU'VE NEVER HAD SUCH VALUES BEFORE!!

NOVELTY LAPEL RUBBER MONKEY. Newest novelty with plenty of mirth-provoking action! Doz. \$2.25. Gr. \$23.00

6-INCH CRUCIFIX—PEARLIZED. Gold-plated Corpus. Packed in gift box. Doz. \$2.00. Gr. \$23.00

1/3 deposit with order, balance C.O.D. Include postage on all prepaid orders. Giant 132-page catalog to be ready in 2-3 weeks. Reserve your copy now, stating your business.

**UNIVERSAL PREMIUM JOBBERS** 1508-16 BROADWAY, MACON, GA.

## AT LIBERTY—ADVERTISEMENTS

5c a Word Minimum \$1  
 Remittance in full must accompany all ads for publication in this column. No charge accounts.  
**Forms Close Thursday for the Following Week's Issue**

### BANDS & ORCHESTRAS

**AT LIBERTY—TRIO: PIANO, TRUMPET, Bass, vocals; non-college, desires location Gulf Coast, South. Don Neal, 2317 McKenzie, Waco, Tex.**

**AVAILABLE—TEN PIECE (INTERNATIONAL) orchestra. Prefer society club, country club or hotel week-ends near New Haven, Conn. Girl leader, sax player. Marion Freeman, 99 Elliott St., New Haven, Conn. jn27**

### CIRCUS & CARNIVAL

**CARNIVAL ELECTRICIAN — DIESEL OR transformer, A-1 with plenty rail and truck show experience; married, dependable, drive, strictly sober; never missed an opening; best of reference. Require top wages. Join on wire anywhere. A. R. McGuire, 32 Main St., Garden City, Savannah, Ga. (Phone: 9661 days.) jn6**

### MISCELLANEOUS

**FEMALE IMPERSONATOR — SLENDER; flashy wardrobe; neat, attractive. Private parties, etc. Burnell, c/o Billboard, 390 Arcade Bldg., St. Louis, Mo.**

**HARVEY THOMAS, 162 NORTH STATE, Chicago, Illinois, Dearborn 2-2735, has white and colored singers, dancers, musicians, acts. All occasions, will travel. jy4**

### MUSICIANS

**ALTO, SAX, CLARINET—GOOD TONE; draft exempt; co-operative, single. Will travel; experienced, read; available immediately. Age 29; don't drink. Eddie "Del" Gludice, 136 Oak St., Paterson, N. J. Lambert 3-0491.**

**AVAILABLE IMMEDIATELY—DRUMMER-vocalist; solid beat; trumpeter, doubling vee trombone; pianist, doubling vibes, accordion. Will travel if job is legit. Shows, Latin cut in stride, all essentials necessary. Name, semi-name experience. All replies acknowledged. "Bill," 2112 Green, Morgantown, W. Va. Phone 9665.**

**BASS-GUITAR — SOLO, RHYTHM; FOUR years top trio in hotels, vocals, G. Erickson, Harmon Hotel, Minneapolis, Minn.**

**BASS, GUITAR (SOLO RHYTHM), MODERN chords, combo experience; harmony vocalizing if necessary; arranging experience; no character, sober. Phone, wire Don Altenberger, Karnak Hotel, Karnak, Ill.**

**CIRCUS BARTONE — UNION, ADDRESS Musician, Webb Hotel, Hugo, Okla.**

**DRUMMER—AVAILABLE AFTER JUNE 10th. Fully experienced, small combo; union; cut shows. Phone 9550, Freddie Clarke, Daytona Trailer Park, Daytona Beach, Fla. jn6**

**DRUMMER — UNION; MODERN STYLE; experienced; specializing in small combos. Available for summer engagement. Musician, 102 Rauber St., Rochester, N. Y. jn6**

## "JOLLY HANS"

Gr. \$7.20  
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All the news of your industry every week in The Billboard...

**Pipes for Pitchmen**

By BILL BAKER

JACK (BOTTLES) STOVER... opened his season with a fair stand in Covington, Va., and it marked the first time he has exceeded the 40-mile limit since last summer. He'd like to know what the sheeties are doing.

JUNE COFFEE... is working the Tulip Festival in Holland, Mich., while her sister, Marcia, is working Oklahoma City spots.

HENRY H. VARNER... pipes from his Akron headquarters that his son, Cpl. Don C. Varnier, of the Marine Corps, landed in San Francisco May 28 after an extended tour of duty overseas for his Uncle Sam.

TERESA SIDENBERG... widow of Sid Sidenberg, widely-known whitestone worker, and daughter, Arlene, will leave their St. Louis headquarters soon to play a few fairs and celebrations in Ohio and Pennsylvania. Teresa reports that she has been working celebrations and that she has encountered few pitchmen at the spots played. She worked Marissi, Pa., with jewelry recently to good returns. "At Marissi, I ran into Stella and Jerry Mullins, with coils and polish," she pens. "Stella is a clever worker. I had a letter from Madeline Ragan the other day and she says that she's in good health and is working in the East somewhere. I miss not seeing and hearing from pitchmen. I worked the Sportsmen's Show here and Jack Jacobs had about 10 stands here. He permitted me to work off one of his stands since I could not get on.

BILLY VAN ZANDT... former med comic and now associated with The Houston Post, visited the Zarlington Players while the latter were playing Converse, Tex.

"IN OUR SECOND... week at Somerville, Tex., we had to close three nights because of rain and generally poor weather," letters Landrus, the Magician. "Business has been average. Mr. and Mrs. Howard and Lady Emily Zarlington, of the Greater Zarlington Players, visited in Waco, Tex., with N. H. Tate, of the Tate-Lax Medicine Company. They left Waco just 45 minutes before the tornado struck that city. From Somerville we go to Cameron, Tex., which we last played in 1947. Doc Zarlington is lecturing and Lady Emily does the booking and oversees the general operation. The 73-year-old Burt (Smoky) Leslie is doing blackface. Mr. and Mrs. Windy Button and daughter, Dale, are here and their turn is clicking, as is Eva Hernandez's. Bonnie Zarlington is back on the show, singing, dancing and handling the drums. Bessie Hill, a versatile entertainer, is doing bits. The writer is handling magic, vent, mentalism and hypnotism."

"I'M STILL... working sales pavillions and jockey lots and plan to make the rodeo at Fort Smith, Ark., before heading back to Illinois," pens Bob Posey from Rogers, Ark. "The only pitchmen I have seen are the retired ones. The celebrations and pumpkin fairs are not what they used to be for me. Most of the auction barns will give you 30 minutes to an hour before the sale starts. And I've found the great majority of them are real hustlers. I've been working household ware on a jam pitch and then I rehash the whole bundle when I can. I'm working from a new truck and most of the time I get two sales a day. Anyone in the following territory can get a fair day's work at these spots: Glen Stoughtenburgh, Friday sale, 10:30 a.m., rear of fairgrounds, Springfield, Ill.; Luke Gaule, Saturday sale, 10 a.m., By-Pass 66, Springfield, Ill.; Hughey Martin, Friday sale, 11 a.m., Colchester, Ill.; Wednesday sale, 10:30 a.m., Viola, Ill.; Thursday sale, Monmouth, Ill.; Tuesday sale, 10:30 a.m., McComb, Ill.; Thursday sale, 11 a.m., Carthage, Ill. There is a new sales barn at Roodhouse, Ill., that I haven't worked as yet. Tulsa, Sapulpa, Claremore, Okemah, Okmulgee, Chekota, Wilburton, Stigler and Taiquah, all in Oklahoma, were good to me. I'd like to see pipes here from James L. Osborne, Thomas Kennedy, Roundy Carrouthers, Anne Decker Peterson, Dock Tom Neeley, Lester Kane, Artie Cohen, Tim O'Day, Speedy Hascal, Goldie E.

Brown, Shorty Treadway, Big Slim Rhodes, Melvin Sproat, Tyler Ward, Joe Conti, Detroit Pollard, Chief Little Fox, Alex McCord, Jack Currant, Doc Colby, A. E. (Blackie) Stien, Rug Needle Wilson, Harry Corry, Morrie South and the host of others whom I have day and dated in the past 30 years."

**Coney Island, N. Y.**

Continued from page 55

all-year-round venture has proven so profitable that plans are to retain this feature as a permanent policy.

Dave Rosen's Palace of Wonders and his new Congress of Oddities, the latter across Surf Avenue, run in opposition to each other, particularly for Congress with its two blaring signs reading "Ten cents admission." Personnel for the latter consists of Major O'Satyrdae, talker out front; his wife, Harriet, ticket seller; their educated dog, Danny; Louise Fisher, leopard-skin girl; Pinkie Sessions, armless wonder; Jack Donahue, human auto tire; Al DeLenn, magic; Ogee, white Hindu fire manipulator, and Bill Sherry, ticket taker. For the Palace there are Bert Kaye and John Sheridan, out front talkers; Clare Purdy, ticket seller; Edith DeWise, inside lecturer; Jean Carroll Rapp, tattooed Venus; Rose Westlake, Fifi, the sheep-headed girl; Sammy Pas Samela, human ostrich; Ed Wray, armless wonder for the annex attraction; Alzora, turtle girl and two midgets, and Tommy and John Krause plus Margie White, f.r. the bally.

Sid Daiell and Eugene Holstein have discarded their ring toss game on Surf in order to double the size of their balloon dart game. Phil Kravitz is the new lessee of the property on Surf near West Eighth last season occupied by Carmen's girlie show. The spot new tenants a freakery with Bill Daly in charge. Attractions consist of a snake pit, an elektra girl and a Chinese dragon. Al Lesser, formerly a photo and a greyhound racer attendant, has realized his one pet ambition, to become a boss of his own concession, and opened a balloon dart game on Surf where Ted Wilson manufactured Crispuds the last few seasons. The Klarnet family is in deep mourning over the recent death of Mrs. Karl Klarnet. Rhoda Lovitt, since the death a year ago of Sam Billig, is in control of the Eden Wax Works on Surf and West Eighth—also a novelty sou-

**SMASH HIT!  
THE BEER DRINKER**

Fat and Funny  
Fastest seller to hit the big time! Squash him down, he comes up squawkin', lifting his mug for a hearty prosit. 6" tall. Attracts on sight. Sells the minute it's demonstrated.



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10 Swiss or 5 American Ladies' and Gents' Wristwatches, needing minor repairs, \$18.00 Write for prices.  
10 lbs. of Broken Costume Jewelry, \$10.00 For Dealers Only  
**B. LOWE**  
Holland Bldg. St. Louis 1, Mo.

venir shop adjoining. Managing the waxery for his is Jack Gordon, an Island newcomer. Ticket seller is Irving Haber. Eden's first operator was the late Sam Gompertz.

Shirley Silas is back in Monroe Ehrman's publicity, real estate and insurance office on West Eighth now that Monroe's son, Richard L., has decided on a vocation more to his liking, the textile biz. This is Shirley's 40th year as an Islander. Her dad, at that time, operated Coney's first kosher meat market, and her ma, Anna Bloch, ran Coney's first independent hotel (Bloch's) on Railroad Avenue in 1905 when Shirley was born. Jack Merr, who operates a large golf course in Feltman's Park and a high striker on the Bowery in charge of Dorothy Weinstein, is a much more relieved person now that his mother, Rebecca, has recovered from a heart attack and is convalescing in Jamaica, Long Island. Jack is also anxious to become a ride owner and operator in some advantageous Coney site. Anna Marano has packed up her penny pitch game that drew lots of pennies for a long time on the Bowery front of Pleasureland and departed for Rocky Point, N. C. Replacing her is Jean Breese with a greyhound racer. A new feature in Pleasureland is a colorama ring toss operated by Don Hays. At Rocky Point, Miss Marano is now introducing a greyhound racer. Harry Rosen is celebrating his 20th year as an Island concessionaire. When he is not operating a rolldown ball game on Surf, opposite West Eighth, he is busy attending to secretarial duties for the National Showman's Association in the New York office.

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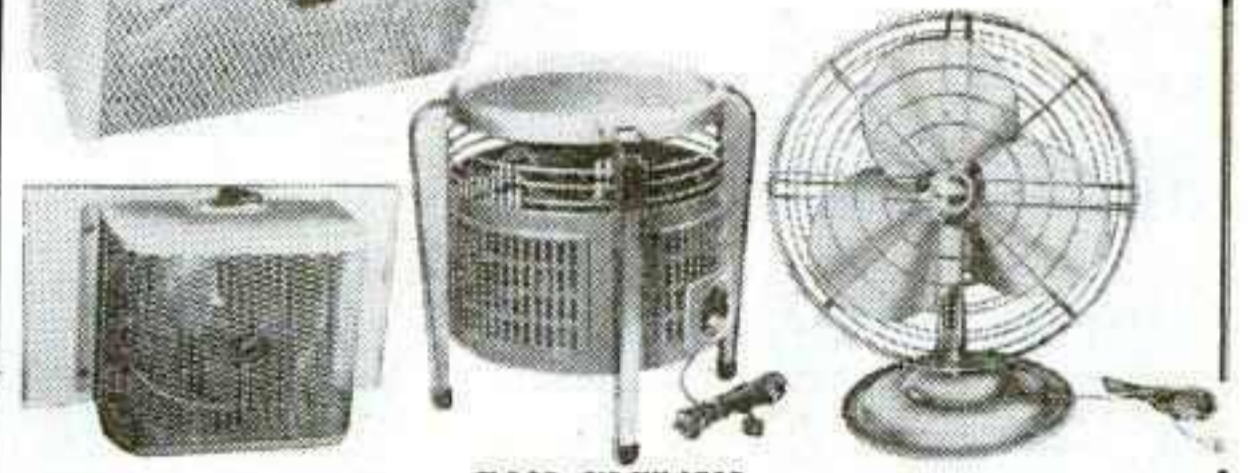
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**REVERSIBLE WINDOW FAN** 12" Blade—1 Yr. Guarantee 1550 RPM cont. duty weather-proof AC motor. All-steel construction. Adj. 24" to 34". \$39.50 Retail. Salesmen 6 or more, \$22.53 FOB. Sample \$25.03 prepaid.

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START YOUR OWN BUSINESS**  
Full or Part Time... Make Your Own  
**COMMERCIAL FANS** We supply you with all parts. All you need is 1/4 HP split phase motor. Easy to assemble. All parts machined to fit.

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Earn Big Profits RIGHT NOW Start assembling and SELLING Fans the SAME DAY Earn \$10, \$20 per hour. Sell to Taverns, Laundries, Restaurants and Factories.

**MOTOR BASES** For mounting Fan Motor-plated.

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**FAN BASES** All-steel rubber mounted. Black crackle finish or polished chrome plated.

**COMPLETE FAN KIT** blade, guard, stand, less motor. Chrome Krackle Either Sample

Aluminum Blade	18 Inch Low stand kit	\$ 9.90	6 to carton	\$ 8.90	\$12.90
20 Inch		\$10.90		\$ 9.90	\$14.90
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1/4 H.P. Motor 110 volt 60cy. 1725 rpm split phase	\$8.50 ea.
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5-ft. 5j cord and plug, rubber covered U.L.	37c ea.

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## STRENGTHENS POSITION

# Genco Expands Coverage, Adds Nine Key Distributors

CHICAGO, May 30.—Continuing to expand its sales network, Genco Manufacturing & Sales Company announced Friday (29), thru Owners Avron Gensburg and Sam Lewis, the addition of nine distributors. The firm is now delivering Silver Chest, a new type amusement game housed in an upright cabinet with in-line and sequence scoring.

Albert Simon will fill a dual role. He has been named Eastern representative for Genco in New York, New Jersey, Connecticut and Eastern Pennsylvania. This will include liaison between the factory and Genco territorial distributors and operators in the above area. In addition, Simon will be the distributor in New York City and environs. His headquarters are at 587 10th Avenue, New York.

The direct factory distributor for Philadelphia and neighboring Eastern Pennsylvania is David Rosen, Inc. The firm's showrooms and offices are at 855 North Broad Street, Philadelphia. This, it was stressed, was not to be confused with Simon's assignment in Eastern Pennsylvania as factory representative.

Genco's new Nebraska distributor is the Central Music Distributing Company with headquarters at 1209 Douglas Street, Omaha. Lou Singer heads this office.

### St. Louis Distrib

The Central Distributing Company, 2334 Olive Street, St. Louis, has been assigned the Southeastern Missouri and Southern Illinois. Principals at Central are Tony Koupal, Charlie Kagel and Norwood Veatch.

One of the oldest distributor houses in the trade, Trimount Coin, will cover the Boston area

for Genco. Trimount's headquarters are at 40 Waltham Street, Boston. The firm is headed by Dave Bond, and his associate for more than two decades there is Irwin Margold.

Commercial Music Company with offices at 1501 Dragon Street, Dallas, and 1415 South Flores Street, San Antonio, will cover Texas with the exception of the Southeastern part. Raymond Williams heads Commercial. Meanwhile, City Music Company, owned by Elvin Answorth, will be the distributor in the Houston and surrounding area. City Music has headquarters at 1023 Milby Street, Houston.

### Minnesota

Automatic Games Supply Company is the distributor in three States for Genco products—Minnesota and North and South Dakota. Bob Wenzel heads Automatic Games whose headquarters

are at 302 University Avenue, St. Paul.

H. B. Brink, 825 East Front Street, Butte, Mont., is the newly appointed factory distributor in Montana. The firm is owned by H. B. Brink.

Gensburg and Lewis pointed out that the addition of the nine distributing firms strengthens their position in several parts of the country and that more appointments were under consideration. Since taking over the Genco factory last December, the pair have made steady progress in expanding the firm's assembly lines, developing new amusement items and appointing proven distributors. Altho the firm has a financial tie-in with Chicago Coin Machine Company and Gensburg and Lewis were formerly key staffers at Chicago Coin, both factories are run separately, have entirely different personnel and are in fact in active competition.

## 30TH ANNIVERSARY

# So. Automatic Plans Fete in Five Offices

LOUISVILLE, May 30.—The Southern Automatic Music Company, Inc., will celebrate its 30th anniversary in the coin machine industry with two days of open house festivities in all five offices June 13-14.

The organization was established in 1923 by Leo Weinberger, who is still the active head, and has executive headquarters at 735 S. Brook Street, Louisville.

The Cincinnati office was opened in 1934. It is located at 1000 Broadway and is managed by Joe Weinberger, Leo's brother. Two years later the Indianapolis branch was established. Sam Weinberger, a second brother, directs the activities of this office at 129 W. North Street.

Sam Dieter is in charge of Southern Automatic's office at 3011 E. Maumee, Fort Wayne, Ind. Like the branch in Lexington, Ky., it was opened in 1945. Homer Sharp is manager of the Lexington office at 1535 Delaware Avenue.

Leo Weinberger emphasized that all offices will have a full program during the two-day fete.

# Grael to Talk At UJA Banquet Of Coin Trade

NEW YORK, May 30.—John Stanley Grael, one of the co-founders of the American Christian Palestine Committee, will be guest speaker at the June 23 dinner of the Coin Machine Division of the United Jewish Appeal to be held at the Hotel Plaza here.

Jack J. Mitnick, chairman of the affair, said that the event was nearly sold out. The dinner will be a testimonial in honor of Barney Sugarman, head of the Runyon Sales Corporation.

# Gisser Plans Opening Fete

CLEVELAND, May 30.—Morris S. Gisser, sales manager of the Cleveland Coin Machine Exchange, Inc., has announced the June 7 grand opening of the distributing firm's ultra-modern building here and invites coinmen to attend.

New quarters are located at 2021-2025 Prospect Avenue. Visiting hours are from 10 a.m. to 6 p.m. Visitors will be supplied with buffet lunch and refreshments.

## NAME PETROCINE MIAMI ASSN. V-P

MIAMI, May 30.—Edward Petrocine, North Dade Amusement Company, has been named vice-president of the Amusement Machine Operators' Association to fill the unexpired term of Al Soke, who recently sold his music and game route and acquired a motel in Ocala, Fla.

The action was taken by the AMOA executive board and announced at the regular monthly meeting held last Thursday (21) at the association's headquarters, 811 SW Eighth Street. Petrocine will serve until October, the next annual election for a full slate of officers.

# Gottlieb Bows Pop-Up Posts On Guys Dolls

CHICAGO, May 30.—Distributors of D. Gottlieb & Company started operator showings this week on Guys Dolls, a fast moving five-ball game which introduces powered pop-up posts.

Guys Dolls has nine kicker bumpers, which reset after all have been hit and advance the bonus for high score. They also increase the value of point lanes and light roll-overs at the bottom of the playfield for replays.

Each reset of the sequence bumpers lights one letter in the game's name on the backglass. In addition, a mystery spot feature lights one letter intermittently at the start of the game. Guys Dolls also has an A-B-C-D sequence which lights bonus holes for replays.

The pop-up posts build up the game's action and aid players in recovering balls about to drop out of the point-scoring area. They are activated by player-controlled buttons on both sides of the cabinet.

## PLANT RECREATION

# Games Morale Builder, Says Personnel Head

PHILADELPHIA, May 30.—Industry can make use of pinball machines as a key part of recreational program for employees, according to Donald Peck, personnel director of the Frank H. Fler Corporation.

The Fler firm, which manufactures bubble gum, has had one pin and a shuffle alley in its cafeteria for several years and 350 employees make use of this coin-operated amusement games as part of the firm's recreational program.

The funds, which Fler derives as a commission, has been used for additional recreational activities, such as ping pong, cards and horseshoe courts. This year,

with the funds larger than usual, the additional money is to be used in a contest which will send one employee to a Phillies or A's game for free every Tuesday. The employee will be given box seats for two.

Charles Marvel, Fler's assistant personnel director, reports that the coin-operated equipment is a boost to employee morale.

# Miami Op Polgaar Dies

MIAMI, May 30.—Funeral services were held Monday for Charles P. Polgaar, 64, who operated amusement games and music machines under the trade name of C & A Amusement Company.

Polgaar was an operator for 20 years, 15 in Newark, N. J., and the past five here.

Interment was in Mount Nebo Cemetery, Miami. Survivors included his widow, Ann, a daughter, Mrs. Margaret Hoffman, and two grandchildren.

# Scott-Crosse Execs Revise Trip Dates

PHILADELPHIA, May 30.—Abe Witsen and Sal Groenteman, owners of the International Amusement Company and the Scott-Crosse Company, this week announced their revised itineraries for their European export trips.

Witsen leaves June 21 and will

# N. Y. Operators Table Plans for 10-Cent Play

NEW YORK, May 30.—New York juke box operators have tabled indefinitely any plans to institute dime play here. Informal discussions among route owners over the past few months have failed to crystallize opinion in favor of the move, and operators are agreed that the switch could only prove successful if a heavy majority approved.

Among the last in the country to be tempted by dime play, local operators watched the trend build elsewhere, and a few months ago many began to talk of following the example set in other metropolitan areas. As sentiment mounted, it appeared certain that the move would be made. Many large operators already were setting plans for accomplishing the change-over when the project collapsed.

Factors thus far blocking unanimity of feeling on dime play include the large number of locations patronized by teen-agers, those in economically depressed areas, and the constant threat of greater use of free television in taverns. Too many operators are fearful that doubling the price of music would decrease the volume of play below safe limits. Revival of dime-play pressure is not expected to make itself felt strongly until the fall.

# Game Shortage Slows Trade in Toronto

TORONTO, May 30.—A shortage of late-model pinball machines in Canada was cited this week by Al Clavir, manager, Toronto Trading Post. Clavir said that the manufacturers were not shipping enough of the machines to supply the Canadian demand.

"Anyone with any used late models won't part with them, unless it's for a high price," Clavir asserted. "The biggest shortage is in the five-ball games."

Prices on the models in short supply are more than they sell for new.

The problem has become acute within the last two months with the opening of the summer beach spots.

## PROMOTION

# Det. Shuffle Assn. Jells Summer Plans

DETROIT, May 30.—A new program to stimulate shuffleboard play in the Motor City area has received wide general support, according to Fred Chlopan, president of the Detroit Shuffleboard Association. Designed for the summer use, Chlopan said that this "challenge program and a series of attention-getting activities that will be carried out by our group in the next few months will give the industry a 'shot in the arm' during what ordinarily would be a lull season."

Further details of the program will be implemented at the monthly meeting of the DSA, to be held Thursday (4) at the Hotel Tuller. Title of the program will be "Coins in the Slot," Chlopan said.

# Miami Coinmen Eye Referendum On City Gov't

MIAMI, May 30.—One of the most controversial civic issues in years is engaging the attention of coin machine operators as well as the rest of the populace here. The Florida Legislature has approved bills to abolish the charter of the city of Miami and to consolidate it with Dade County, subject to a referendum by Miami voters June 9. If the voters cast their ballots in the affirmative they will get a new form of government July 1, the City and County of Miami.

The Miami plan would simply turn over the job of running the city to the county commissioners, who are in charge of unincorporated areas. It would leave the 25 other municipalities in Dade County untouched.

Some coin machine operators believe they would be better off under the consolidation plan, from a license point of view.

# 62 Ops Attend Jones School

BILLINGS, Mont., May 30.—Sixty-two operators and servicemen attended the service school on Bally products conducted by the R. F. Jones Company, Salt Lake City, in the Northern Hotel here May 21.

F. A. Thompson, of the Jones organization, said: "Operators and servicemen drove hundreds of miles to attend the school—coming from all parts of Wyoming and Montana—and all expressed enthusiasm for the practical benefits derived."

Henry Brown, Bally service engineer, directed the sessions. He was assisted by Preston Struve and Thompson, both out of Salt Lake office and Marshall Pach, of the Jones Denver office.

## Suburban Chi Arcade Opens, Features Rides

NORRIDGE, Ill., May 30.—An Arcade in the new Kiddieland here opened for business today (30) with the featured units, coin-operated kiddie rides.

Among the rides on location were Exhibit Supply's Big Bronco, Black Beauty and Roy Rogers' Trigger horses, Ferdy the Bull and Sea Skate. Other equipment slated for the Arcade soon are Dale Guns, a coin-operated photo machine and shooting galleries.

The Kiddieland was opened Saturday (23) and is part of a huge shopping area to be built later this year. It is to be called the Harlem-Irving Shopping Center and will house nationally known food chains, variety and department stores.

## Nylco Names Coven Rocket Ride Distrib

CLINTON, Mass., May 30.—Nylco Products, Inc., has appointed Coven Distributing Company, Chicago, to handle its kiddie ride The Rocket in the Midwest.

The ride has five movements thru three control levers and is air-operated. The Rocket also has a sturdy base which even real small youngsters can use to climb into the ride's cockpit. The Nylco ride has no gears or mechanical cams and is equipped with retractable casters which can be locked in place on location. Other features of the unit are its flasher lights and simulated ray guns.

Coven has headquarters at 3181 Elston Avenue, Chicago. Ben Coven is president of the firm.

## Calendar for Coinmen

- June 3, NAMA Area Meeting, Seneca Hotel, Rochester, N. Y.
- 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 5, NAMA Area Meeting, Hotel Syracuse, Syracuse.
- June 8, NAMA Area Meeting, Hotel Van Curler, Schenectady, N. Y.
- June 10, NAMA Area Meeting, Hotel Douglas, Newark, N. J.
- 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.
- June 22—Central States Music Guild, Inc., monthly meeting, 805 Main Street, Peoria, Ill.
- June 23—Western Vending Machine Operators' Association, monthly meeting, Unique Restaurant, Los Angeles.

## FIRE HORSE PROVES HIT

DEFIANCE, O., May 30.—One of the unique ride locations in this city is a fire station.

A horse, Bally's The Champion, was purchased from the Lake City Amusement Company, Cleveland, by A. Van Brackel, of Defiance, for use during Fire Prevention Week. Each child, as part of the program, received several free rides and the interest aroused locally resulted in one of the most successful Fire Prevention Weeks in the history of Defiance.

The horse proved such a hit with the youngsters that the firemen asked that the horse remain at their station permanently. Firemen contribute dimes for the rides, thus keeping the children off the streets.

## RIDE VALUE

### Weinand Sets Store Execs Show Address

NEW YORK, May 30.—The value of kiddie rides as a trade stimulator will be explained by Art Weinand, of Exhibit Supply, Chicago, in a featured address at the fourth annual National Store Modernization, Building & Maintenance Show at Madison Square Garden June 9.

Generally considered one of the biggest conventions attended by retail store owners, the event will run thru June 13. The opening day will be highlighted by a clinic session titled "More Customers—More Volume." Other speakers will be J. F. Knoff, vice-president of Chrysler Airtemp; John Marsh, vice-president of Marsh Wall Products, and Abe Feder, store lighting authority.

Two booths contracted for by Exhibit Supply at the Garden will display three of the firm's newest rides—Space Patrol, Roy Rogers' Trigger, mechanical horse and Sea Skate. They will be under the direction of Frank Mencuri, sales manager.

## SEE NEW HORIZONS

# Kiddie Ride Ops Eye New Type Fun Park Arcades

CHICAGO, May 30.—The idea is still in a development stage, but operators of Kiddielands in many parts of the country have indicated the next major development in the field would be a specialized Arcade for youngsters.

In itself this is not a new step, since there are a few such Arcades in and near metropolitan areas. However, most of the equipment in those already established have been aimed at the teen-agers and the parents of the regular Kiddieland patrons. While the operators of the pint-sized fun parks have had favorable results, most of them feel that the Kiddielands might do better if they concentrated their

equipment pitch toward the mop-pets.

The principal backers of the plan point out that a high percentage of children patronizing Kiddielands are small and accompanied by parents. The mothers and fathers usually remain with the youngsters while they are at the park and guide them from ride to ride. Thus they have little, if any, free time to play Arcade games of their own choosing. Thus the proponents of Arcades for the youngsters point out that if the Arcades are to become big money earners, it will be because the kiddies have some interest in the Arcade pieces.

### Two Arcades

Currently, there are two Arcade experiments under way in Chicago suburban areas. One has been established on Route 66 and is making a good start. The second one, brand new, opened today (30). It features coin-operated

kiddie rides such as horses and other animal rides, space ships, speed boats, automatic photo machines, simulated target gun games, and a game which includes an airplane piloting control potential.

Most Kiddieland operators realize there is an element of risk in taking a flyer on the Arcades for youngsters—since it would require at least 20 or more pieces to start and about 40 units would be ideal. However, they also feel that if the idea clicks, it will prove an additional strengthening point in the whole Kiddieland structure.

One of the points, which kiddie ride operators are pondering, is the installation of rides in the Arcades on a location percentage basis. Heretofore, the rides have been owned by the small fun parks or placed by operators on a single unit basis near the park entrances.

## Mars Makes 4 Bodies for Other Bases

LINDEN, N. J., May 30.—Sid Mittleman, head of the Mars Manufacturing Company here, this week announced that his firm had started making four fiberglass bodies for kiddie ride operators. Mittleman recently bought out his partners, Dave Braun and Dave Stern.

Mars is making an elephant, which will fit mounts for Exhibit and Bally Horses. The tank, truck and auto bodies will fit on Nasco, Exhibit, B&R and Meteor Rocket Ride bases.

Mittleman said the bodies come with brackets so that they can be installed on ride bases with a minimum of trouble. He added he was also in production on a small animal series. The small bodies will sell for \$149.50, with the standard-sized bodies selling for \$199.50.

He said the plant was working six days and three nights a week, turning out 50 bodies a week.

## Oakland Firm Begins Output On Double Ride

OAKLAND, Calif., May 30.—The News Equipment Manufacturing Company has started production on a coin-operated double kiddie ride, similar to a miniature Merry-Go-Round. The unit is called Kiddie Go-Round.

The base is of all steel construction. It has two indented areas on which the horses are attached. It is available with a canopy and music box. The price has not yet been announced.

A. H. Taylor is sales manager of the company which also manufactures a newspaper vender.

## COIN-MINDED MONKEY POWER

MIAMI, May 30.—One of the features of Tropical Hobbyland, an Indian village and zoo here, is a monkey carnival section which has miniature Ferris Wheels and Carousels on coin-operation.

The park's owner, J. J. Segal, equipped the Ferris Wheels and Carousels motor power with coin slots because they were too big for monkey power. Youngsters and their parents drop coins into the amusement units and the proceeds go to local charities.

Segal said the set-up has received steady response since it enables patrons to see animals in action at close range. Both Fox-Movietone News and Universal Newsreel have made short films on the monkey section.

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## Coffee Operators Push Dime Cups, Subsidization

### 5c Price Lead Narrows; Location Pitch Service, Not Commission

By FRED AMANN  
CHICAGO, May 30. — Two trends are shaping up in the coffee vending field, both directly affecting the operator's profit picture. They are vended price and commissions.

Over-all, the 10-cent cup is gaining ground, particularly thru the East, and to a lesser extent on the West Coast. In the South, dime and even 7-cent pricing is not a factor; in the Midwest, and especially in the industrial Chicago area, odd-cent pricing is an established practice.

Generally, the nickel cup of

coffee continues to hold top position but this is being whittled away by the dime price. The nickel cup no longer leads by the wide margin it did as little as 10 months ago. Reasons: increasing costs for labor, material and overhead generally.

In some quarters, the feeling is that the nickel cup should be retained by operators. "Profit margins are high enough to permit the 5-cent price," is the consensus of this group. Advocates of the lower price thinking, are the single major reason why dime and odd-cent cups have not gained at a swifter pace.

#### Commissions

Commission-wise, operators also are taking the reins. While 5 to 10 per cent commission remains the usual range for locations, there is increasing location-acceptance of the lower figure. Also, in many areas, locations have agreed to subsidize coffee venders strictly as a service feature. This is especially true in plant and office installations.

In some instances, notably on the West Coast, operators have worked out no-commission arrangements while holding to the dime price. In one location at Glendale, Calif., firm, Kwik Kafé of San Fernando Valley, makes an exception to its dime policy and charges a nickel. Plant management, however, matches each nickel sale with a like sum out of its own pocket, thus keeping the 5-cent price for its employees and subsidizing the vender in the fullest sense of the term.

Another California firm, Automatic Coffee Service, Inc., Fresno, reports it has dropped commission entirely during the past six months. It vends only dime coffee, the same price charged by all local cafes.

#### N. Y. Goes Dime

In New York City, operators are charging the dime price or planning to do so in the near future. About 80 per cent of all

(Continued on page 79)

## Cost-Cutting Ideas Featured In NAMA June Area Meets

CHICAGO, May 30. — Four National Automatic Merchandising Association area meetings have been scheduled during June. Each will feature ideas for cutting costs of operation, plus a film, "Closing the Sale." They will all be dinner meetings, starting at 6 p.m.

Date and site of each follows:

June 3, Wednesday, Seneca Hotel, Rochester, N. Y. C. Dulin Gill, Ford Gum & Machine Company, Inc., Akron, area chairman.

June 5, Friday, Hotel Syracuse, Syracuse. John H. Gage, Syracuse Cigarette Service Company, Inc., area chairman.

June 8, Monday, Hotel Van Curler, Schenectady, N. Y. Raymond H. Lunn, Lunn Popcorn Company, Schenectady, area chairman.

June 10, Wednesday, Hotel Douglas, Newark, N. J. John Sharenow, North Jersey Cigarette Sales, Inc., Newark, area chairman.

## Boston Operation Shows How Venders Service Industry

### Automatic Merchandising Stages Vender In-Plant Feeding Display

BOSTON, May 30. — New England industrial executives got a good look at a battery vending installation designed for in-plant feeding at a special showing put on by Automatic Merchandising Corporation, of Medford, Mass., Thursday and Friday (28-29) in the John Hancock Insurance Building.

More than 1,000 industrial executives, operators, manufacturers and their representatives saw the automatic cafeteria in operation. Featured were hot and cold drinks, soup, hot sandwich, pastry and ice cream units.

Nine machines were used in the battery, including a hot sandwich machine which electronically cooked ham and cheese sandwiches and vended them for a quarter. The machine, called the "Grill King," is made by American Vending Corporation, Chicago.

Other units in the battery: Two Stoner refrigerated sandwich ma-

chines vending cold roast beef, boiled ham, corned beef and chicken salad; a Stoner pastry machine; a Rudd-Melikian coffee machine serving coffee, chocolate and soup; a Rowe milk machine selling both plain and chocolate milk; an APCO cold drink ma-

(Continued on page 80)

## Snively Reports 640 Soup, Juice Units Operating

### Sullivan Tells Ops Of In-Plant Feeding Problems, Training

NEW YORK, May 30.—Paul Sullivan, sales executive for Snively Groves, Inc., said this week that 640 Snively units were on location in the East and Midwest, compared with 400 a year ago. About 90 of the venders dispense hot soup, with the balance juice. He said most of the soup installations were in industrial locations.

The biggest obstacle to in-plant feeding thru vending machines, according to Sullivan, is that venders cannot always offer the same selection and balanced menu as can a cafeteria. However, he pointed out, improvements in hot sandwich venders and the development of soup and fruit juice units were brightening the vending picture for in-plant feeding via vender.

#### Special Training

Sullivan warned operators, who are considering branching

(Continued on page 80)

## Wis. Bill Hiking Cig Tax Killed

MADISON, Wis., May 30.—The long drawn-out battle in the Legislature chambers of Wisconsin over the bill to increase cigarette taxes 1 cent per pack was defeated by a vote of 67 to 24 this week. The new tax proposal had been suggested as a means of supplying State public schools with \$3,500,000.

Industry representatives, speaking for the tobacco trade, vending machine operators and drug and food wholesalers and retailers, appeared before the committee in protesting the move. Operators made the point that at the present price they would be forced to absorb the added penny increase.

## PENNY PORTION PACKS POWER

CHICAGO, May 30.—The power of the peanut—even today's penny portion—is not to be shrugged off lightly.

Compared with several well-known "energy" foods, the goober owes apologies to none. For instance, one pound of peanuts (55 to 60 penny portions via vender) equals four pounds of steak in energy value, 21 pounds of cheese, 10 quarts of milk or 33 eggs.

The alert bulk operator could take a point-of-sale cue from the above: "A dime's worth of energy (at steak prices) for a penny."

## Straight Dime Bar Test Success in Chi

### 10 Venders Gross \$487 Per Week In Rapid Transit Subway, El Stations

CHICAGO, May 30.—Dime bar vending, instituted as a new policy by Transit Sales, Inc., thru its rapid transit locations late in March (The Billboard, May 2), is now termed passed the experiment stage and a definite company program.

The addition of dime bars also marked the firm's entry into other than the penny candy field. With 10 eight-column candy machines now installed on five subway and one el station platforms, the program calls for approximately 30 dime units by the end of July.

Releasing sales statistics on individual and average grosses for the 10 venders, Transit Sales Officials pointed out that the installations could not be termed typical. High traffic volume,

coupled with the 7-day week and 48-hour day active sales period in such public locations, combine

(Continued on page 80)

## Vend Costume Jewelry Thru Grocery Chain

### Six Units Gross \$450 First Week; to Expand Operation in June

NEW YORK, May 30.—More than 600 pieces of 75-cent costume jewelry were vended in six multi-purpose venders in the Ralston grocery chain, grossing over \$450 during the first week of operation, according to Sam Schwartz, head of the Super-Shopper Vended Products Company.

Schwartz recently bought 12 venders from Filene's, Boston department store which had experimented with the machines for

(Continued on page 80)

## Five Business Sessions To Highlight NCWA Meet

WASHINGTON, May 30.—Five business sessions will highlight the eighth annual National Candy Wholesaler's Association convention at the Conrad Hilton Hotel, Chicago, August 2-6, C. M. McMillan, NCWA executive secretary, announced this week.

He stated that the sessions would alternate with open hours of the exposition to afford delegates time for both operating problems and buying opportunities.

The convention opens Sunday, August 2, with committee and board meetings and registration; a preview of the exposition will be held that evening. Monday (3) morning the annual Early Birds' Breakfast will be held, with registered wholesalers guests of the manufacturers. The program will be devoted largely to discussions from the floor, with a panel of candy experts on hand

to aid in exploring industry problems. NCWA President Peter Kramer Jr., Peter Kramer & Son, Somerville, Mass., will deliver the keynote speech, "Partners for Profit."

More than 100 major lines of confectionery and allied products will be displayed. Almost 75 per cent of the exposition space has already been assigned, according to Wilbur K. Hess, assistant secretary of NCWA in charge of the exhibit.

The second session of the convention, Tuesday (4), will feature the subject, "Profiting Thru Wholesaler-Retailer Partnership." A panel discussion between wholesalers and retailers on ways and means for closer teamwork will be a highlight.

Topics of other sessions will be "Profiting as Partners in Your Association" and "Profiting Thru Wholesaler - Manufacturer Partnership."

## Leidenberger Elected Head Of Western Ops

### Succeeds Slater; Seigle Named V-P, Biro Secretary

LOS ANGELES, May 30. — M. R. Leidenberger was unanimously named president of the Western Vending Machine Operators' Association at the annual election held here Tuesday night (26). He succeeds M. I. Slater, who headed the group for 10 years. Slater was voted an honorary member and presented with a pen set on his retirement from office.

Bill Seigle, Long Beach operator, was elected vice-president and treasurer, succeeding R. S. McNaughton. Frank Biro, of Alhambra, was named secretary, filling the vacancy created by Leidenberger's election.

Slater entered the vending ma-

(Continued on page 80)

## Calif. Candy Tax Nixed in Senate, Hearing June 4

SACRAMENTO, May 30. — Senate Bill 1191, exempting candy and milk drinks from the sales tax, was passed by the Legislature here Monday (25) by a vote of 21 to 13. Hearing on Assembly Bill 2253 is scheduled before a committee Thursday (4).

When the bill came up in the Upper House, Sen. Verne Hoffman (R), of San Joaquin County, told the Senate that candy and milk drinks were food and therefore should be exempt.

Sen. Ben Hulse (R), of Imperial County, finance committee chairman, opposed the bill. He said it would result in a revenue loss of \$3,900,000 a year to the State and might have a serious effect on the budget. He warned that new taxes would result if levies were continually cut at the tax base.

Supporters of the move thruout the State were being urged to write or wire their assemblymen to back the bill.

# Minute Maid Expands, Buys Acreage, Plant

NEW YORK, May 30.—The Minute Maid Corporation here, a major supplier of frozen fruit concentrate for the vending trade, this week announced the purchase of 2,000 acres of citrus producing land in Polk County, Florida, from the Triple-E-Corporation. The land, near Haines City, Fla., currently produces an average of 800,000 boxes of oranges and grapefruit.

A \$2,450,000 canning plant is included in the purchase; the plant will eventually be converted to a processing factory for frozen fruit concentrate, with a season capacity of 2,000,000 gallons. Minute Maid already operates four processing plants in Florida.

The Polk County purchase now gives the firm nine citrus-bearing properties in Central Florida, representing over 5,000 acres of citrus fruit-bearing land.

### Traces Growth

Speaking before the New York Advertising Club Thursday (28), Minute Maid President John Fox told how frozen fruit concentrate had absorbed all increase in crops while fresh and canned citrus was falling in sales.

He said that this year's consumption of frozen citrus at 1,200,000,000 cans was five times that of 1949. He attributed the gain to advertising, distribution and lower cost to the consumer.

# SHEET VENDER FOR TURF FANS

OMAHA, May 30.—A Des Moines manufacturer, Pro-Vend Company, this week was credited with instituting a "first" in racing circles. Enthusiasts at the Ak-Sar-Ben track this week were able to purchase their programs from a vending machine installed by the Iowa firm.

Pro-Vend officials stated that they hope to install similar units at tracks in all parts of the country.

# Gotham Candy Brokers Plan Convention

NEW YORK, May 30.—The first annual exposition of the Metropolitan Candy Brokers' Association, Inc., will be held July 27-30 at the Hotel Commodore here. Harry V. Schechter, general exhibit chairman, said that invitations have been sent to 1,500 wholesale buyers, most of whom have indicated they would attend.

He added that about 100 vending operators are expected to attend. More than 100 manufacturers of confectionery and allied products will exhibit, Schechter said.

On the show committee are Simon Diamond, Herman Eitelberg, Abe Josephson, Arthur Raphael and Edward B. Schechter. Sam Shalit is president of the organization.

# Reiger Resigns As Ideal Mgr.

BLOOMINGTON, Ill., May 30.—John C. Reiger Jr., Ideal Dispenser Company general manager and secretary, announced his resignation this week, effective June 1.

Reiger joined Ideal in 1942, prior to which he was associated with the Portable Elevator Company, also of Bloomington.

# THE BILLBOARD Index of Advertised Used Machine Prices

## Vending Machines

	Issue of May 30	Issue of May 23	Issue of May 16	Issue of May 9
ABT Guess Your Weight Scale	\$100.00	\$100.00	\$100.00	\$100.00
Acorn, 1c or 5c				8.95
Advance Model D Ball Gum	7.45	7.45	7.45	6.50 6.95 7.45
Advance No. 11	5.95	5.95	5.95	5.95(2)
Ajax Hot Nut, 5c	39.50	39.50		
Alkuna Cracker Machine	37.50	37.50	37.50	37.50
Almond Vendor, 5c	4.95	4.95		
Asco Hot Nut, 5c	7.50	7.50		
Atlas Bantam, 5c	12.50	12.50		
Atlas Deluxe	7.95	7.95		
Atlas Deluxe Nut Vendor			7.95	7.95
Cebco Nut, 5c (2 col.)				14.50
Columbus 1c	7.45 8.50	7.45 8.00	7.45	7.45(2) 7.45
Columbus 5c				
Columbus Ball Gum, 1c				6.95
Columbus, Model 46G, Ball Gum				
DuGrenier Adams Gum, (4 col.) 1c	17.50	17.50		
DuGrenier Candyman	45.00	45.00	45.00	45.00 49.50
DuGrenier V	95.00		82.50	82.50
DuGrenier VD			82.50	82.50
DuGrenier S (7 col.)	90.00	90.00	77.50	77.50
DuGrenier Champion (9 col.)			97.50	97.50
DuGrenier Champion (11 col.)			97.50	97.50
Eastern Electric C-8	125.00		125.00	
Exhibit Card Vendor, 1c	15.00(2)	15.00(2)	15.00	14.50 15.00
Foot Ease (Exhibit)			50.00	
Humpty Dumpty Scale			100.00	
Kirk Astrology Scale	90.00	90.00	90.00	90.00
Kleenix 5c or 10c	49.50	49.50	49.50	49.50
Leigh PX				149.50
Marion Scale	89.50	89.50	89.50	89.50
Master 1c & 5c	7.95 12.50	7.95 12.50	7.95	7.95
Master, 1c	7.45 8.50	7.45 8.50	7.45	7.45
Master, 5c			7.45	7.45
Mills Candy (5 col.)	65.00 89.50	89.50	89.50	89.50
Mills Tab Gum	17.50	16.50 17.50	16.50	16.50
National Candy (8 col.)	89.50		89.50	
National Candy (9 col.)	100.00	100.00		
National King Candy	19.50	19.50	19.50	19.50
National Electric	99.50	99.50(2)	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	7.50 7.95	7.95	7.95
Northwestern Deluxe 1c and 5c	8.50 13.95	8.50 13.95	13.95	8.50 12.95 13.95 7.95
Northwestern Model 39, 1c	7.95 8.50	7.95 8.50	7.95	
Northwestern Model 49, 1c or 5c				12.50
Northwestern Stamp	45.00 69.00	45.00	69.00	69.00
Northwestern Tab Gum				7.50
Phillies Cigar, 10c	19.50	19.50		
Pop Corn Sez	49.50 69.00 69.50	49.50 69.00 69.50	69.00 69.50	49.50 59.50 69.50
PX 10 col, 25c	149.50	149.50		
Regal 1c Ball Gum or Mds				4.95
Rowe Imperial (8 col.)		78.50	78.50	78.50
Rowe President (8 col.)	155.00	125.00 155.00	125.00 155.00	125.00
Rowe President (10 col.)	155.00	125.00 155.00	125.00 155.00	125.00 155.00
Rowe Royal (6 col.)			90.00	90.00
Rowe Royal (8 col.)	90.00	85.00 90.00	85.00 90.00	90.00(2) 130.00
Rowe Royal (10 col.)	95.00 140.00	85.00 95.00	85.00 95.00	90.00 95.00 140.00
Shipman 3-Way Stamp Vendor			39.50	24.50 39.50
Silver King Charm King, 1c	8.50	8.50		8.50
Silver King Hunter	19.50	19.50		18.50
Silver King 1c Ball Gum		7.45	7.45	7.45
Silver King, 1c or 5c	8.50	8.50		7.45 8.50
Silver King 5c		7.45	7.45	7.45
Silver King Hot Nut, 5c	15.00	15.00		
Siros Brush Up	50.00	50.00	50.00	50.00
Stamp Vendor, 1c & 3c	15.00	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		
Uneda Candy, 5 col., 5c	65.00 89.50	89.50		
Uneda Model A (6 col.)	87.50	82.50 87.50	82.50 87.50	87.50
Uneda Model E (8 col.)	80.00	80.00		
Uneda Electric (9 col.)	125.00	125.00	125.00	
Uneda Model A (8 col.)		82.50	82.50	
Uneda Model E (4 col.)			47.50	47.50
Uneda Model 500 (7 col.)		90.00	90.00	90.00
Uneda Model 500 (9 col.)	135.00	90.00 135.00	90.00 135.00	90.00 135.00
Uneda Monarch (6 col.)	87.50	87.50	92.50	75.00 92.50
Uneda Monarch (8 col.)				75.00
U-Pop-It				195.00
U-Select-It	49.50	49.50	49.50	49.50
Victor Baby Grand				11.00
Victor Model V				6.95
Watling Fortune Scale	119.50	119.50	119.50	119.50
Watling 200 Scale	140.00	140.00	140.00	140.00

## DEPEND on PIONEER for PROFITS



**VICTOR'S Topper Deluxe Globe Style**

4 to 20 \$14.20 Ea.  
24 to 44 14.00 Ea.  
48 to 96 13.75 Ea.  
100 or more.. 13.20 Ea.



**VICTOR'S Topper Deluxe Half-Cabinet Style**

4 to 20 \$14.20 Ea.  
24 to 44 14.00 Ea.  
48 to 96 13.75 Ea.  
100 or more.. 13.20 Ea.



**VICTOR'S Baby Grand Rocket Style (5c)**

4 to 99 ..... \$14.25 Ea.  
100 or more ..... 13.25 Ea.

**4 BABY GRAND DELUXE \$57 per case of 4**

2000 Rocket Charms, \$40.  
Total cost of case deal, \$97.

Your Gross take at 5c per play is \$50 per 1,000.



**VICTOR'S 1c Baby Grand Deluxe**

(5c also available at no additional cost)  
4 to 99.. \$14.25 Ea.  
100 or more.. 13.25 Ea.

**PIONEER'S SPECIAL CHARM MIX!**

Consists of 21 different items, approx. 570 pcs. to bag, \$2.65 per bag.

Minimum shipment, 10 bags!



**VICTOR'S Topper Deluxe Twin Window Style**

4 to 20 \$14.70 Ea.  
24 to 44 14.50 Ea.  
48 to 96 14.25 Ea.  
100 or more.. 13.70 Ea.

Write for our complete Charm and Merchandise List!

All machines packed and sold 4 to the case. For sample machine add 75c to price. Topper Models can be obtained with 5c mechanism, 25c additional per machine. Immediate delivery on all Victor models. Time Payment Plan Available. Trade-ins accepted. Prices subject to change without notice.

### PIONEER VENDING SERVICE

590 ALBANY AVENUE      BROOKLYN 3, NEW YORK

Phone: PResident 4-5358

# 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!

RECONDIT-ONED PEEPLE'S TICKET MACHINES EQUAL TO NEW!

Model 55 .. \$200.00  
Model 5 ..... 175.00  
Model 50 ..... 150.00  
Model Q ..... 130.00

**IMMEDIATE DELIVERY!**



**PEERLESS**

Weighing & Vending Machine Corp.

29 2B - 41st Avenue • Long Island City 1, N. Y.

Phone: STillwell 4-1620

Fill out Coupon and MAIL TODAY!

Peerless Vending & Weighing Machine Corp.  
29-2B 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)

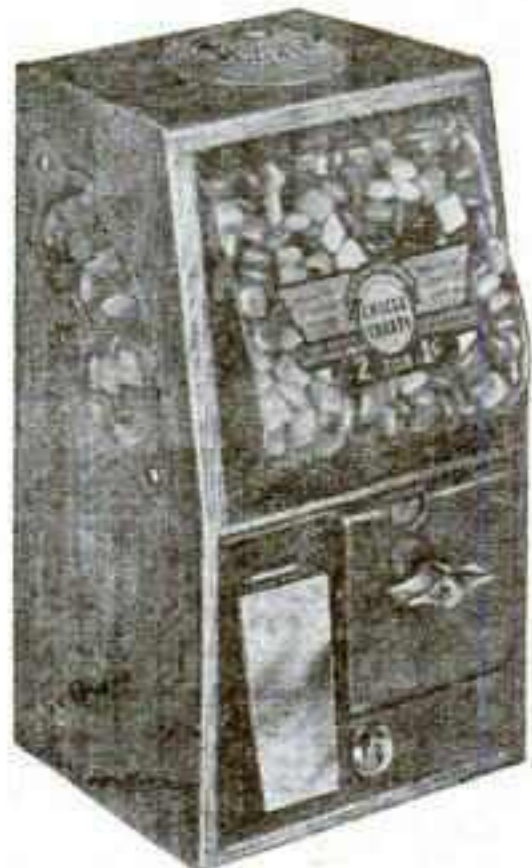
# What do you need in BULK VENDING?

## VICTOR Has it!

### VICTOR'S New Combination ROCKET CHARMS and BABY GRAND DELUXE

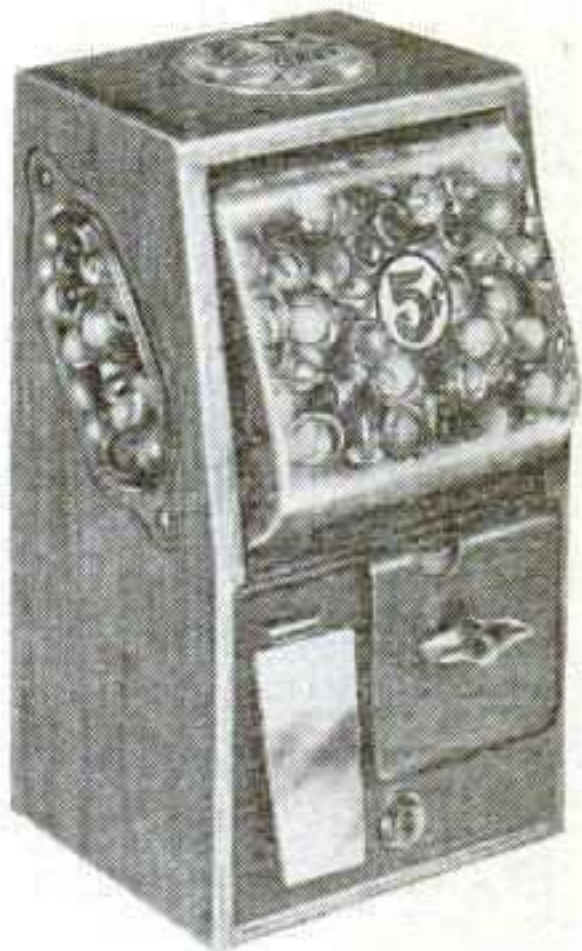
From the finest in a standard bulk vending . . .  
 As exemplified by the World-Famous Topper line . . .  
 To our Latest Sensational . . .  
**ROCKET CHARMS and BABY GRAND DELUXE**  
 Packed with all the earning power that can be built into a Bulk Vender.

Test locations show that ROCKET CHARMS and BABY GRAND empty in 4 to 5 days. BABY GRAND holds 500 ROCKET CHARMS.



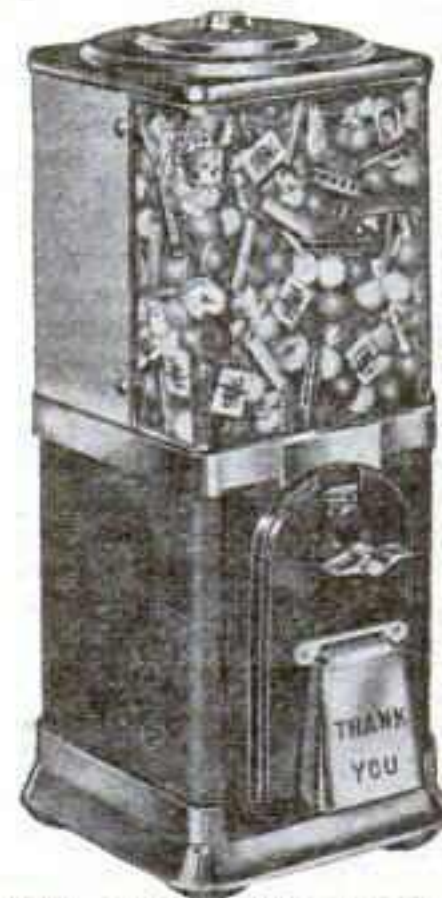
#### BABY GRAND DELUXE and CHICLE TREETS

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 1c. Capacity: 6 1/2 lbs. Packed and sold 4 to the case. Also vends Chloro Treets 2 for 5c . . . 250 count. Or will vend average of 4 for 5c 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

There's a **SMALL FORTUNE** in it... for You!

### PAYS 50% TO 200% STEADY PROFITS

**Outdraws, Outearns and Outperforms All Others!** Be penny-wise . . . and profit! American Scales pull better in stores, amusement places, entrances, corners, etc. You'll realize an immediate and never-failing income! Model 403 has 12 slots, one for each month of the year . . . more appeal for customers, more pennies for you. Guaranteed 5 years, built to last 20. Porcelain and baked enamel finish in red, cream and black.



- ★ 2 Machines in 1 . . . Fortune and Weight
- ★ Fully Automatic & Patented
- ★ No Knobs, No Handles, No Trouble

Yours for Only  
**\$25**  
 DEPOSIT

★ Mail coupon today for immediate delivery or further details, monthly terms as low as \$10.

#### AMERICAN SCALE MFG. Co.

3206 Grace St., N. W., Washington 7, D. C.

Check one of the following:

- Attached find check for \$25 payment on one model 403 scale. Ship at once.
- Please send further details immediately.

NAME \_\_\_\_\_  
 ADDRESS \_\_\_\_\_  
 CITY \_\_\_\_\_ ZONE \_\_\_\_\_ STATE \_\_\_\_\_

#### VICTOR'S BABY GRAND

##### ROCKET STYLE



1 Baby Grand De Luxe (5c Play), \$14.50.  
 500 Rocket Charms, \$10.00.  
 Total cost of single deal, \$24.50.  
 4 Baby Grand De Luxe, \$57 per case of 4.  
 2000 Rocket Charms, \$40.  
 Total cost of case deal, \$97.  
 Your Gross Profit at 5c per play is \$50 per 1,000.  
 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 & sold 4 to the case, 1 to 23 | 24 to 47 | 48 to 99 | 100 or more \$14.20 Ea. | \$14.00 Ea. | \$13.75 Ea. | \$13.20 Ea.

Also Available  
 • VICTOR'S Topper DeLuxe, Globe Style  
 • VICTOR'S Baby Grand DeLuxe  
 • VICTOR'S Topper DeLuxe, Half-Cabinet style

Write for our complete charm and merchandise list. Prices subject to change without notice.

**BERNARD K. BITTERMAN**  
 4709 East 27th St. Kansas City 1, Mo.

### 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

GIVE TO THE RUNYON CANCER FUND

### 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—5 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.

#### CANDY MACHINES

DuGrenier Candyman (with base), 72 Bar Cap. . . . \$49.50  
 Uneda 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 VENDERIZED Prevents Peeling Flaking & Rusting.

All Equipment Unconditionally Guaranteed. Trade Prices. 1/3 Dep., Bal. C.O.D.

#### SPECIAL!

Uneda Monarch, All King Size, 6 Cols., 380 pack cap. \$87.50

### UNEDA 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

From LITTLE ACORNS mighty INCOMES grow!

Precision-Built for PROFITS!

## ACORN

The only completely die-cast aluminum, precision built ALL-PURPOSE VENDOR

- 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.

**NEW! SILVER STREAK**  
 BRUSH HOUSING & BALL GUM WHEEL

**1c & 5c mechanism slides into place—no screws!**

**PAK MANUFACTURING CO., INC.**  
 11411 Knightsbridge Ave., Culver City, Calif.

Pacific Coast Distributors:  
**OPERATORS VENDING MACHINE SUPPLY**  
 1023 S. Grand Ave. Los Angeles

### 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.



# FIVE CENTS 'ALL-CHARM' VENDING

is BACK—& doing fine

The development of the new VICTOR 86-B jam-proof ball gum plastic wheel has practically reduced jamming to nil.

We have the required variety of charms and gimmicks to vend. We suggest "how" to fill and "dress" your machines.

Because 5c "ALL-CHARM" VENDING offers excellent opportunities for DISTRIBUTORS and OPERATORS, we have prepared a simple letter reporting on the "methods used" and results obtained.

If you are on our mailing list, this letter is in the mails addressed to you. If you are not on our mailing list, or if you are new to Charm Vending—and would like to receive a copy of our letter on 5c "ALL-CHARM" Vending, write today.

**SAMUEL EPPY & CO., INC.**  
91-15 144th Place  
Jamaica 2, N. Y.

VICTOR'S  
Topper Deluxe  
Globe Style



VICTOR'S  
Topper Deluxe  
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.



**"Smokeshop  
Le-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.

**Gain These Distinct Advantages!**

**OPERATE  
The KEENEY  
DELUXE ELECTRIC  
CIGARETTE  
VENDOR**



*Cigarettes*



- \* Startling streamlined beauty captures and holds locations.
- \* Electrical and mechanical perfection. Only 1 motor, 1 relay and 2 solenoids.
- \* 432 pack capacity in double columns dispensed alternately.
- \* Super Change Maker, optional, handles nickels, dimes and quarters. Returns a nickel on 20¢ sale for a quarter. Returns a nickel on 25¢ for 3 dimes.

**J. H. Keeney & Co., Inc.** EASY TO SERVICE  
2606 W. FIFTYTH STREET • CHICAGO 33, ILLINOIS QUICKER LOADING  
EASY TO SERVICE **It's FAST!**

## Operators Push Dime Cups

• Continued from page 76

coffee equipment is now at 10-cents.

In the few nickel installations remaining, 5 per cent at most or no commissions are paid; dime spots receive 10 per cent.

The switch to dime coffee vending began in New York late in 1951, with the change-over accelerating during the last six months. Odd-cent pricing is not a factor.

Keying the price picture in another Eastern area, Rudd-Melikian's Philadelphia operating subsidiary, Kwik Kafe of that city, has abandoned the nickel price. K. Cyrus Melikian, vice-president, stated the dime cup has been generally adopted. The commission of 5 to 10 per cent, depending upon the location's volume, remains unchanged.

Canteen Company of Philadelphia reported dropping its coffee vending operation; not profitable at a nickel, was the report.

Chicago coffee routes continue to dominate the odd-cent trend; mainly, the 7-cent price is charged. Where odd-cent pricing is not used, the nickel cup is vended. Dime pricing is in the minority, being used mainly in such limited location fields as transportation terminals, other public transient spots.

Five per cent commission is the common scale in both nickel and dime installations. Where the operator has upped his vended price from a nickel to an odd-cent figure, the commission is not increased.

### Price Pros-Cons

Ten-cent operation is a fact in some Detroit industrial locations. One new operating firm is generally dispensing at this level in East Side plants. Isolated plants in other areas are also at a dime, but the prevailing price in such locations is still the nickel.

At least one major firm, A and K Vending, is firmly committed to a basic "no commission" policy, preferring to operate as a service to the location. It reports "remarkable acceptance of this policy by industry." This is typically a nickel operation, however; the firm takes the view that the nickel operation assures the largest volume.

A and K has experimented with 7-cent operation, but is not satisfied with results generally. One reason is that the use of pennies slows down operations all along the line, requiring extra counting and care in handling and servicing venders. They prefer to concentrate upon nickel operation, which they maintain can be "handled much more efficiently."

Some firms are offering a variety of prices—one gives a new location owner the choice of the entire range from 5 to 10 cents, being prepared to service at any figure in between. The favored prices are 5, 7 and 1 cents. In some instances, the operator feels that the choice should be made by the location—which usually means the industrial plant personnel manager or similar executive. These men know their own plants, and are in close touch with the employees, who will be the regular customers, and can gauge best what price will prove most satisfactory.

Some Detroit operators, by selling coffee as an institutional

service, have been able to maintain low sale prices while making a presentation to plant management that it should not be considered a source of plant profit. On the other hand, instances are reported of operators offering as high as 35 per cent commission to get locations.

## P-M Sales Increase \$8 Mil During Year, Net Decline \$10 Mil

NEW YORK, May 30.—A record sales of \$314,894,718 for the fiscal year ending March 31, with a net profit after taxes of \$11,345,200, was reported this week by Philip Morris & Company, Ltd., Inc. This compares with sales of \$306,698,324 and a net profit after taxes of \$12,627,000 the previous year.

The 2,448,121 shares of common stocks outstanding earned \$4.13 per share compared with last year's figure of \$4.65 on the same number of shares. The regular \$3 cash dividend was paid to holders of common stock during the year.

Biggest jump was during the fourth quarter of the fiscal year when sales were \$82,335,000 as compared with \$72,352,000 for the fourth quarter of the previous year.

### Growth of Kings

Alfred E. Lyon, chairman of the board, in the annual report, noted that the share of market of the five leading standard-sized cigarettes dropped from 90.4 per cent in 1948 to 74.6 per cent in 1952, while in the same period the share of market attained by king-sized cigarettes increased from 5.7 per cent to 18.6 per cent.

It was with this trend in mind, the report said, that king-sized Philip Morris cigarettes were introduced early in the year.

The report said that the increased prices which came about as a result of the removal of price controls in February were not in force long enough to influence the annual report to any great degree.

### Big Tax Bite

The report further notes that of the 8 cents average increase in the price of a package of Philip Morris since 1934, 5 cents of this increase went for taxes, with the other three shared by the jobber, retailer and manufacturer. During the same period, the report concluded, the cost of tobacco leaf nearly tripled.

## Tobacco Profits Dip

Profits of tobacco manufacturing corporations in 1952 totaled \$285,000,000, down 3 per cent from the 1951 yield of \$295,000,000, the Securities and Exchange Commission and the Federal Trade Commission jointly reported last week. Tobacco corporation profits after taxes last year reached 120,000,000, a 7 per cent drop from 1951's \$129,000,000 after-tax profits, but somewhat better than the 10 per cent decrease for 1 manufacturing corporations.

## BALL & VENDING GUMS BUBBLE, CHICLE & CHLOROPHYLL

New LOW factory prices

- Bubble Ball Gum, 140-170 & 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.

## CHAMP BALL GUM

The Bubble Gum with the Soft Chew  
4 STANDARD SIZES  
210's • 170's • 140's  
430 Count Tabs  
8 ASSORTED COLORS—8 DELICIOUS FLAVORS  
Empties machines faster.  
No clogging.  
Write for Prices and Information.  
**BALL-GUM, INC.**  
2610 W. 19th St. Chicago 8, Ill.  
Vend the Best  
DO NOT ACCEPT SUBSTITUTES

## U. S. COIN TAX YIELD DROPS

WASHINGTON, May 30.—Receipts from the federal tax on coin-operated amusement and gaming devices totaled \$196,453.27 in April, compared to \$225,604.35 the previous April, it was announced by Internal Revenue Bureau today. Last month's receipts were divided as follows: \$126,589 from gaming devices, and \$69,864.27 from amusement devices.

Receipts from federal tobacco taxes last month totaled \$132,831,159.50, a decrease of nearly two million below the previous April.

## W. E. Gaunt, Vet Operator, Dies in Calif.

TWENTY-NINE PALMS, Calif., May 30.—Funeral services for Walter Edward Gaunt, believed to be one of the nation's oldest operators, were held here Thursday (28). He died Saturday (23) of a heart attack.

Born in England 69 years ago, Gaunt came to the United States when only 14 years old. When a young man, he entered the coin machine business, handling the old Seeburg piano and Edison phonographs with earphones in and around Chicago. Later he operated other types of equipment in this area.

Also the exact time that Gaunt entered the coin machine field is not known, it is believed that he was active for more than 40 years. Following his activities in Illinois and Kentucky, he moved to Southern California in 1931. About 15 years ago he established his general routes in this area and operated until about a year ago when he sold out to devote his time to a wholesale liquor distributing firm that he had acquired.

He is survived by his widow, Neva; a son, Arthur, in Florida; a daughter, Mrs. Ann Alsasser, and two brothers, Fred, coin machine sales manager for Badger Sales Company, Los Angeles, and George, a Boston physician.

## New Calif. Distributor

SACRAMENTO, May 30.—International Manufacturing & Processing Corporation has been chartered by the State to distribute vending machines in Los Angeles County. Authorized capital was listed at \$50,000. Directors are V. J. Sammons, W. J. Stoltz and J. A. Rathbone.



48" height  
24" width  
13" depth

**\$25  
DOWN**  
Balance \$10 Monthly

ALL WEATHER SCALE  
COMPLETE CABINET AND  
BASE, CAST IRON PORCELAIN  
ENAMELED, FOR  
OUTSIDE LOCATIONS  
WRITE FOR PRICES  
Invented and Made Only by  
**WATLING**  
Manufacturing Company  
4650 W. Fulton St. Chicago 44, Ill.  
Est. 1889—Telephone: Columbus 1-2772  
Cable Address: WATLINGITE, Chicago

Available Now!



1c or 5c  
**ACORN**  
ALL-PURPOSE  
BULK MERCHANDISER  
Featuring the new  
**SILVER STREAK**  
BRUSH HOUSING  
**Empire**  
COIN MACHINE EXCHANGE  
1012 Milwaukee Ave. • Chicago 22, Ill.

IT'S NEW! IT'S  
A BEAUTY! IT'S  
A MONEY HONEY!



**CHAMPION  
BULK VENDOR**

- VENDS CHARMS AND MERCHAN- DISE LIKE MAGIC!
- MOST PRACTICAL BRUSH HOUS- ING EVER DESIGNED FOR BULK VENDING
- LARGER OPENING IN GLOBE MAKES PACKING CHARMS FAR EASIER
- SIMPLE, FOOL PROOF COIN MECH- ANISM ELIMINATES COSTLY SERV- ICE CALLS
- GLOBE ASSEMBLY BREAKS DOWN FROM BODY FOR QUICK "SERVICE HEAD" SERVICING!

DISTRIBUTORSHIPS AVAILABLE  
**CHAMPION VENDORS SUPPLY CO.**  
EASILY THE BEST  
1119 EAST HOUSTON ST. • SAN ANTONIO, TEXAS

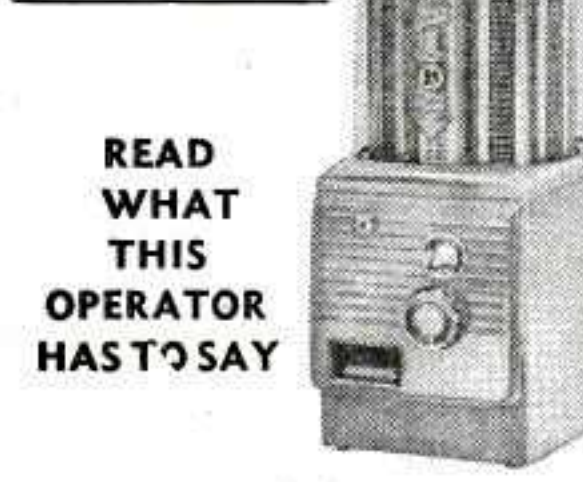
EAST OF MISSISSIPPI  
CONTACT  
**LEO F. LEARY**  
**H. K. HART CONFECTIONS**  
540 39th St. Union City, N. J.

WEST OF MISSISSIPPI  
CONTACT  
**ISH KIMBRIEL**  
**AMERICAN BULK CONFECTIONS**  
4932 Boeman Ave. Dallas, Texas

YOUR AMERICAN RED CROSS IS ALWAYS THERE AFTER TRAGEDY STRIKES

**Northwestern**  
SELECTIVE TAB GUM VENDER

**"BETTER THAN ALL THE REST!"**



**READ WHAT THIS OPERATOR HAS TO SAY**

"Here's my order for 25 more of your new Tab Gum Venders. The first ten I got are paying out better than all the rest of my route put together. They're mighty easy to service, too."

V. H. W., Ohio

**THE NORTHWESTERN CORPORATION**  
2573 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

**MANDELL GUARANTEED USED MACHINES**

N.W. DeLuxe 1c & 5c Comb.	\$13.95
N.W. #39 1c Porc.	7.95
N.W. #33 1c Porc. B.G.	7.95
Master 1c Bulk Porc.	7.45
Master 5c Bulk Porc.	7.45
Master 1c & 5c Bulk Porc.	7.95
Columbus 1c Bulk	7.45
Silver King 1c B.G. or Mds.	7.45
Silver King 5c	7.45
Exhibit Post Card (Metal)	15.00
Advance #D 1c B.G.	7.45
Advance #D 1c Mds.	5.95

**MERCHANDISE & SUPPLIES**

Pistachio Nuts, Jumbo Queen	81
Pistachio Nuts, Vendors' Mix	81
Cashew Whole	65
Cashew Butts	57
Peanuts, Jumbo	36
Spanish	38
Mixed Nuts	53
Almonds 480 ct. 5 lbs. vac. pk.	85
Baby Chicks	34
Rainbow Peanuts	30
Boston Baked Beans	30
Hobby Mix	30
Jelly Beans	28
Licorice Lozenges	25
M & M	44
Assorted Fruit Charms, 100 ct.	42
Rain Bio Ball Gum, all sizes, 200 lbs. minimum, Prepaid, per lb.	28
Adams Gum, all flavors, 100 ct.	47
Wrigley's Gum, all flavors, 100 ct.	42
Schward Chocolate, 200 ct.	1.20
Hershey's Chocolate, 200 ct.	1.30
Minimum Order, 25 Boxes Assorted.	

Complete line of Parts, Supplies, Stands, Globes, Brackets, Charms. Everything for the operator.  
1/3 Deposit, Balance C.O.D.

**NORTHWESTERN SALES AND SERVICE CO.**  
MOE MANDELL  
440 42d W. 42nd St., New York 36, N.Y.  
LONGACRE 4-6467

Over 67,000 ACTIVE BUYERS read The Billboard classified columns each week

**Pepsi Begins Bottling Two English Drinks**

NEW YORK, May 30.—The Metropolitan Bottling Company, subsidiary of the Pepsi-Cola Company, this week began bottling quinine water and club soda made by Schweppes, Ltd., of England. The move was part of a cross-licensing agreement between Pepsi and Schweppes, whereby the American firm will bottle and distribute Schweppes products in North and South America. Schweppes will do the same for Pepsi in England.

Schweppes also makes a ginger beer which might be sold thru venders in the U. S. However, Robert Manacuse, a Pepsi executive, said the firm is not bottling the ginger beer, but merely acting as a Schweppes distributor in this country. Pepsi recently acquired the ginger beer distributorship, which was formerly held by Heublein's.

Manacuse said that Pepsi's plans do not call for distributing the ginger beer thru venders, but said there was a possibility that this method of distribution might be explored at a later date.

The possibility of dispensing the Schweppes quinine water and club soda thru venders is ruled out as these beverages are used primarily as mixes with stronger spirits.

**Snively Reports**

Continued from page 76

into industrial in-plant feeding, that the operation cannot be regarded merely as an extension of a candy or cigarette route. He emphasized that the operator of factory locations must know food handling and diet in order to give employees the same nutritional and varied menu they would get in a well-run cafeteria. He advised operators to attend courses on nutrition and food handling, and he suggested that they refrain from seeking industrial locations for in-plant feeding until they are familiar with these subjects.

Sullivan was less optimistic about the future of office locations for complete food installations. The drawbacks for this type installation, he explained, were the time required for servicing, parking problems, and the fact that the office store stand sells newspapers and magazines (items not usually sold thru venders) as well as snack items, thus offering a degree of diversification that venders have not been able to match.

Sullivan feels that the best future in office building vending lies with the type operation which has a commissary equipped to stock the venders with a minimum of outside service.

**Boston Operation**

Continued from page 76

chine; a Stoner candy and gum unit, and a Fred Hebel selective ice cream bar vender. Interest High

Interest in the exhibit was high since it marked the first time an automatic merchandising company presented such a display in this area.

The display was the idea of two ex-G.I.s—William C. McConnell Jr., of Cambridge, and Bert Steir, of Quincy, who built Automatic Merchandising Corporation into a 400-plant operation in three and a half years.

Automatic, constantly experimenting with in-plant feeding, applied Harvard Business School principles to the vending machine business since both McConnell and Steir graduated from that university.

At the show, McConnell told plant executives, "It is as confusing and inefficient to have four or five different vending concerns in your plant as it would be to have four or five supervisors trying to give orders in the same department."

**Speed & Ease**

Speed and ease of operation were the salient features of the exhibit.

From a two-room office in Harvard Square, Cambridge, Automatic moved to a Brookline building and now occupies 10,000 square feet of modern plant space in Medford. The company has 30 employees and 15 trucks, with routes extending along the Coast from New Hampshire to Southeast Massachusetts.

**PERFECTLY RECONDITIONED!**

**POP CORN SEZ**  
CLEAN, READY FOR LOCATION  
10c MECHANISM  
**\$49.50 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
SK, 1c or 5c Bulk, 1c Charm King	8.50
Ajax Hot Nut, 5c, 3 Comp.	39.50
Exh. Card Vendors, 1c	15.00
1c & 5c Stamp Vendors	15.00
Mills Tab Gum, 1c, 5c Cols.	17.50
Mills Candy, 5c, 3 Cols.	65.00
U-Need-a-Pak Candy, 5c, 5 Cols.	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	6.95
Atlas Santam, 5c	12.50
NW Stamp, Roll Type	45.00
Master 1c & 5c with Ball Gum	12.50
Phillips Ligar, 10c	19.50
Stoner Candy, 6 Cols., 5c	125.00
SK Duck Hunters, 1c	19.50
DuRenier 1c Adams Gum, 4 Cols.	17.50
National 9-C. 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 Chicks, 500 Count	35c lb.
All Above Packed in 20 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 VENDERS  
\* 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

**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. 100 or more. All machines packed and sold 4 to the case.

**ROY TORR—LANSDOWNE, PA.**

**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, Chiclé Trees, Chloro Trees. 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 20, Mass.

**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.

**Dime Bar**

Continued from page 76

to give much higher than average returns, they said.

**Average Gross**

Taking this into consideration, however, sales were higher than anticipated. The initial machine, installed March 21 in one downtown subway station, grossed \$46.30 its first week. In the succeeding eight weeks it has averaged \$38.20 per week. Two additional dime bar venders installed on the same platform, but at opposite ends, averaged \$46.01 for a seven-week and \$54.72 over a five-week period. The combined weekly average gross of the three units was \$138.93. This figures out to an average of \$48 per week for each of the machines.

The single vender located on the el platform grossed \$28 its first full week and averaged \$29.23 over a seven-week period.

In another subway station, two units installed on opposite platforms averaged \$52.80 for a five-week period, with \$55.40 the first week, and the second unit \$52.27 for a six-week period, with \$49.65 the first week. Another vender in a third downtown subway station averaged \$50 over the four weeks following its installation.

**\$74.30 Top**

In the single outlying subway installation, three units are averaging \$155.31 a week. One, which grossed \$74.30 the first week, averaged \$67.65 for each of the four weeks it has been on location; the second and third units averaged \$55.03 and \$33.63 respectively over a three-week period.

The 10 dime bar venders, in one week, have had an average gross of \$478.54.

Transit Sales reduced the original 16 dime bars, offered thru the venders, to 13. Rotation of brands is not as vital as at first anticipated, it was reported.

In the 62 "maching weeks" during which the candy units have been operating (based on the number of weeks each of the 10 venders has been in operation) only two service calls due to coin jamming, and two for broken front display glasses were required. Vandalism has not been a factor.

Daily servicing continues to be a company policy on the candy units. This, plus leading favorites in brands and clean equipment, are felt by Transit Sales officials to play an important part in the public acceptance of dime candy thru venders.

**Costume Jewelry**

Continued from page 76

three years (The Billboard, May 23). The units were made by the Glasscock Manufacturing Company, Muncie, Ind., and sell for about \$500 each.

The six venders on location sold an average of 150 pieces of costume jewelry each during the first week; placement of the other six is expected within the next month.

**Anxious Customers**

Schwartz said that while the serviceman was filling one vender, shoppers bought 14 pieces of jewelry from him before he had a chance to place the items in the machine.

Meanwhile, Edwin Oppenheim, a Super-Shopper sales executive, was in Cleveland Monday thru Friday (24-29) at the National Supermarket convention, where he discussed installation of the Glasscock vender with supermarket officials.

Schwartz said that he had originally intended to start with costume jewelry, then vend other items in the units. However, he added, in view of the start made during the first week, he was seriously considering concentrating in the costume jewelry field.

The venders are equipped to sell items ranging from a nickel to \$2 at price graduations of 5 cents. The coin mechanism handles nickels, dimes and quarters.

**Leidenberger**

Continued from page 76

chine business 16 years ago and was named to head the association, which was formed in 1933. He recently sold his candy and cigarette route to Farwell Service. No longer engaged in vending, Slater was not a candidate for re-election.

**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 toasting and salting other nutmeats 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	
Jumbos	@ .44 lb.
SOYNUTS (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 Hackensack St., Carlstadt, N. J.  
Tel.: Rutherford 2-6135

**VICTOR'S**

**DELUXE MODEL BABY GRAND**

\$14.25 Ea. less than 100

\$13.25 Ea. 100 or more.

Available with 1c or 5c slot.

Write for lowest prices on gum and Charms

**H. B. Hutchinson Jr.**  
860 North Ave., N. E. Atlanta 6, Ga.  
Tel.: Emerson 4300

**WHAT ARE YOU VENDING?**

Stick Gum? Ball Gum? Tab Gum? Bulk Merchandise? Mints? Stamps? Perfume Combs. Sanitary Products or other Merchandise?

**ADVANCE Is the Vender 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.  
P Resident 2-2900

**IN STOCK VICTOR'S**

**New Deluxe Model BABY GRAND CHICLE TREETS VENDOR**

ORDER TODAY

**VEEDCO SALES CO.**  
2124 Market St. Philadelphia 3, Pa.  
Phone: LOcust 7-1448

## Let Us Know How You Made Out

The Billboard wants to accurately report all the many local promotions of the 65th anniversary of the music machine industry—newspaper stories, radio interviews, TV programs, speeches and the like.

Music operators who secured the co-operation of their local newspapers are urged to send The Billboard a clipping of the story together with the name of the paper and the date of the issue in which it appeared.

If photographs were taken of special events in connection with the 65th anniversary drive, please send a copy to The Billboard.

Mail your newspaper clippings and photographs to Dick Schreiber, The Billboard, 188 West Randolph Street, Chicago 1.

## California Hit Tune Set To Go; Mayor Calls School Holiday

Donald O'Connor to Headline Show Featuring Frankie Laine, Others

OAKLAND, Calif., May 30.—Over 8,000 tickets to the California Hit Tune Party in Fresno, June 3, and dedicated to the 65th Anniversary of the Juke Box Industry, have been distributed by school principals. George A. Miller, president and business manager of the California Music Guild, announced the affair was "all set to go."

Making the welcoming address at the affair, which will be held in the Memorial Auditorium, will be Mayor Gordon G. Dunn of Fresno. Headlining the long list of stars is movie star and Decca recording artist, Donald O'Connor.

Frankie Laine, unable to make an appearance, because of commitments in Los Angeles, will nevertheless sing for the throng of youngsters over a direct wire from the microphone in L.A., at 10 p.m.

### Lauds Co-operation

Miller lauded the co-operation of the city fathers, school departments, Parent Teachers Associations, the Recreation department,

and others for what he termed, "splendid co-operation which can only lead to a successful venture."

Wes Elster, Noah Monte, and Orville Morgan, of Fresno, are committee members handling most of the promotion for the Hit Tune Party. Record companies, record distributors, and manufacturers of phonographs are all taking part in the first party of its kind ever to be presented in California. The record companies are presenting top stars and other segments of the industry are donating door prizes for the teen-agers.

A proclamation was issued by Mayor Dunn declaring June 3 a holiday. The superintendent of schools endorsed the program, and the school principals handled the distribution of the tickets.

Here is a listing of the artists scheduled to make personal appearances to date: Felicia Sanders, Columbia; Sunny Gale, Wade Ray, and Hank Penny, RCA Victor; Gloria Wood, Tex Ritter, and Frances Faye, Capitol, and Roberta Lee, Decca.

## TV VIEWERS EYE JUKES

### Old-Time Boxes Flown To Capitol Celebration

WASHINGTON, D. C., May 30.—Two of the original Ediphone juke boxes, dating back to 1889, and a modern juke box played prominently in this area's celebration of the 65th Anniversary of the Juke Box Industry. The two old timers were flown here from Chicago, May 25, by Capital Airlines, to provide a background for the Mark Evans Show over CBS-TV.

Hirsh de La Viez, president of the Hirsh Coin Machine Corporation, and committee member of the Washington Music Guild, which sponsored the celebration here, made a personal appearance on the program. He and Evans gave a running commentary on the juke box industry

from its inception. Also appearing on the show and paying tribute to the industry, was Gordon MacRae, popular singer and movie star.

Hirsh stated that all three juke boxes played selections over the air, with the old timers playing a cylindrical disk of "I'm Forever Blowing Bubbles." The modern juke played one of MacRae's latest waxings. Hirsh also stated it was he who got Perry Como to use a juke box as a prop on his New York TV show.

"The co-operation of the disk jockeys in Washington has been wonderful," Hirsh said. "Some of the operators were giving as many as four plugs a day thruout Juke Box Week."

Art Lamb, on his TV show, plugged the anniversary every day during juke box week and also showed numerous photos of old-time jukes from the collection of de La Viez.

## GAINS FAVOR

### Dime Play Goes Ahead In Toronto

TORONTO, May 30.—Problem of dime play in Canada has been practically settled, say some operators. Many of the operators are switching to dime play and three selections for a quarter.

One dissenter, however, is Morris Gay. He says he is in full agreement with the idea, but only in certain locations.

Gay and his partner, Bud (Continued on page 87)

GRAND RAPIDS, Mich., May 30.—Distributors for AMI, Inc., will hold a sales meeting June 4-5 at the Morton House.

Officials of the juke box manufacturing company declined to comment on rumors that the meeting would give distributors a preview of a new AMI line.

Dr. Benjamin Bills, Chicago sales consultant, will address the

## Hearing Date Set for Juke Box Copyright Legislation

Music Machine Industry Asking Postponement to Prepare Case

Continued from page 16

tee the second term of Congress in which to deliberate whether to discharge a juke box copyright bill. The subcommittee can report a bill out with or without recommendation, or it can reject the bill by vote or leave it pigeonholed. Any bill reported by the subcommittee goes to the full committee which determines whether legislation of any kind goes to the floor. If the Senate passes the bill, hearings could be called by the House Judiciary Committee or its copyrights subcommittee. Amendments to the legislation could be made at any point along the way. In the last Congress, the Bryson subcommittee failed to agree on a revised version of the Bryson-Kefauver Bill. Subcommittee Chairman Bryson and Committee Chairman Celler sought strenuously to get action. Bryson, after failing to muster a majority in behalf of the bill at

an 11th-hour meeting of the subcommittee, drafted a minority report with another subcommittee member defending the purpose of the bill. Subcommittee members last year urged spokesmen of both sides to get together in an industry-wide conference to seek a solution.

Both sides are expected to revive arguments heard in the Bryson subcommittee hearings. Proponents claimed that the juke box exemption from the Copyright Act of 1909 is anachronistic today and that the juke box industry was in a "primitive state" when the act was written. Foes of the bill are likely to retort, as they did in the last hearings, that the juke box industry was substantially under way when the law was enacted. Supporters of the legislation probably will argue that the exemption is unreasonable since it denies copyright owners from "participat-

ing in the proceeds derived from the public performance." Foes will probably argue, as they did last time, that juke box operators already pay royalties via their contribution toward the statutory tax and that hiking their costs would produce economic chaos in the music industry by drying up disk sales.

Representatives of manufacturers and operators, it was disclosed, intend to ask the subcommittee for a month in which to prepare briefs and exhibits. Several ASCAP luminaries are expected to lead off as witnesses Friday.

## Ops Advocate Sound Public Relations Drive

Donation of 50 Jukes to Charity Latest P-R Move

HARTFORD, CONN., May 30.—Connecticut coin machine operators, long advocates of healthy public relations on the part of the coin machine industry on a national scale, practice what they preach.

Not only do key executives of the Connecticut State Coin Association talk before business groups thruout Connecticut on pro-industry topics, but the CSCA as a whole demands that the (Continued on page 84)

## Cunliffe Offers Free Juke Boxes

Head of Chicago Association Makes Offer Over Radio Station WENR

CHICAGO, May 30.—Ray Cunliffe, president of the Recorded Music Service Association, made a personal appearance Thursday (28) on Eddie Hubbard's "Hits With Hubbard" show over WENR in connection with the 65th Anniversary of the Juke Box Industry. Ray has been in the business since 1907 when he handled nickelodeon piano players. At one time he was selling record players from house to house and as he put it, "It wasn't easy when you figure the size of the speaker horn one had to carry around."

Ray made public an offer over the air which should give the industry in this area a bit of good public relations. He offered any charitable organization that called the offices of the association a free juke box equipped with records.

Donating a juke box, according to Cunliffe, runs into a sizable sum. "Each machine has to be checked for operation readiness, tubes must be replaced, and finally, the machine must be delivered," he said. "This, added to the time of the man that checks to see if the organization is a worthy one, adds up."

## Denver Posted On 65th Juke Anniversary

DENVER, May 30.—Ray Perkins, of radio station KFEL, went all-out for the 65th anniversary of the Juke Box Industry not only on radio, but also in his Platter Parade column in The Denver Post.

Perkins' column reaches approximately 350,000 readers in its Sunday edition. The column contains editorial comment, plus record reviews and Ray's own "Tops in Pops" selections.

## Miami Juke Week A Huge Success

MIAMI, May 30.—The local celebration of the 65th Anniversary of the Music Machine Industry proved an overwhelming success, as the result of co-operation by radio stations and the newspapers. The Miami Herald started the ball rolling Sunday, May 24, with an article about the anniversary, and the other local papers used additional stories during the week.

Harry Burge, station WQAM, used a tape-recorded interview with Willie Blatt, president of the Amusement Machine Operators' Association, which recounted Blatt's 25 years in the music machine business. He touched upon the many activities which AMOA is engaged in, such as donating and maintaining re-conditioned machines for needy institutions, which otherwise would be deprived of music.

Jack Gibson, station WMBM, kicked off the celebration Monday with a reading of The Billboard concerning the anniversary,

including how the juke box originated. That afternoon on his "The Jockey Club" program, Gibson played the top five numbers in the rhythm and blues field selected by The Billboard. He also broadcast a transcript of Mayor Senerchia's congratulatory address to the juke box industry and to the local AMOA. Gibson repeated the s'unt daily during the week.

### Other Stations Pitch

Other stations which pitched in during the week to make the celebration an outstanding success were: WWPB—Noah Tyler, who conducts a deejay show called "Noah's Ark" from 1 to 3 p.m. He also played the top five tunes selected by The Billboard, cited the important role of the juke box in the American (Continued on page 87)

## AMI Distributors to Meet In Grand Rapids June 4-5

GRAND RAPIDS, Mich., May 30.—Distributors for AMI, Inc., will hold a sales meeting June 4-5 at the Morton House.

Officials of the juke box manufacturing company declined to comment on rumors that the meeting would give distributors a preview of a new AMI line.

Dr. Benjamin Bills, Chicago sales consultant, will address the

distributors on problems and solutions in selling. Bills, a faculty member of Northwestern University, also heads his own real estate company and is well known to convention audiences.

Business meetings will open both mornings with breakfast at 8:30 and run thru the entire day.

Others scheduled to address the distributors include John Haddock, president of AMI; Bill FitzGerald, advertising and sales

promotion manager; John Stewart, assistant to Haddock; Ed Ratajack, Western regional representative, and Jack Mitnick, Eastern regional representative.

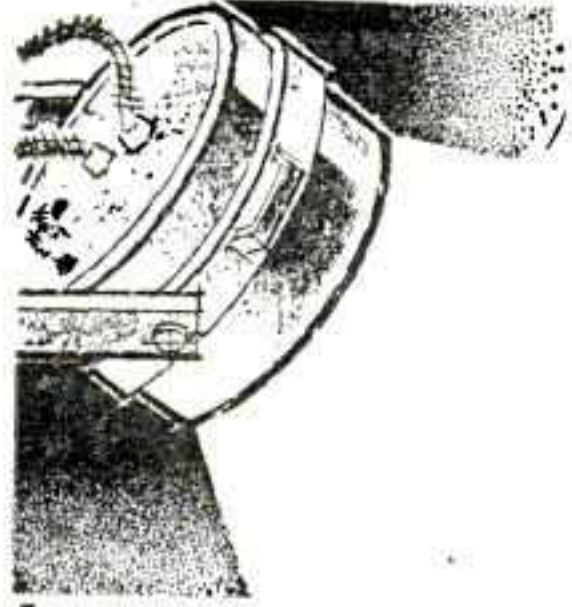
Juke box circles have speculated for some months on the likelihood of AMI introducing a new phonograph line which would include one model designed to play a larger number of selections than 80—currently the maximum on AMI equipment.

## DJ PROGRAMS

### List Grows In Final Plan Of Juke Week

CHICAGO, May 30.—Disk jockey shows, pushing the 65th Anniversary of the Juke Box Industry, were still increasing in number as National Juke Box Week got into full swing across the nation.

In Chicago, Bill Evans, "The Bill Evans Show," WGN, 6:30 to 8 a.m., joined the hundreds of programs dedicated to the anniversary.



**SEE 'n' HEAR  
EVANS'**  
**100 SELECTION  
CENTURY**

50 RECORDS • 45 R.P.M.

**40-SELECTION JUBILEE**

20 RECORDS • 78 OR 45 R.P.M.

... THE MOST **DEPENDABLE**  
PHONOGRAPHS YOU CAN OWN

**SEE 'EM HERE!**

**MIDWEST**

**AUTOMATIC GAMES SUPPLY CO.**  
302 University Ave.  
St. Paul 3, Minnesota

**EMPIRE COIN MACHINE EXCH.**  
1012-14 N. Milwaukee Ave.  
Chicago 22, Illinois

**JOE'S PHONOGRAPH SERVICE**  
2334-36 Olive St.  
St. Louis 3, Missouri

**LIEF MUSIC DIST. CO.**  
1640-42 Payne Ave.  
Cleveland 14, Ohio

**VIC MANHARDT CO., INC.**  
1705 W. Clybourne St.  
Milwaukee 3, Wisconsin

**A. P. SAUVE & SON**  
7525 Grand River Ave.  
Detroit 4, Michigan

**CANADA**

**REGENT VENDING MACHINES, LTD.**  
779 Bank St.  
Ottawa, Ontario, Canada

**EAST**

**HERMAN DISTRIBUTING CO., INC.**  
1505 Coney Island Ave.  
Brooklyn 30, New York

**SCOTT-CROSSE CO.**  
1423 Spring Garden St.  
Philadelphia 30, Pennsylvania

**WILLIAMSPORT AMUSEMENT CO.**  
233 West Third St.  
Williamsport, Pennsylvania

**WEST**

**ADVANCE AUTOMATIC SALES CO.**  
1350 Howard St.  
San Francisco 3, California

**DENVER AMUSEMENT CO.**  
1865 Arapahoe St.  
Denver, Colorado

**WESTERN DISTRIBUTORS**  
3126 Elliot Ave.  
Seattle, Washington

**SOUTH**

**ALL COIN AMUSEMENTS CO.**  
1303 N. Bayshore Drive  
Miami 36, Florida

**BISHOP MUSIC CO.**  
2003 Wake Forest Rd.  
Raleigh, North Carolina

**SOUTH COAST AMUSEMENT CO.**  
314 E. 11th St.  
Houston 8, Texas

... YOUR **DEPENDABLE**  
**EVANS DISTRIBUTORS!**

**H. C. EVANS & CO.**

1556 W. Carroll Ave., Chicago 7, Illinois

**OPERATORS: Ask your Distributor  
for your free copy of the new, full-  
color Brochure on Evans' Century,  
or write Factory direct.**



**MILWAUKEE TEST**

**10-Cent Operation  
Getting Bit Shaky**

MILWAUKEE, May 30. — Recent reports indicate that dime music play, which started successfully a couple of months back, is showing some signs of strain and that the future of the price conversion program is uncertain. The original plan of organized Beer City operators was to inaugurate the price hype on an experimental basis in the downtown sector. Initial reports from the field during the first stages of the experiment augured success with all operators voicing satisfaction at the "long overdue move."

The prevalent undercurrent of talk that the time regime is shaky, stems from the lack of cooperation in the ranks. While the operators trying the price hype are reportedly pleased over results thus far, comments of others have not been favorable.

Mitchell Novelty's Erv Beck reported his firm definitely was pleased with dime play. "We reverted to the old nickel price in only one spot," he said. "In all of the other locations where we have switched to a dime, the over-all picture shows that we are taking in more money and are making less service calls." The company plans to continue its dime price conversion, Beck added.

Comments of other operators on the current price situation ranged from good to bad, with the bulk indicating a desire to continue at the higher price level.

One key operator indicated that the spotty reaction of operators was the lack of a strong trade group.

**Nickelodeon  
Adds Pressing  
Facilities**

• Continued from page 18

firm's maiden venture, "Guitar Boogie," was given last week by Fred Wolf, disk jockey on WXYZ, Detroit, with "very pleasing results." Releases to disk jockeys were sent out Wednesday (27), with national release date for the new pressings set for June 1.

Bufalino is heading for New York for a recording session with the Esquire Boys, who are on the first four releases, early next month, and will trek to Hollywood at the end of June to record Mimi Martel. He also plans to interview several artists with a view to future recording contracts on his Western trip.

**All Coin Gets  
Rights on 200  
Selection Unit**

MIAMI, May 30. — Joe Mangone, of All Coin Amusement Company, announced this week that his company had acquired distribution rights in Dade County for the new Seeburg Commercial 200-Select-o-Matic. Wolfe Distributing Company of Jacksonville is the Seeburg distributor for Florida and Alabama.

Joining the All Coin organization as salesman for the Seeburg commercial units is Herb Horwitz, formerly with the Atlantic-New Jersey Corporation, Seeburg distributor in the New York-New Jersey area. Mangone explained that Horwitz' job will be to contact motels, hotels, restaurants, supermarkets, banks and similar outlets with a view to leasing the music boxes which use 45 r.p.m. records and Extended Plays.

Mangone stated that several installations of the new unit had been made in Greater Miami—the first one in the Cactus Lounge, Miami, and another in the Ambassador Cafeteria, Miami Beach, one of the largest cafeterias in Florida. The Ambassador installation, Mangone said, uses 12 speakers.

**SWITCH**

**Cloud Rides  
Juke Box  
Anniversary**

ST. CLOUD, Minn., May 30.— Art Blaske, disk jockey on KFAM (The Daily Times Radio Station) in St. Cloud, ran a special one and a half hour show last Thursday (28) on the 65th Anniversary of the Juke Box Industry.

The show, called "St. Cloud Juke Box," featured one hour of million sales all-time juke box favorites and one-half hour of interviews with local operators.

**Distrib Covers  
All Jukes With  
Insurance Plan**

PHILADELPHIA, May 30.— Oscar Parkoff and Marvin Stein, of the Atlantic-Pennsylvania Corporation, distributors of Seeburgs in the Philadelphia area, have consummated an insurance plan whereby all Seeburgs sold thru them will be covered with fire, theft and extended coverage insurance.

The deal was negotiated thru the insurance offices of Leonard J. Silver in the Bankers Securities Building, Philadelphia.

**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.

	Issue of May 30	Issue of May 23	Issue of May 16	Issue of May 9
<b>AMI</b>				
Model A.....	\$225.00(2)	\$239.50 295.00	\$225.00(2)	\$225.00 275.00
Model B.....	295.00 325.00	375.00	239.50 325.00	325.00
Model C.....	275.00(2)	395.00	394.50 395.00	375.00 394.50
	350.00 425.00	395.00 450.00	350.00 394.50	375.00 394.50
	450.00		425.00	425.00 450.00
<b>MILLS</b>				
Constellation.....	150.00 169.50	150.00	169.50	
<b>PACKARD</b>				
Manhattan.....	79.50	79.50	79.50(2)	79.50
Model 7.....		49.50		
<b>RISTAUCRAT</b>				
Ristaurat.....	65.00	65.00	65.00	
<b>ROCK-OLA</b>				
46.....	125.00	125.00		
48 Magic Glow Blonde.....	295.00	295.00		
50-51.....	399.50	399.50		
1948 Blonde.....	295.00	295.00	295.00	295.00
1422.....	79.00(2) 119.50	89.50 119.50	79.00 79.50	79.00(2) 119.50
	125.00		119.50 125.00	125.00
1426.....	99.00 119.00	149.50	99.50 119.00	119.00 134.50
	149.50 150.00		134.50 149.50	149.50 150.00
			150.00	
428.....				249.00
1428 Blonde.....	250.00		250.00	250.00
1432.....	395.00		395.00	395.00
<b>SEEBURG</b>				
H 146 Hideaway.....				79.00
H-146 M Hideaway.....	75.00			75.00
H-147 Hideaway.....				99.00
H-148 M Hideaway.....	179.00			179.00
H 148 M.....	199.50	199.50	199.50	199.50
A-100-A 78 RPM.....	565.00 585.00	585.00	574.50	550.00 574.50
	595.00(2)	595.00(2)	595.00(2)	595.00(2)
	650.00		650.00	650.00
M-100 B 45 RPM.....	795.00	795.00		
46.....	125.00	125.00		75.00
47.....	150.00	150.00		90.00
146.....	85.00 129.50	129.50	150.00	129.50 150.00
	150.00			
146 Hideaway.....	125.00		90.00 125.00	125.00
1947 Hideaway.....	119.50	119.50		
146 M.....	99.00(2)		99.00(2) 100.00	99.00(2)
146 S.....	99.00		99.00 100.00	99.00(2)
147.....	95.00 159.50	159.50	124.50 175.00	124.50 159.50
147.....	175.00			175.00
147 M.....	115.00 139.00		115.00 125.00	115.00 139.00
			139.00	
147 S.....	115.00		110.00 115.00	115.00
148.....			139.50	139.50
148 Hideaway.....		185.00	175.00	
148 Blonde.....	250.00		250.00	250.00
148-M.....			200.00	
148 ML.....	105.00 199.00	209.50	199.00 229.50	199.00
148 ML Blonde.....	209.50			209.50
148 SL.....	199.00		199.00	199.00
1941 Hideaway.....	49.00		49.00	49.00
1946 Hideaway.....		89.50 99.50	89.50	89.50
1947 M.....	175.00	175.00	175.00	175.00
1948 Blonde.....	245.00	245.00	245.00	245.00
1948 Hideaway.....		139.50		
<b>WILLIAMS</b>				
Music Mite.....	125.00	125.00	125.00	125.00
<b>WURLITZER</b>				
850.....	25.00			
950.....	119.00	109.50 135.00	109.50 119.00	97.50 109.50
1015.....	125.00(2)	150.00	139.50 150.00	119.00 125.00
	150.00(3)			139.50 150.00
1017 Hideaway.....	99.00	99.50	99.00 99.50	99.00
1080.....	125.00(2)	150.00	125.00 140.00	92.50 125.00
	150.00			140.00
1100.....	229.00 250.00	229.50 275.00	229.00 265.00	229.00 265.00
	275.00(2)	395.00	275.00(2)	275.00(2)
	295.00			300.00
1217 Hideaway.....	249.00		249.00	
1250.....	319.50 350.00	319.50	359.00 375.00	359.00 375.00
	359.00 365.00		394.50	394.50

**SAVE MONEY...ON**

Reconditioned  
Music Equipment  
from

**MUSIC SYSTEMS**

Clean Equipment—Ready To Go  
Write, Wire, Phone

1/3 Deposit, Balance C. O. D.

**SEEBURG** 148SL ..... \$199.00  
147M ..... 139.00  
146M or S ..... 99.00

**Hideaways**  
H148M ..... \$179.00  
H146M ..... 75.00

**Wall Boxes**  
3W7-L56 ..... \$34.50  
(5-10-25 3-wire)

3W2-L56 ..... 12.50  
(5 3-wire)

W1-L56 ..... 5.00  
(5 wireless)

W6-L56 ..... 29.50  
(5-10-25 wireless)

**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

THE "The Amusement Industry's  
BILLBOARD Leading Newsweekly"

... with Audited Paid Circulation to match!





**Only  
an  
Exclamation Point  
Can Express  
the Tremendous  
Importance  
of this  
NEW...**

**... Period  
in  
Juke Box History  
That Begins  
Next Week**

**AMI** *Incorporated*

General Offices and Factory: 1500 Union Avenue, S. E., Grand Rapids, Michigan

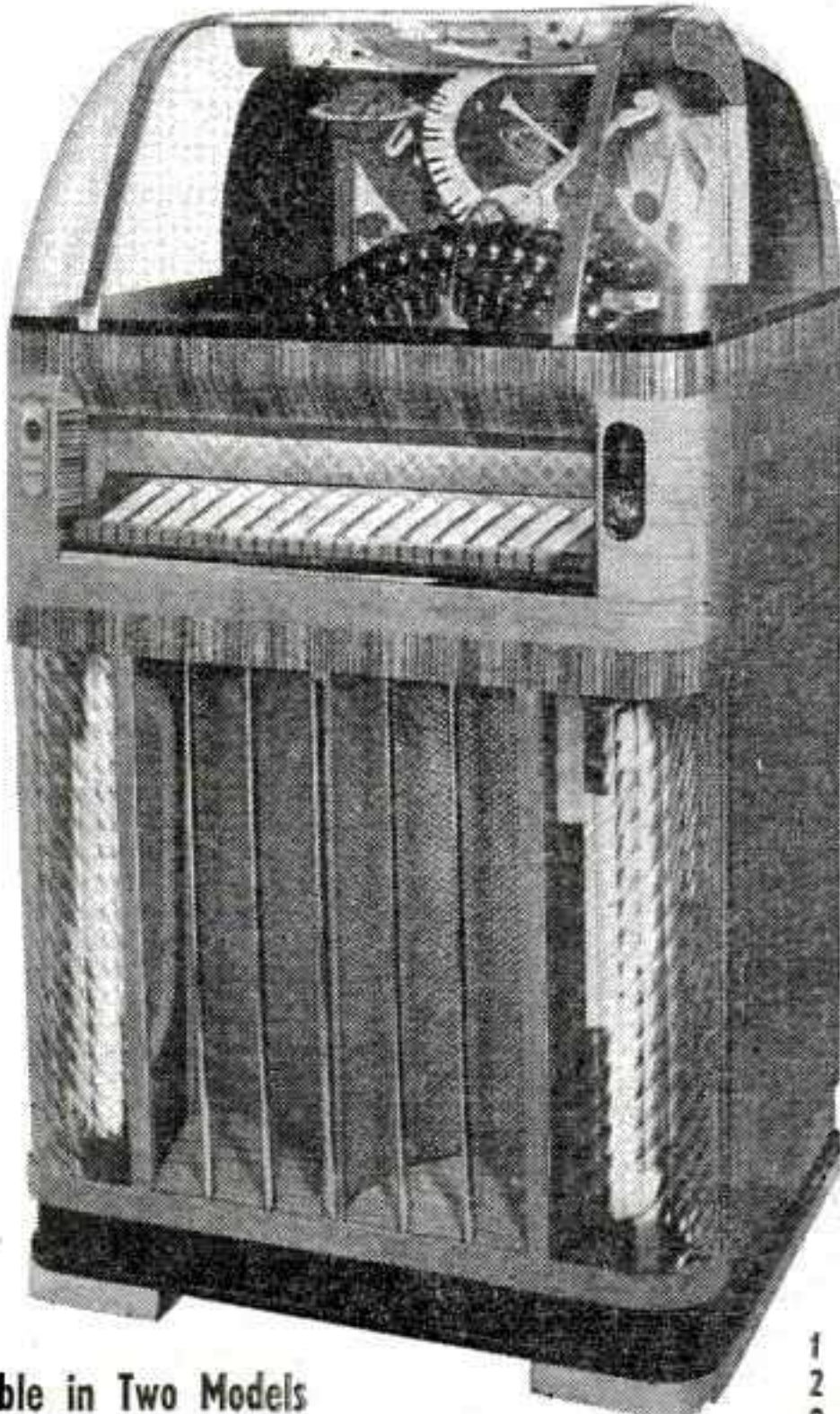
120 120



SEE

PLAY HEAR

Order your next Phonograph from your Rock-Ola dealer



Available in Two Models for 75 or 45 R.P.M.

The Industry's Greatest Phonograph Achievement

ROCK-OLA MANUFACTURING CORPORATION

800 North Kedzie Avenue Chicago 51, Illinois

120 120 120 120 120 120 120 120 120 120

GIVE TO DAMON RUNYON CANCER FUND

How Was Your Timing on...

"ORGAN GRINDERS' SWING"

Now 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...

Form for requesting title strip cards, including fields for name, address, city, zone, state, and date.

Spotted as a Billboard BEST BUY



Title Strips Ready for Top Juke Profits



CONVENIENT ORDER FORM

There are 20 title strips on each card—10 on side A and 10 on side B. The minimum package includes 2 cards of each record selected...

Table with columns for Cards (per week), Cost (for 3 months), and Cards (per week), Cost (for 3 months) for various package sizes.

Ops Advocate

Continued from page 81

membership refrain from "talking down the industry." "Let us remember," says Abe Fish...

So highly regarded is the topic of public relations that matters pertaining to coin industry and the public in general are on the monthly rosters of CSCA meetings in Hartford.

"Whenever one of our members, be he big or small operator, comes up with a concrete idea on how to sell a newspaper editor or disk jockey on some phase of coin machine operations, that operator takes the floor at our meetings for as long as necessary," Fish said.

Latest public relations move by the CSCA membership was the donation of more than 50 juke boxes to charitable institutions thruout Connecticut.

DJ Programs

Continued from page 81

Others were Eddie Hubbard, WENR, "Hits With Hubbard," 4:30-5:30 p.m. Ray Cunliffe, president of the Recorded Music Service Association...

On TV, Mary Gillette, of Gillette Distributors, was interviewed on the "Bob and Kay" show over WNBQ-TV. Danny O'Neil, WGN, "Chicago at Night," interviewed Ray Cunliffe and Phil Levin...

In Bridgeport, Conn., Wallie Dunlap, WICC, "Dial Dunlap," paid tribute to the industry on his May 25 show. He also interviewed Mary Small on Dunlap's TV show May 22.

In Billings, Mont., KOOK, Ed Peiss, extolled the juke box industry on his "Ballroom" program, May 25. Larry Brownell gave the industry a plug in Warren, O., over WHHH on his "Larry Brownell Show," May 25.

In Deadwood, S. D., Tony Trucano, of the Black Hills Novelty Company, arranged to have Harry Daniels, of Station KDSJ, pay homage to the industry.

THE BILLBOARD Index of Advertised Used Machine Prices

Arcade Equipment

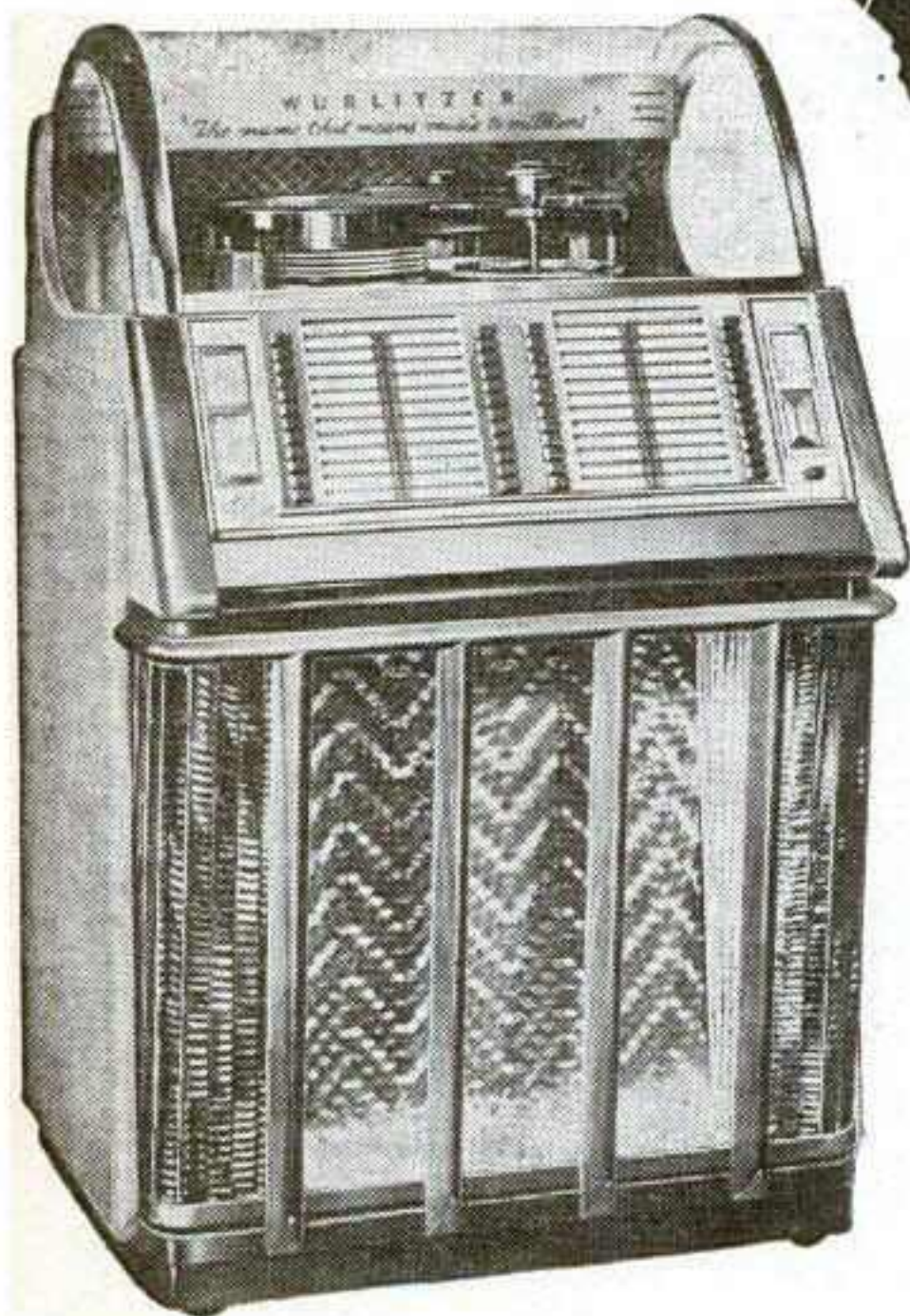
Large table listing various arcade equipment items (Ace Bomber, Air Raider, All Star Hockey, etc.) with columns for Issue of May 30, May 23, May 16, and May 9, and their respective prices.

(Continued on page 87)

It's Getting a

# BIG HAND

all over America



Coast to coast, location patrons are according the new 48-selection Wurlitzer resounding rounds of applause.

We think it well deserved.

This colorful, compact performer stepped into a part that required more than average showmanship—and has played it to an appreciative audience.

Wherever installed it's winning the plaudits of the public—expressed in a continuous cue-up of the coins in the cash box that prove it a mighty profitable investment for the operator.

48-SELECTION

*Wurlitzer*

**1650**

Playing straight 45 RPM Records

**1600**

Playing 45 or 78 RPM Records

*See Your Wurlitzer Distributor*

**The Rudolph Wurlitzer Company • North Tonawanda, New York**

# 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 30	Issue of May 23	Issue of May 16	Issue of May 9
ABC (United).....	\$75.00 95.00(2) 130.00 135.00	\$95.00 99.50 130.00 135.00	\$130.00 135.00 150.00 175.00	\$135.00 145.00 149.50(2) 150.00 175.00
Across-the-Board (United)...	225.00	225.00	225.00	225.00
Advance Roll (Genco).....			19.50	
All Baba (Gottlieb).....	34.50		34.50	34.50
Alice in Wonderland (Gottlieb).....	49.50			
AM Star Basketball.....	145.00	165.00		
Aquacade (United).....	25.00 39.50 59.50		39.50	39.50
Atlantic City (Bally).....	335.00 375.00(2) 385.00(2) 395.00(3) 415.00	375.00 385.00(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
Baby Face (United).....	49.50			
Ballerina (Bally).....	49.50	49.50	49.50	49.50
Bank-a-Ball (Gottlieb).....	75.00	75.00		
Barnacle Bill (Gottlieb).....	34.50		34.50	25.00 34.50
Baseball (Genco).....			49.00	
Basketball (Gottlieb).....	85.00	85.00	95.00	95.00
Basketball Champ (Chicago Coin).....	195.00 225.00 250.00	250.00 195.00 250.00	195.00 250.00 250.00	195.00 250.00 250.00
Basket Ball (Chicago Coin).....	150.00 275.00	275.00 150.00	150.00 275.00	275.00
Bat-a-Score (Evans).....	69.50 75.00 89.50	89.50 69.50	29.00 30.00 69.50 89.50	69.50 89.50
Batting Practice.....			95.00	
Beauty (Bally).....	485.00 495.00(2) 510.00 525.00 540.00	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
Be Bop (Exhibit).....	94.50	94.50	94.50	94.50
Big Hit (Exhibit).....	165.00	165.00	165.00	165.00
Big Top (Genco).....	54.50 60.00 64.50	60.00	64.50	64.50
Bing-a-Roll (Genco).....	35.00			44.50
Black Gold (Genco).....	50.00 59.50(2)	50.00	59.50	59.50
Bolero (United).....	175.00(3) 195.00(2)	175.00(2) 195.00(2)	175.00 195.00 220.00 225.00	175.00 215.00(2) 220.00 225.00
Boston (Williams).....	89.50	89.50	89.50	89.50
Bowling Champ (Gottlieb).....	50.00(3) 74.50	50.00(3) 74.50	50.00(2) 74.50	50.00(2) 74.50
Bright Lights (Bally).....	175.00(3) 190.00(3) 195.00 215.00 225.00	175.00(2) 189.50 190.00(2) 195.00(2)	195.00 200.00 215.00 219.50 225.00 250.00	175.00 185.00 200.00 215.00(2) 219.50 225.00 250.00
Bright Spot (Bally).....	250.00 265.00(3) 290.00 295.00(5)	250.00 265.00 275.00(2) 290.00 295.00(5)	275.00 295.00(5) 300.00 315.00	275.00 295.00(2) 300.00 315.00(2) 325.00
Buccaneer (Gottlieb).....	34.50 59.50	59.50	34.50 59.50	25.00 34.50 59.50 74.50
Buffalo Bill (Gottlieb).....	40.00 69.50	40.00 47.50 69.50	47.50 69.50	47.50 69.50
Buttons & Bows (Gottlieb).....				
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	180.00	185.00	195.00
Carolina (United).....	34.50	34.50	34.50	34.50
Carnival (Bally).....	49.50	49.50	49.50	49.50
Champion (Bally).....	37.50 40.00 45.00 89.50	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
Champion (Chicago Coin).....	40.00 65.00 69.50	40.00 65.00	40.00 65.00	40.00 65.00
Chico (Chicago Coin).....	175.00 195.00	175.00 185.00 205.00	225.00	225.00
Chinatown (Gottlieb).....				
Cinderella (Gottlieb).....	29.50 49.50	375.00	29.50	29.50 49.50
Circus (United).....	295.00 375.00 395.00		395.00	395.00
Citation (Bally).....	25.00 30.00 79.50	30.00 65.00 79.50	30.00(2) 79.50	19.00 29.50 30.00(2) 65.00 79.50
College Daze (Gottlieb).....	50.00 75.00 89.50	75.00		
Coney Island (Bally).....	235.00 240.00 245.00 265.00 275.00(4) 290.00 295.00(2) 305.00	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)	265.00 275.00(2) 300.00 315.00(3) 322.50
Control Tower (Williams).....	100.00		95.00	95.00 119.50
Coronation (Gottlieb).....	210.00			
Cross Roads.....	175.00 185.00			
Cyclone (Gottlieb).....	140.00 175.00	125.00		
Dallas (Williams).....	44.50		44.50 60.00	44.50 60.00
Dancing Dan.....			29.50	29.50
De-Icer (Williams).....	75.00 99.50	75.00 79.50 99.50	75.00 99.50	75.00 99.50
Dew-Wa-Ditty (Williams).....	34.50 49.50	49.50	34.50 49.50	34.50 49.50
Disc Jockey.....	215.00	200.00 215.00	225.00	225.00
Domino (Williams).....	160.00 165.00			
Double Action.....	50.00	99.50	99.50	99.50
Double Feature.....	74.50 100.00	74.50 99.50	74.50	74.50
Double Shuffle (Gottlieb).....	49.50 65.00(2) 75.00 79.50	65.00(2) 75.00 79.50	49.50 65.00(2) 79.50	49.50 65.00 69.50 79.50 74.50 75.00 89.50
Dreamy (Williams).....	74.50(2) 89.50	74.50 75.00 89.50	74.50(2) 75.00 89.50	74.50 75.00 89.50
El Paso (Williams).....	39.50 59.50		39.50	39.50
Fighting Irish (Chicago Coin).....	75.00 95.00	75.00 95.00	75.00	75.00
Five Star (Universal).....	79.50 85.00 140.00	75.00 79.50 85.00 125.00 135.00 140.00	95.00 99.50 140.00	95.00(2) 99.50 135.00 140.00
Flip Skill.....	29.50 69.50	29.50 69.50	29.50 69.50	29.50 69.50
Floating Power (Genco).....	44.50 49.50		44.50	44.50
Flying High (Gottlieb).....	235.00		235.00	235.00
Football (Chicago Coin).....	50.00 59.50 75.00	59.50 75.00	59.50	59.50
400 (Genco).....	190.00 195.00(3) 225.00	190.00 195.00(2) 215.00 220.00 225.00(2)	190.00 195.00 215.00 225.00(2)	195.00 215.00 225.00(3)
400, 5c or 10c (Genco).....	249.50	249.50	249.50	249.50
Four Corners (Williams).....	215.00	215.00	215.00	225.00
Four Horsemen (Gottlieb).....	79.50 115.00 129.50	79.50 129.50 139.50	79.50 129.50 139.50	79.50 129.50 139.50
Four Stars (Gottlieb).....	185.00 195.00	165.00 169.50		169.50

**BETTER BUY from BANNER**

**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.

**BINGO GAMES**

1 BRITE LITE ..... \$165.00 ea.  
5 SPOT LITE ..... 195.00 ea.  
1 FROLIC ..... 335.00 ea.  
2 THREE-FOUR-FIVE ..... 75.00 ea.

**FIVE BALLS**

3 ARIZONA ..... \$29.50 ea.  
1 BOWLING CHAMP ..... 29.50 ea.  
1 CANASTA ..... 29.50 ea.  
2 FIGHTING IRISH ..... 29.50 ea.  
5 KNOCKOUTS ..... 39.50 ea.  
1 MARYLAND ..... 29.50 ea.  
1 OASIS ..... 29.50 ea.  
1 OKLAHOMA ..... 29.50 ea.  
2 PIN BOWLERS ..... 39.50 ea.  
1 PUNCHY ..... 39.50 ea.  
1 ST. LOUIS ..... 39.50 ea.  
1 SWEETHEART ..... 39.50 ea.  
1 SOUTH PACIFIC ..... 29.50 ea.  
2 STEEPLECHASE ..... 119.50 ea.  
2 TURF KINGS ..... 49.50 ea.

1/2 Deposit With Order—Balance C.O.D.  
**OHIO SPECIALTY COMPANY, INC.**  
539 S. 2nd St. Louisville 2, Ky.  
Phone: WAbash 2465

**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

**We Carry a Complete Line of**

- ★ COIN COUNTERS
- ★ COIN SORTERS
- ★ COIN CHANGERS
- ★ COIN WRAPPERS
- ★ PARTS AND SUPPLIES

**WHOLESALE—RETAIL**  
WRITE—WIRE—PHONE

**Globe Distributing Co.**  
1623 No. Calif. Ave., Chicago, Ill.

**WANTED**

Used Metal Typers and Auto-Photos

**WOODWARD AMUSEMENT CO.**  
2329 Woodward Ave. Detroit 1, Mich.

	Issue of May 30	Issue of May 23	Issue of May 16	Issue of May 9
Freshie (Williams).....	35.00 60.00 65.00 69.50	60.00 65.00	60.00 69.50	60.00 69.50
Frolic (Bally).....	350.00(2) 365.00 375.00 395.00(6)	375.00 385.00 395.00(3) 399.00 415.00	375.00 395.00 399.00 400.00 415.00	415.00 425.00(3) 435.00
Futurity (Bally).....	199.50 220.00 225.00 235.00	199.50 220.00 235.00	199.50 235.00 240.00	220.00 240.00 265.00
Georgia (Williams).....	60.00 99.50	95.00 99.50	95.00 99.50	95.00 99.50
Gin Rummy.....		75.00		
Gizmo (Williams).....		49.50		49.50
Glamour (Bally).....	175.00	175.00		
Gold Cup (Bally).....	99.50	99.50		99.50
Golden Gloves (Chicago Coin).....	50.00 75.00	75.00		75.00
Golden Nugget (Genco).....	235.00			
Grand Award (Chicago Coin).....	35.00	35.00		
Happy Days.....	195.00 215.00		185.00	195.00
Happy Go Lucky (Gottlieb).....	159.50	159.50		
Harvest Time (Genco).....	75.00 109.50	75.00 109.50	109.50	109.50
Hayburner (Williams).....	105.00 115.00	115.00 150.00	99.50 125.00	99.50 125.00
Hit-a-Homer.....	149.50	165.00		165.00
Hits and Runs (Genco).....	24.50	24.50	22.50 24.50	22.50 24.50
Hit 'N' Run (Gottlieb).....	145.00 150.00	150.00(2)	65.00	65.00
Hit Parade (Gottlieb).....	29.50	155.00 165.00		
Holiday (Chicago Coin).....	39.50		29.50	29.50
Holiday (Keeney).....	235.00	245.00 250.00	245.00	250.00 259.50
Humpdy Dumpty (Gottlieb).....	245.00(2) 259.50	259.50	250.00(2)	265.00
Hong Kong (Williams).....	180.00 195.00	180.00 210.00	210.00	220.00
Horseshoes (Williams).....		125.00	100.00	159.50
Hot Rod (Bally).....	40.00(2) 99.50	40.00 99.50	40.00 99.50	40.00 99.50
Jalopy (Williams).....	125.00	145.00 150.00	145.00	145.00
Jockey Special (Bally).....	15.00 59.50	54.50	54.50	54.50
Joker (Gottlieb).....	95.00	99.50		
Judy (Exhibit).....				99.50
Jumping Jack (Genco).....	235.00 275.00 285.00	235.00 275.00 285.00	235.00 285.00 295.00(2)	265.00 285.00 295.00(2) 325.00
King Arthur (Gottlieb).....	35.00 90.00			
King Cole (Gottlieb).....	49.50	49.50	49.50	49.50
King Pin (Chicago Coin).....	124.50 145.00	124.50 145.00	124.50	124.50
K. C. Jones (Gottlieb).....	100.00			
Knock Out (Gottlieb).....	65.00 69.50	65.00 69.50	69.50 75.00	69.50 75.00
Leader (United).....	225.00 250.00 265.00 269.50	225.00 265.00 169.50	250.00 265.00 269.50 275.00	250.00 269.50 275.00(2)
Lite-a-Line (Keeney).....	300.00	275.00(2)	310.00	285.00 310.00
Long Beach (Williams).....	79.50 95.00(2)	79.50 95.00(2)	95.00 99.50	95.00 99.50
Lucky Inning (Williams).....	195.00 275.00	185.00 225.00 275.00	195.00 275.00	275.00
Major League Baseball (Western).....			50.00	
Majors (Chicago Coin).....	74.50	74.50	74.50	74.50
Majorette.....	125.00 140.00	125.00 140.00(2)	145.00	145.00
Mardi Gras.....	29.50 49.50		29.50	29.50
Maryland (Williams).....	49.50	84.50	49.50 84.50	49.50 84.50
Mercury (Genco).....	59.50	59.50	59.50	59.50
Mermaid.....	125.00 140.00	125.00		
Merry Widow (Genco).....		29.50	29.50	29.50
Minstrel Man (Gottlieb).....	145.00 159.50	159.50	159.50	95.00 159.50
Monterrey (United).....	49.50			
Moon Glow (United).....	49.50			
Niagara (Gottlieb).....	145.00 175.00	175.00	175.00	175.00
Nifty (Williams).....	89.50 95.00	89.50 95.00	89.50 95.00	89.50 95.00
Oklahoma (United).....	64.50 65.00 69.50	65.00	64.50 65.00	64.50 65.00
Old Faithful (Gottlieb).....	75.00 100.00	75.00	85.00	85.00
One, Two, Three (Genco).....	34.50(2) 49.50	34.50	34.50(2)	34.50(2)
Palm Beach (Bally).....	360.00 375.00 395.00	375.00 415.00 425.00 440.00	425.00(3) 445.00(2)	440.00 450.00(2) 465.00
Paratrooper (Williams).....	155.00	165.00	185.00	185.00
Photo Finish (Universal).....	39.00 40.00	39.00		



	Issue of May 30	Issue of May 23	Issue of May 16	Issue of May 9
Tampico (United).....	64.50	79.50	64.50	79.50
Tahiti (Chicago Coin).....	65.00	65.00		
Telecard (Gottlieb).....	69.50	69.00		
Tennessee (Williams).....	29.50		29.50	29.50
Texas Leaguer (Keeney).....	49.50	50.00	20.00	49.50
Thing (Chicago Coin).....	45.00	69.50	50.00(2)	69.50
Three Feathers (Genco).....	64.50(2)	89.50	89.50	89.50
Three Musketeers (Gottlieb).....	74.50	85.00	64.50	64.50(2)
3-4-5 (United).....		125.00	74.50	74.50
Thrill (Chicago Coin).....	29.50	30.00	135.00	135.00
Touchdown (United).....			29.50	29.50
Trade Winds (Genco).....	29.50		165.00	165.00
Trinidad (Chicago Coin).....	45.00	45.00	29.50	29.50
Triplets (Gottlieb).....	60.00	74.50	95.00(2)	74.50
	74.50(2)	95.00(2)	74.50	95.00(2)
	100.00(2)	100.00		
	125.00			
Tri-Score (Genco).....	89.50	89.50	89.50	89.50
Tumbleweed (Exhibit).....	75.00	65.00	75.00	65.00
Turf King (Bally).....	75.00(3)	95.00	75.00(3)	95.00
	125.00	149.50	125.00	149.50
		149.50		
Tucson (Williams).....	44.50		44.50	44.50
Utah (United).....	84.50	84.50	84.50	84.50
Virginia (Williams).....	49.50			85.00
Watch My Line (Gottlieb).....	75.00	75.00	85.00	85.00
Whirl-A-Ball.....		22.50		
Whizz Kid (Chicago Coin).....	115.00			
Wild West (Gottlieb).....		165.00	114.50	114.50
Winner (Universal Industries).....	49.00	55.00	49.00	65.00
	65.00	99.50	49.00	99.50
	20.00	25.00	49.00	99.50
Wisconsin (United).....	20.00	25.00	34.50	34.50
	34.50			
Wizard.....	49.50		49.50	49.50
Yanks (Williams).....	175.00	125.00	175.00	175.00
Zingo (United).....		40.00	175.00	

### ● Arcade Equipment

● Continued from page 84

	Issue of May 30	Issue of May 23	Issue of May 16	Issue of May 9
Sky Fighter (Mutoscope)....	125.00	195.00	75.00	125.00
				195.00
Solar Horoscope.....		110.00	150.00	110.00
Star Series (Williams).....	75.00	100.00	75.00	100.00
	139.50	139.50	139.50	139.50
Sub Gun (Keeney).....	125.00	125.00	50.00	125.00(2)
				125.00(2)
Target Skill (Genco).....	95.00	95.00	95.00	95.00
Team Hockey (United).....	85.00	85.00	85.00	85.00
Telequiz.....	115.00	125.00(2)	100.00	125.00(2)
	125.00(2)	169.50	125.00(2)	169.50
Ten Pins (Rock-Ola).....	99.50	99.50	99.50	99.50
Ten Strike (Evans).....	75.00	75.00	50.00	75.00
Three Glamour Rating.....			50.00	50.00
Three Wheels of Love.....			50.00	50.00
13-Way Athletic Scale (Mercury).....		79.00		
Tommy Gun (Evans).....	99.50	99.50	99.50	99.50
Undersea Rider (Bally).....	95.00	95.00	125.00	95.00
View-A-Scope.....	39.50	39.50	39.50	39.50
Voice-o-Graph (Mutoscope).....	425.00	525.00	425.00	525.00
	595.00	595.00	525.00	595.00
Western Baseball.....	75.00	85.00	50.00	75.00
				85.00
Wheel Cee Mystic.....	85.00			
Zodi Fortune Teller.....			350.00	

## 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)  
Usual want-ad style, one paragraph, no display. First line set in 6 pt bold, balance 6 pt light

Per word ..... \$ 20

3 or more CONSECUTIVE or 26 insertions, per word ..... 18

52 CONSECUTIVE insertions, per word ..... 16

● DISPLAY CLASSIFIED (Minimum \$6)  
Any advertisement using display make-up or white space. Figure space between cut-off rules, 1 pt. rule borders permitted only on ads of 28 lines or more.

Per agate line ..... \$1.00

3 or more CONSECUTIVE or 26 insertions, per agate line ..... 95

52 CONSECUTIVE insertions, per agate line ..... 90

1 inch equals 14 agate lines

Cash must accompany all orders for less than 3 insertions. Please include an additional 25¢ for each insertion for the use of a box number to cover the cost of handling and forwarding of your mail.

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. Coin Radio & Television Corp., 190A Duane St., New York City

NEW MONEY-MAKING OPPORTUNITY in coin-operated field. Locations unlimited. Not radio, TV, washing machines or refrigerators. For full information about operation and where to get equipment, send \$1.00.

F. SHREVE Charlotte, N. C.  
P. O. Box 1583

### Help Wanted

Mechanic Wanted — Capable all around mechanic for all games and phones; must be sober and reliable; steady job, good living conditions, salary and percentage. Write P. O. Box 62, Edgewater Branch, Denver 14, Colo., giving reference and experience in first letter.

### Parts, Supplies & Services

Stamp Folders, direct from manufacturer: unlimited quantities, immediate delivery; write for prices. Vendco Sales Co., 2124 Market St., Philadelphia 3, Pa. LOcust 7-1448.

### Routes for Sale

Sponsored Ford Gum and other 1¢ and 5¢ Machines located Northern Indiana. Box 632, The Billboard, Chicago 1, Ill.

\$1,000 down, \$200 per month buys 6 Juke Boxes, 25 Five-Balls, 2 Shuffle; real opportunity; no 5-Ball competition. Coin Machine Exchange, 303 Airport Drive, Shreveport, La.

### 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.

Chicoin Pistol, \$95; Six Shooter, \$150; All Star, \$60; Hy-Roll, \$50; Twin Shuffle-Cade, \$135; Shuffle Targets, \$40; Shuffle Line, \$50; Hook Bowlers, \$50; Univ. Hi Score, \$95; Keeney 2 Player, \$50. Wisconsin Novelty Co., 3733 N. 7th St., Milwaukee 3, Wis.

Cigarette Machine, King Size Conversions, 25¢ and 30¢ mechanisms; all types of used Cigarette Machine Equipment, completely overhauled and refinished. Central Vending Machine Service Co., 3967 Parrish St., Philadelphia 4, Pa. EV 6-4244 and BA 2-8710.

Cigarette Machines, quarter operation; Uneda, latest model, \$55; Counter Model, \$22.50; U-Select-It 72-Bar Candy Vender, \$27.50; 74-Bar, \$37.50; Mills Candy Bar Machines, 5 columns, \$45; Stafter 9-Col. Cookie Machine, \$35. Harris Vending, 2717 N. Park Ave., Philadelphia, Pa.

Cigaret Vendors—National, Rowe, DuGrenier, Eastern; all models with king columns; bargain prices \$65 to \$125; reconditioned and guaranteed. Kerner Vendors, 3730 Division St., Chicago 51.

Coin Changers—Returns nickels for quarters and dimes, \$50 capacity; with hanging brackets, now \$125. Kerner Vendors, 3730 Division, Chicago 51.

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.

Stamp Vendors—Latest Northwestern and Duval roll type, capacity 2000 stamps; bargain guaranteed, \$45. Kerner Vendors, 3730 Division, Chicago 51.

### THOROUGHLY RECONDITIONED

- Chinatown, like new ..... \$175.00
- College Daze ..... 45.00
- Harvest Time ..... 45.00
- 4 Horseman ..... 75.00
- Knock Out ..... 55.00
- Select-A-Card ..... 40.00
- Telecard ..... 22.50
- Bowling Champ ..... 25.00
- Wms. Boston ..... 40.00
- Wms. El Paso ..... 29.00
- Wms. Dallas ..... 29.00

OBERMILLER BROS. 605 Ridgeway, Columbia, Mo. Phone 3872

Stafter Cookie Vendors—40 Junior Models, only two years old, mechanically perfect, at \$30 each while they last. Kerner Vendors, 3730 Division, Chicago 51.

Wattling Scales, late model Fortune, extra clean, \$100 ea. Glenco Sales, P. O. 835 Bluefield, W. Va.

5 Bally Cup Vendors, fair condition, complete with auxiliary units, \$100 ea.; also 10 pre-war Photomatics, \$150 ea.; crating (if necessary) extra. McGuire, 15523 Lakewood, Paramount, Calif.

15 unused Vendors and 75 lbs. Chlorophyll Pellets, \$150. Earl Richards, 318 W. Hammond, Otsego, Mich.

25 Popcorn Vendors, \$10 each; also 50 Gum and Nut Vendors, \$6.50, like new R. Westmoreland, Box 1016, Jackson, Tenn.

100 Coin Operated Radios and 35 Hospital Radios. Box 103, 6340 Blackstone Ave. Chicago, Ill.

### Wanted to Buy

Want 500 all types Five Ball Flipper Games; send list, state name, quantity, condition and quote lowest price in first letter. Badger Sales Co., 2251 W. Pico Blvd., Los Angeles, Calif.

Wanted—Coin Radios, good condition; state names, quantity, condition, timing and quote lowest price. P. O. Box 641, Dayton, O.

### Gains Favor

● Continued from page 81

Green, say they tried 10-cent play in their locations, but it didn't work. Their problem is different from many operators. It seems most of their locations are in the outlying neighborhoods, and while there was not too much opposition the first week, there was more the second, and by the third week, it was too much and they switched back.

"I think the idea is wonderful for locations where there is a lot of passing trade," said Mr. Gay. "I also recommend that if the operators get together, I think that dime play would find universal acceptance."

Reg Gilchrist, of the R. C. Gilchrist Company, says that most operators say that the gross increased by 25 per cent on dime play, the number of plays went down.

Operators in the Toronto area have tried the idea for the past two years. It was a case of "on-again-off-again, Finnegan," with none of the operators able to make up their minds definitely.

### Miami Juke Week

● Continued from page 81

way of life, and used the Mayor's speech.

WMIE—Cy Russell, program director, went all-out during the week. The top five hillbilly numbers contributed by the AMOA were played frequently by deejays Dave Miller, Buddy Starcher and Cracker Jim.

WIOD—Program Director Scott Bishop used the top five popular numbers on the "High School Juke Box Show" at 9 a.m. Saturday, May 30, along with a broadcast of the mayor's speech.

WKAT — Program Director John I. Prosser accepted the five popular records from AMOA and used them on "The Field House," a program conducted every morning by deejay Elliott Field.

## The Greatest-Latest Selection Ever Offered!

COMPLETELY RECONDITIONED—GUARANTEED! IMMEDIATE SHIPMENT!

### SHUFFLE GAMES

- Chi. Coin 4 PLAYER, Life-Up Pins ..... \$225
- Chi. Coin 4 PLAYER, Lge. Fly. Pins ..... 225
- Chi. Coin HORSESHOE ..... 125
- Bally HOOK BOWLER ..... 125
- United 5 PLAYER ..... 175
- United 6 PLAYER ..... 225
- Keeney 4 PLAYER ..... 275
- Keeney DELUXE LEAGUE BOWLER ..... 275
- Keeney SUPER DELUXE LEAGUE BOWLER ..... 295
- Keeney LEAGUE BOWLER ..... 95
- Keeney BIG LEAGUE BOWLER ..... 145

### BINGO GAMES

- PALM BEACH ..... \$415
- BEAUTY ..... 485
- FROLIC ..... 375
- CONEY ISLAND ..... 275
- ATLANTIC CITY ..... 365
- SPOT LITE ..... 250
- BRITE SPOT ..... 275
- BRITE LIGHTS ..... 185

### LATEST-FINEST PIN GAMES

- |                   |       |                    |       |
|-------------------|-------|--------------------|-------|
| CYCLONE.....      | \$150 | CARAVAN.....       | \$165 |
| CHINATOWN.....    | 210   | DISK JOCKEY.....   | 225   |
| CORONATION.....   | 220   | FOUR CORNERS.....  | 220   |
| CROSSROADS.....   | 185   | HONG KONG.....     | 175   |
| FOUR STAR.....    | 195   | MAJORETTE.....     | 110   |
| HAPPY DAYS.....   | 225   | OLYMPIC.....       | 165   |
| MERMAID.....      | 140   | PARATROOPER.....   | 150   |
| MINSTREL MAN..... | 145   | SILVER SKATES..... | 220   |
| QUINTETTE.....    | 245   | STARLITE.....      | 220   |
| SKILL POOL.....   | 215   | TWENTY GRAND.....  | 195   |

### THE ONLY GENUINE DE LUXE FORMICA TOPS FOR UNITED SHUFFLE GAMES

- SPECIAL PRICES
- 1-5 ..... \$15.00
  - 6-10 ..... \$13.50
  - 11-25 ..... 12.50
  - Over 25 ..... 11.50

### WILLIAMS SPECIAL GAMES

- JALOPY ..... \$135
- SPARK PLUG ..... 125
- HAYBURNER ..... 115

### MISCELLANEOUS

- Exhibit SIX SHOOTER ..... \$160
- Chi. Coin BASKETBALL CHAMP ..... 195

### NEW GAMES

- United CLOVER
- Williams DELUXE BASEBALL
- Bally BEACH CLUB
- United CABANA
- ACE COIN COUNTER



TERMS: 1/3 deposit, balance sight draft.

## INVENTORY SALE

CLEAN EQUIPMENT, RECONDITIONED

- |                   |          |                             |          |
|-------------------|----------|-----------------------------|----------|
| Bright Spot.....  | \$265.00 | Gottlieb Skill Pool.....    | \$180.00 |
| Coney Island..... | 240.00   | Gottlieb Globe Trotter..... | 140.00   |
| Spot Lite.....    | 225.00   | Gottlieb Spot Bowler.....   | 90.00    |
| Life-a-Line.....  | 50.00    | Gottlieb Triplets.....      | 70.00    |
| Stars.....        | 25.00    | Gottlieb Knockout.....      | 40.00    |
| Long Beach.....   | 225.00   | Genco 400.....              | 175.00   |
- ARCANE
- Bear Gun..... \$225.00
  - Six Shooter..... 150.00
  - Williams Super World Series..... 175.00
- ONE BALLS
- Futurities..... \$200.00
- CONSOLES FOR EXPORT—WRITE FOR LIST AND PRICES  
1/3 Deposit With Order, Balance Sight Draft or C.O.D.  
THE HUB ENTERPRISES, INC.  
32 S. CHARLES ST. Telephone: Lexington 5-4467 BALTIMORE 1, MD.

You are cordially invited to attend Southern Automatic Thirtieth Anniversary Party, June 13th and 14th

Exclusive AMI Distributors in Kentucky, Indiana, Southern Ohio

## 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. Maume Ave., Ft. Wayne 4, Ind.  
129 W. North St., Indianapolis, Ind.

- |                         |          |                      |          |
|-------------------------|----------|----------------------|----------|
| 10 Bally Beauty.....    | \$500.00 | 10 Citation.....     | \$ 19.00 |
| 3 Spot Lite.....        | 275.00   | 16 Turf King.....    | 45.00    |
| 3 Coney Island.....     | 265.00   | 5 Champions.....     | 25.00    |
| 3 Bright Lights.....    | 185.00   | 2 Sunshine Park..... | 300.00   |
| 2 Frolic.....           | 375.00   |                      |          |
| 2 Palm Beach.....       | 425.00   |                      |          |
| 3 Atlantic City.....    | 400.00   |                      |          |
| 1 United Show Boat..... | 320.00   |                      |          |
- PIN GAMES
- Gottlieb Barnacle Bill..... \$ 25.00
  - Gottlieb Telecard..... 25.00
  - Gottlieb Old Faithful..... 75.00
  - Gottlieb 4 Horsemen..... 75.00
  - Gottlieb Knockout..... 50.00
- PHONOGRAPHS
- A.M.I. A..... \$275.00
  - A.M.I. B..... 375.00
  - A.M.I. C..... 450.00
  - A.M.I. D..... NEW
  - Wurlitzer 1100..... 250.00
  - Wurlitzer 1015..... \$ 97.50
  - Wurlitzer 1080..... 92.50
  - Seeburg 46..... 75.00
  - Seeburg 47..... 90.00
  - Rock-Ola 1428 Blonde..... 225.00
- Want to buy A.M.I. B; Seeburg 100 A, B or C; Rock-Ola 1434 and Evans Constellation. 125 6TH AVE., N. NASHVILLE, TENNESSEE Phone 6-8371

## for better buys buy McGinnis

- YOU CAN DEPEND ON ROY FOR QUALITY RECONDITIONED EQUIPMENT
- |                   |         |                                    |          |                 |         |
|-------------------|---------|------------------------------------|----------|-----------------|---------|
| Bomber.....       | \$65.00 | Pinky.....                         | \$95.00  | Shoo-Shoo.....  | \$90.00 |
| Champion.....     | 75.00   | Nitty.....                         | 95.00    | Tumbleweed..... | 75.00   |
| (CC).....         | 65.00   | Punchy.....                        | 75.00    | Oklahoma.....   | 65.00   |
| Red Shoes.....    | 75.00   | Knockouts.....                     | 69.50    | Stop & Go.....  | 70.00   |
| Big Hit.....      | 165.00  | Bowl. Champ.....                   | 50.00    | Freshie.....    | 60.00   |
| Gold. Gloves..... | 75.00   | Obie. Shuffle.....                 | 45.00    | Sportsman.....  | 75.00   |
|                   |         | Keeney 6-Player Bowler.....        | \$265.00 |                 |         |
|                   |         | United 6-Player Shuffle Alley..... | 240.00   |                 |         |
|                   |         | Keeney Team Bowler.....            | \$425.00 |                 |         |
|                   |         | Bally Speed Bowler.....            | 50.00    |                 |         |
- WE SHALL BE PLEASED TO DEMONSTRATE THIS NEW EQUIPMENT  
KEENEY ELECTRIC CIGARETTE VENDOR  
KEENEY CLUB BOWLER • KEENEY TELEVISION

## ROY MCGINNIS CORP.

2011 MARYLAND AVE., BALTIMORE 18, MD. PHONE: BELMONT 1800

THE "The Amusement Industry's BILLBOARD Leading Newsweekly"

... with Audited Paid Circulation to match!



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

★★ **MUSIC CLEARANCE** ★★

- 3 AMI Hideaways—40 record . . . . . \$295.00
- 68 5c & 10c AMI Wallboxes . . . . . ea. 22.50
- 1 Wurlitzer Hideaway—48 record . . . . . 295.00
- 63 3020 Wurlitzer Wallboxes . . . . . ea. 17.50

**WANTED** Seeburg "Shoot the Bear" Guns  
 Seeburg M100A

Exclusive Gottlieb, Williams, Seeburg and Chicago Coin Distributors



Remember  
 IN NEW ENGLAND  
 IT'S TRIMOUNT!

40 WALTHAM STREET  
 BOSTON 18, MASS  
 Tel. Liberty 2-9480

**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 30	Issue of May 23	Issue of May 16	Issue of May 9
ABC Bowler . . . . .			\$25.00	\$25.00
Ace Bowler (Chicago Coin) . . . . .	\$50.00			
Bank Shot (American) . . . . .	275.00	275.00	275.00	275.00
Baseball (Bally) . . . . .	75.00	75.00 79.50	49.00 75.00	\$75.00
Baseball (Williams) . . . . .				49.50
Baseball, 2 player (Chicago Coin) . . . . .	69.50	69.50	69.50	69.90
Baseball, 2 player (Bally) . . . . .	49.50			
Big League Bowler (Keeney) . . . . .		185.00	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	40.00	25.00 40.00
Bowling Alley, 6 player (Chicago Coin) . . . . .	225.00w/p	235.00w/p	235.00 250.00	225.00w/p
	235.00w/p	245.00w/p	295.00	250.00 295.00
	250.00 295.00	250.00(2)		
		255.00 295.00		
		75.00		
Bowling Champ (Keeney) . . . . .				
Bowling Classic (Chicago Coin) . . . . .	59.50 89.50	75.00 89.50	59.50 75.00	59.50 89.50
			89.50	
Bowling Classic, 2 player (Chicago Coin) . . . . .	35.00			
Bowling League (Genco) . . . . .				25.00
Bowling League, 4 player (Keeney) . . . . .	35.00			
De Luxe League Bowler (Keeney) . . . . .		225.00 245.00	255.00	255.00
Deluxe Match Bowler (Keeney) . . . . .	295.00	315.00		295.00
Deluxe Bowler (Williams) . . . . .				39.00
Deluxe 6 player (Chicago Coin) . . . . .	245.00 250.00	245.00 250.00	250.00	250.00
Double Bowler (Keeney) . . . . .	79.50		79.50	79.50
Double Bowler, 2 player (Keeney) . . . . .	79.50	79.50	99.50	99.50
Double Header (Williams) . . . . .			75.00	45.00 75.00
Double Header, 2 player (Williams) . . . . .	49.50 59.00	49.50 69.50	49.50	49.50
Double Shuffle Alley Express Rebound (United) . . . . .	119.50	119.50	119.50	79.50w/p
				119.50
8 Player (Genco) . . . . .		125.00	125.00	125.00
Five Player Shuffle Alley (United) . . . . .	160.00	165.00	165.00	160.00 179.00
	180.00w/p	180.00w/p	180.00w/p	180.00w/p
	185.00 195.00	185.00	185.00 195.00	185.00 195.00
	225.00	195.00(2)	225.00	225.00
		200.00 225.00		
		215.00		
Four Way Bowler (Keeney) . . . . .				
Four Player Shuffle Alley (United) . . . . .	125.00 135.00	135.00 150.00	135.00 150.00	135.00 150.00
	149.50 150.00	175.00 195.00	175.00 195.00	169.00w/p
	195.00			175.00 195.00
	49.50	115.00	49.00 115.00	115.00
Hi-Score Bowler (Universal) . . . . .	149.50	100.00 149.50	89.50 95.00	95.00 149.50
Hook Bowler (Bally) . . . . .			149.50	
League Bowler (Keeney) . . . . .	139.50	125.00(2)	49.00 125.00	125.00(2)
			139.50	139.50
League Bowler, 4 player (Keeney) . . . . .	115.00 125.00	125.00 149.50	125.00 159.50	125.00 159.50
	149.50			
League Bowler, 6 player (Keeney) . . . . .			185.00	185.00
League Bowler, 10 player (Keeney) . . . . .			325.00	325.00
Manhattan 6 player (United) Match Bowler (4 player) (Keeney) . . . . .	185.00	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	300.00 345.00	300.00 345.00	345.00 375.00
	375.00	375.00	375.00	375.00
Official 4 player (United) . . . . .			249.50w/p	
Official Shuffle Alley (United) . . . . .		325.00 340.00	335.00	335.00
Official Match Bowler (United) . . . . .	325.00	325.00		
Shuffle Alley (United) . . . . .		45.00		
Shuffle Alley DeLuxe 6 player (United) . . . . .	250.00 315.00	250.00 295.00	199.50w/p	249.00w/p
		315.00	245.00 250.00	250.00 275.00
			295.00 315.00	295.00 315.00
Shuffle Alley Express (United) Shuffle Alley Express 2 player (United) . . . . .	109.50	109.50	139.50	139.50
Shuffle Alley, 6 player (Keeney) . . . . .	225.00 265.00	250.00(2)	265.00(2)	199.00 250.00
		255.00 265.00		265.00(2)
Shuffle Alley, 6 player (United) . . . . .	190.00	190.00	125.00w/p	190.00
	200.00w/p	200.00w/p	169.50w/p	200.00w/p
	215.00 225.00	215.00 225.00	190.00	215.00
	240.00	235.00 245.00	200.00w/p	219.00w/p
		250.00	215.00 225.00	225.00 245.00
				260.00
Shuffle Champs (Bally) . . . . .			29.00	
Shuffle Horseshoe (Chicago Coin) . . . . .	100.00	100.00		99.00 100.00
Shuffle Horseshoes, 2 player (Chicago Coin) . . . . .	55.00			
Shuffle Line (Bally) . . . . .	109.50	109.50 110.00	95.00 109.50	95.00 109.50
Shuffle Slugger (United) . . . . .		65.00	49.00 65.00	65.00
Shuffle Target (Genco) . . . . .	74.50	74.50 95.00	49.00 74.50	74.50 95.00
			95.00	
Shuffle Target, 2 player (Genco) . . . . .	39.50			
Single Shuffle Alley Rebound (United) . . . . .	89.50	89.50	89.50	89.50
Six Player, 10th Frame (United) . . . . .			385.00	
Skee Alley (United) . . . . .	45.00	75.00 79.00	49.00 75.00	79.00
Speed Bowler (Bally) . . . . .	45.00 50.00	45.00 50.00	29.00 45.00	50.00
			50.00	
Star Bowler (United) . . . . .		375.00		350.00
Star Bowler, 2 player . . . . .	350.00	350.00	350.00	350.00
Star, 6 player (United) . . . . .		375.00	300.00 375.00	325.00w/p
				375.00
Super Deluxe League Bowler. (Keeney) . . . . .				275.00
Super Six Shuffle Alley (United) . . . . .	295.00 335.00	295.00 325.00	295.00w/p	295.00
		335.00 340.00	295.00(2)	299.00w/p
			335.00(2)	315.00
				335.00(2)



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!"

**ARCADE and  
 LOCATION EQUIPMENT and SUPPLIES**

New 1953 Winners and Others  
 Air Hockey, console model.  
 Pokerinos, Scientific's improved model  
 Space Gun, best yet.  
 1953 Baseball, Williams' finest.  
 Set Shot Basketball, few left.  
 A.B.T. Rifle Sport & Challenger.  
 Midget Movies, new . . . . . \$295.00  
 Q-Ball, Scientific only . . . . . 195.00  
 Merry-Go-Round . . . . . \$395.00  
 Also Kiddie Rides — Animals, Boats,  
 Bicycles, Rockets, Space Ships, etc.  
 Bottom prices. Write for FREE Illustrated  
 Supplement.  
 Photomatic and Voice-O-Graph,  
 factory rebuilt . . . . . Write  
 Panorams . . . . . \$295.00  
 Skee Balls, one 14 ft. & others . . . . . 85.00  
 Twin Rotation, Exhibit . . . . . 275.00  
 Field Goal, Scientific . . . . . 175.00  
 Midget Skee Ball, Chi Coin . . . . . 195.00  
 Pitch 'Em & Bat 'Em . . . . . 195.00  
 Vendo Coin Changer, slightly used 75.00  
**Munves Rebuilt Machines**  
 Look and Work Like New  
 Complete Line of Parts and Supplies.  
 1953 Catalog 200 Illustrations FREE.  
**MIREMUNVES**  
 577 Tenth Ave. (at 42nd St.)  
 New York 36 N Y BRyant 9-6677  
 41 YEARS SERVICE · EST. 1912

**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 . . . . . .05  
**Alabama Vending Co.**  
 Tuscaloosa, Alabama

**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.: Homlock 4-3844

**MECHANIC WANTED**

We have opening for reliable, sober Mechanic. Pin, Bingo and Music Route in Rural Community. Will pay good salary to right party. We have been 30 years in this locality. Long hours not necessary.  
**BOX D-38**  
 c/o The Billboard, Cincinnati 22, O.



**YOU CAN'T BUY A BETTER  
 RECONDITIONED PHONOGRAPH  
 ANYWHERE!**

**MONEY BACK GUARANTEE**

WURLITZER . . . . . \$375  
 850's and 950's as is, uncrated . . . . . \$ 25  
 SEEBURG  
 M100A . . . . . \$564

1015's . . . . . \$125  
 1015's Cobra Arms . . . . . 150  
 1100's . . . . . 250  
 1250's . . . . . 365  
 Exclusive Wurlitzer Distributors in No. Illinois and Indiana



distributing company  
 3181 Elston Chicago 18, Ill.  
 Independence 3-2210

**Hires, Ltd., Reports Loss**

PHILADELPHIA, May 30.—Charles E. Hires Company's wholly-owned Canadian subsidiary, Charles E. Hires Company, Ltd., had a loss of \$9,567 during the first six months of 1953. For a like period last year, it had a loss of \$3,958.

**BINGO SPECIALS**

**THOROUGHLY RECONDITIONED**

- BALLY BEAUTY .....\$499.00
- PALM BEACH ..... 440.00
- FROLIC ..... 425.00
- ATLANTIC CITY ..... 390.00
- STARS ..... 275.00
- SPOT LITE ..... 310.00
- CONEY ISLAND ..... 275.00
- BRIGHT SPOT ..... 300.00
- LEADER ..... 275.00
- BOLERO ..... 215.00
- A. B. C. .... 149.50
- 5-STAR ..... 135.00
- BALLY FUTURITY ..... 220.00
- TURF KING ..... 125.00
- CHAMPION ..... 75.00
- CITATION ..... 65.00
- SUNSHINE PARK ..... 335.00
- JOHNSON FARE BOX COIN COUNTERS

—WRITE FOR PRICES—

Terms: 1/3 cash with order  
Balance C.O.D.

**INDIANA SUPPLY CO.**

4095 Madison Street  
Gary, Indiana

**BINGO GAMES**

Ready for Locations at Lowest Prices

- 2 Beauties .....\$475.00
- 2 Frolics ..... 340.00
- 2 Palm Beaches ..... 345.00
- 6 Atlantic Cities ..... 330.00
- 8 Spot Lites ..... 210.00
- 5 Coney Islands ..... 225.00
- 1 Bright Light, D.S. .... 150.00
- 1 United Bolero ..... 165.00

1/2 Deposit, Balance C.O.D.

**Manner Dist. Co.**

300 W. Court St., Cincinnati 2, Ohio  
Phone DU 5152

**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:

LP PRICES RANGE FROM 69 CENTS TO \$7.30. At the present time, the disk buyer can purchase a 10-inch long-playing record for more than 22 list prices (Music department).

BB CHART ANGLES EASY DISK PROGRESS SUM-UP. In order to clarify the progress of newer records, The Billboard will combine "New Records to Watch," "This Week's Best Buys" and "Coming Up in the Trade" in a single page (Music department).

PACKAGES. M-G-M Records will peg a healthy portion of its summer promotion into EP recordings (Music department).

PERRY COMO SURGES. After 10 years of recording for RCA Victor, Perry Como has sold more current pops in the last six months than in any six-month period since 1943 (Music department).

And many other informative news stories as well as the Honor Roll of Hits and pop charts.

	Issue of May 30	Issue of May 23	Issue of May 16	Issue of May 9
Super Twin Bowler (Universal)	65.00	69.00	69.00	69.00
Super Twin Bowler (United)		59.50		
Super Twin Rotation (Exhibit)	395.00	395.00		
Team Bowler, 10 player (Keeney)	\$425.00	\$400.00	\$425.00	\$450.00
10th Frame Bowler (Chicago Coin)	345.00	345.00	345.00	
Trophy Bowl (Chicago Coin)	59.50 99.50	75.00 99.50	59.50 75.00	59.50 75.00
Twin Bowler (Universal)	49.50(2)	49.00 49.50	49.00 49.50(2)	49.00 49.50
Twin Rotation (Exhibit)	275.00(2)	275.00 395.00	195.00 275.00	275.00 395.00
Twin Shuffle Alley Rebound (United)	99.50 129.50	125.00	49.00 125.00	125.00 129.50
	345.00	145.00(2)	145.00	145.00
Twin Shuffle-Cade (United)	350.00	150.00	150.00	150.00
Two Player (United)	110.00	110.00	110.00	110.00

**Heart Attack Takes Salupo, Cincy Coin Service Union Exec**

CINCINNATI, May 30.—Alfred S. (Babe) Salupo, 39, business agent of the local Vending Machine Service Employees' Union, Teamsters' Local 122 (AFL), collapsed Wednesday night (27) of a heart attack in the lobby of the Detroit Hotel, Detroit, and was pronounced dead upon arrival at Receiving Hospital.

Salupo, who was also president and business representative of the Laundry Workers' International Union, Cleveland Local 152, and the union's international representative, had suffered a slight heart attack six months ago. He had gone to Detroit for a union conference and had just checked into the hotel when stricken.

Born in Cleveland, Salupo entered the laundry workers' union after graduating from high school. He became a union officer in 1935.

In the early 1940's he came to Cincinnati to head Local 442-D, Brotherhood of Electrical Workers, now the vending machine service union.

Salupo came from a family of union leaders. A brother, Nick, was business agent of the AFL Dry Cleaners' Union before dying in 1948 of heart trouble. Another brother, Sam, was killed in 1939 when a bomb exploded in his automobile. A third brother, Anthony, is connected with the Cleveland laundry workers' union.

Besides his brother, Salupo is survived by his widow, Louise; three children, Suzanne, Sam and Louise, and his parents, Mr. and Mrs. Joseph Salupo.

**Price Company Intros Police Whistle Charm**

NEW YORK, May 30.—The Paul A. Price Company, local charm manufacturer, this week announced that the firm is manufacturing a Police Whistle charm.

The whistle is molded, comes in two-tone plastic colors and has a loop attachment for a key chain. Price said it will fit in all types of ball gum venders.

**WANTED**

LATE MODEL BOWLING GAMES  
WRITE OR WIRE QUANTITY,  
CONDITION AND BEST PRICE  
**PURVEYOR**

4322-24 N. WESTERN AVE.  
CHICAGO 18, ILLINOIS  
PHONE: JUNIPER 8-1814

**THE WINNER IS ALWAYS "FIRST"**



**CONVERSIONS**

IT PAYS TO BUY THE BEST! GENUINE SUPER DELUXE FORMICA TOPS

Absolutely highest quality! Instructions, buffer 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

**SHUFFLEBOARD ATTACHMENTS**

Keeney 4-PLAYER MATCH BOWLER \$185  
NEW ELECTRIC SCOREBOARDS CENTER OVER-HEAD \$125  
WALL MODEL 95

**VENDING**

KEENEY NEW DE LUXE ELECTRIC CIGARETTE VENDOR  
Easy to Service, Quicker Loading, Greater Profits.

RECONDITIONED  
Uneda Electric Cigarette Machine, 9 Col. \$125  
Pop Corn Sez, Like New 69

**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.

**BINGO 5 BALLS**

Bally BEACH CLUB  
Genco SILVER CHEST  
"First-Conditioned"  
BALLY  
BEAUTY .....\$515  
PALM BEACH ..... 425  
FROLIC ..... 395  
ATLANTIC CITY ..... 385  
SPOT LIGHT ..... 295  
BRIGHT SPOT ..... 295  
CONEY ISLAND ..... 295  
BRIGHT LIGHTS ..... 215

**UNITED**

STARS .....\$265  
BOLERO ..... 175  
A.B.C. .... 135

**GENCO**

JUMPING JACKS .....\$295  
KEENEY HOLIDAY LITE-A-LINE ..... 95

**ARCADÉ**

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 ..... 145  
CHI COIN 4 PLAYER DERBY ..... 155  
TELEQUIZ ..... 125  
CHI COIN PISTOL ..... 115  
CHICKEN SAM ..... 105  
RIFLE RANGE RAY GUN ..... 105  
BALLY RAPID FIRE ..... 105  
CHI COIN GOALEE ..... 95  
QUIZZER ..... 95  
WMS. QUARTER-BACK ..... 85  
UN. TEAM HOCKEY ..... 85  
WESTERN B'BALL ..... 75  
EXHIBIT DALE GUN ..... 65

**SHUFFLE GAMES**

NEW Keeney's 10 Player CLUB BOWLER  
Chicago Coin CROWN  
United CLOVER  
United CASCADE  
Chi Coin BOWL-A-BALL

**"First-Conditioned"**

KEENEY DE LUXE LEAGUE BOWLER .....\$245  
BIG LEAGUE SIX PLAYER ..... 250  
FOUR PLAYER BOWLER ..... 185  
LEAGUE BOWLER ..... 125

**UNITED**

STAR 6 PLAYER .....\$375  
SUPER 6 PLAYER ..... 325  
OFFICIAL S.A. DELUXE SIX PLAYER ..... 295  
SIX PLAYER ..... 225  
FIVE PLAYER ..... 195  
FOUR PLAYER ..... 175  
TWIN REBOUND ..... 125  
SKEE ALLEY ..... 75  
SHUFFLE SLUGGER ..... 65

**CHICAGO COIN**

SIX PLAYER .....\$255  
BOWLING CLASSIC ..... 75  
TROPHY BOWL ..... 75

**UNIVERSAL**

HIGH SCORE BOWLER .....\$115  
SUPER TWIN BOWLER ..... 69  
TWIN BOWLER ..... 49

**GENCO**

8 PLAYER .....\$125  
SHUFFLE TARGET ..... 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 A BALL ..... 75  
TELECARD ..... 69  
SELECT-A-CARD ..... 65

**CHICAGO COIN**

KING PIN (floor sample) .....\$145  
FIGHTING IRISH ..... 95  
FOOTBALL ..... 75  
THING ..... 45

**American Bankshot Shuffleboard**

.....\$275

**FIRST DISTRIBUTORS**  
Joe Kline & Wally Finks  
1750 W. North Avenue • Chicago 22, Illinois • Dickens 2-0500

**COIN OPERATED TIMING METERS**  
EASILY ADAPTABLE TO THE APPLIANCE OF YOUR CHOICE  
• WASHERS • T. V. SETS • IRONERS, ETC.  
Available settings seconds to hours. Slotted for both dimes and quarters. Dust proof—rust proof—tamper proof.  
**MONROE COIN MACHINE EXCHANGE**  
2423 PAYNE AVE., CLEVELAND 14, OHIO SU. 1-4600  
Write—Wire—Phone

**BINGO BUYS**  
Frolics .....\$350  
Zingo ..... 175  
Stars ..... 250  
Bolero ..... 175  
Holiday .....\$235  
Jumpin' Jacks ..... 225  
Genco "400" ..... 195  
Bright Spot ..... 250  
BRAND NEW AJAX CIGARETTE VENDORS—EXHIBIT BIG BRONCO HORSES, PETER RABBIT, RANGER RAWHIDE, BALLY CHAMPION—WRITE, Write for Late List: Shuffles, etc., New—Used.

**SPECIAL! "POP" CORN SEZ 10c VENDORS**  
RECONDITIONED LIKE NEW WRITE

NEW! Write for Prices!  
C.C. Crown Bowler, United Clover, Keeney 10-Play, Club Bowl, Bally Beach Club.  
CLAYT NEMEROFF • CHARLEY PIERI  
**Monarch Coin Machine, Inc.** 2257-59 N. Lincoln Ave. Chicago 14, Ill. Phone: Lincoln 9-3996-7-8  
SPECIAL—PANORAMS Guaranteed Reconditioned WRITE

**SUBSTANTIAL DISCOUNTS TO QUANTITY BUYERS**

FIVE BALLS		ONE BALLS	
College Daze .....\$65.00	Basketball .....\$95.00	Jockey Specials .....\$45.00	Gold Cups ..... 45.00
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Four Horsemen ..... 75.00	Pinbowler ..... 75.00		
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King Arthur ..... 59.50	Rosebowl ..... 125.00		
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OVER 100 FLIPPER TYPE TABLES READY FOR IMMEDIATE DELIVERY

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SEEBURG M-100A ..... 450	A.M.I. WOM (5/10) ..... 25
SEEBURG WOM (W4-L56) ..... 35	ROCK-OLA 1422 ..... 125
WURLITZER 1015 ..... 150	ROCK-OLA 1426 ..... 150
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**FOREIGN BUYERS!**

We'll see you soon in person

Abe Witsen will leave for Europe June 21

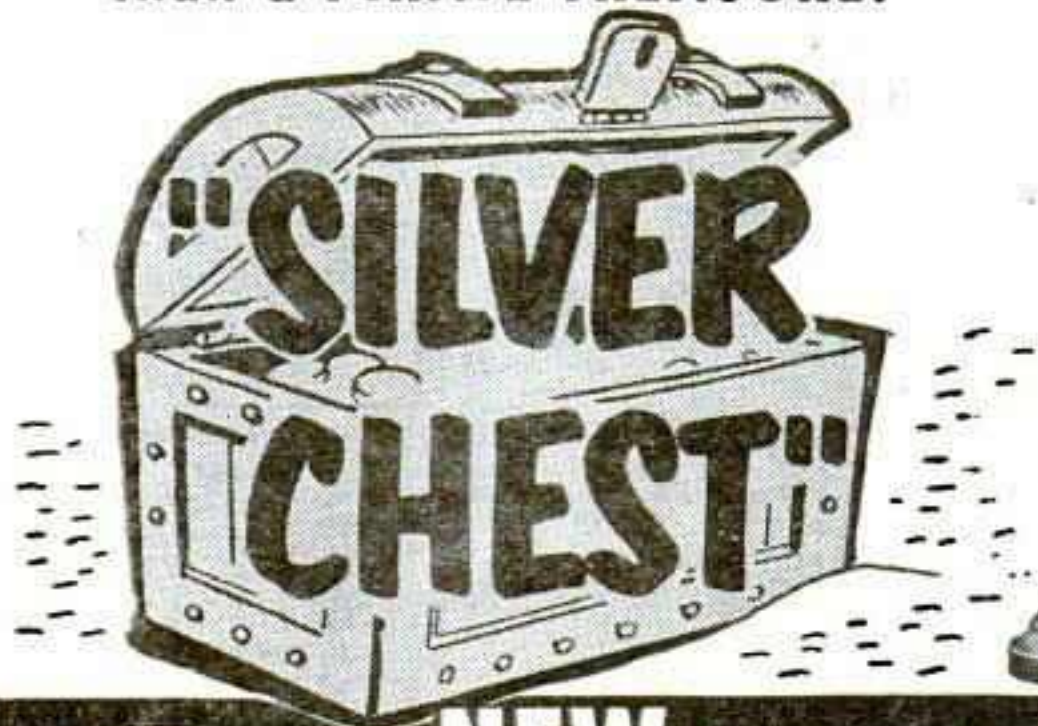
Sol Groenteman will leave for Europe August 2

Among the nations to be visited are . . . Belgium, Holland, France, Switzerland, Italy, Germany, Norway, Sweden, Portugal, Lebanon and Morocco.

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SCRAMBLED NUMBER LANES test player's skill — increase Flipper importance in scoring.

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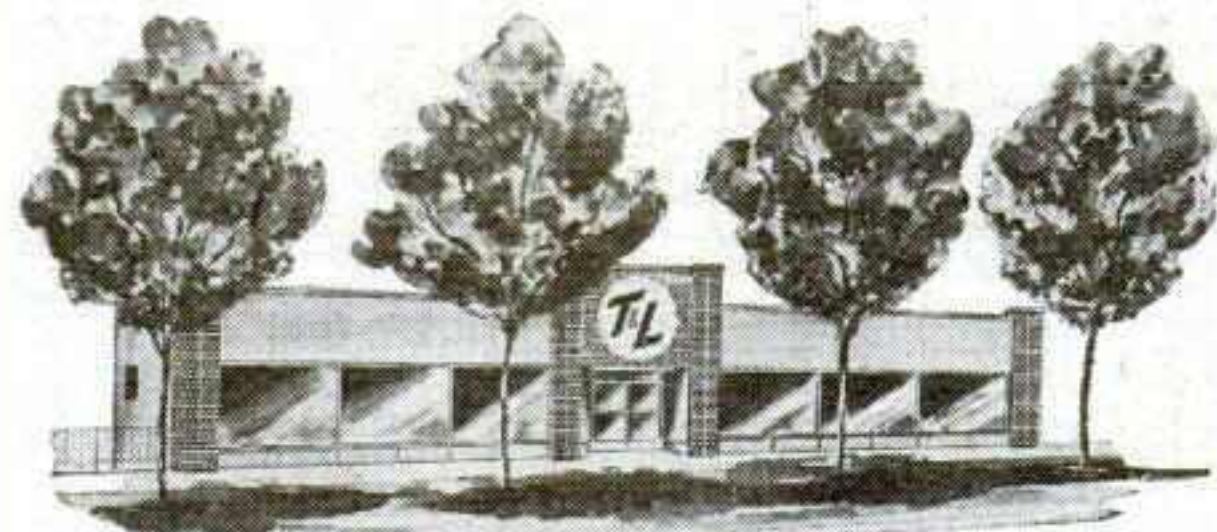
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**A WONDERFUL ARRAY  
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**PLAY THAT SPARKLES  
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**ADVANCES BONUS** for high score . . . **INCREASES VALUE** of point lanes . . . **LIGHTS ROLL-OVERS** at bottom for replays . . . **AWARDS REPLAYS** for spelling out "DOLLS" . . . **EACH RE-SET** lights one letter . . . **MYSTERY "SPOT-EM"** spots one letter intermittently at start of game.

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Lights bonus holes for replays.

**creates dazzling ball action . . . marvelous recovery shots . . . induces repeat play.**

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Crossroads	Spot Bowler	115	3 Musketeers	85
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Hong Kong	Flying High	235	Four Stars	185
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Mermaid	Silver Skates	225	Rose Bowl	135
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Reconditioned

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Proved OVER A PERIOD OF YEARS THE OUTSTANDING MONEY MAKER OF ALL!!

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Yes!

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Adjustable TO OPERATE ON:  
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Complete with Studio Equipment—Like New  
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1080		\$125.00
1217 HIDEAWAY		249.00
1017 HIDEAWAY		99.00

**ROCK-OLA**  
1426 \$99.00  
1422 79.00

14 Station Solotone Unit with 12 Boxes . . . Write

Phonographs listed are complete, in working order. They may also be purchased reconditioned and refinished with Davis 6 Point Guarantee for \$35 additional per machine.

**WALL BOXES**

Wurlitzer 4820, 5¢, 10¢, 25¢, Converted	\$39.50
Wurlitzer 3020, 5¢, 10¢, 25¢, Reconditioned	19.50
Wurlitzer 3031, Reconditioned	9.95
Wurlitzer 219 Stepper	19.50
Seeburg 3W2-L56, 3-Wire, Reconditioned, Refinished	7.50
Seeburg W1-L56, 5¢, Wireless, Reconditioned, Refinished	4.95
Packard Pla-Mor	3.95

TERMS: 1/3 DEPOSIT WITH ORDER, BALANCE C. O. D. WE SPECIALIZE IN EXPORT TRADE.

**DAVIS DISTRIBUTING CORP.**

**SEEBURG FACTORY DISTRIBUTORS**

738 ERIE BLVD. E.

PH. 75-5194

Branches in BUFFALO • ROCHESTER • ALBANY SYRACUSE, N. Y.



Brand New!  
**Buckley CRISS-CROSS JACKPOT BELLS**  
5¢-10¢-25¢-50¢-\$1.00  
Also made for many foreign coins.

BUCKLEY WALL AND BAR MUSIC BOXES  
20-24-32 Record Selections  
5¢ or 10¢ Play

Buckley Manufacturing Co.  
4223 W. Lake St. Chicago 24, Ill.

BEAUTY	\$495.00
PALM BEACH	415.00
FROLIC	395.00
ATLANTIC CITY	395.00
CONY ISLAND	275.00
SPOT LITE	250.00
BRITE SPOT	225.00
BRIGHT LIGHT	175.00
UNITED CIRCUS	395.00
UNITED STARS	275.00
UNITED LEADER	250.00
HAY BURNER	149.50
KEENEY CONVERSION (for long board)	225.00
GENCO SCOREBOARD	95.00

All games reconditioned.  
**UNIVERSITY COIN MACHINE EXCHANGE**  
854 N. High St. Columbus 8, Ohio  
Tel.: University 6900

YOU ARE INVITED . . .

We will be honored to have you as our guest at the Grand Opening of our Ultra-Modern Building on Sunday, June 7th, 1953 Buffet Lunch and plenty of Refreshments all day from 10 A.M. to 6 P.M.

Morris S. Gisser & Associates



**Cleveland Coin MACHINE EXCHANGE, INC.**

2021-2025 Prospect Ave., Cleveland 15, Ohio  
All Phones: Tower 1-6715

**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

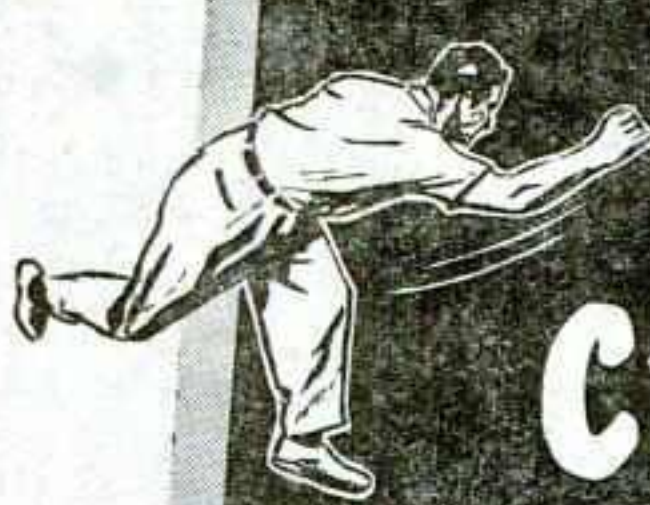
Exclusive distributors for **AMI BALLY-UNITED**



Size  
8 ft. x 2 ft.

**chicago  
coin**  
MACHINE COMPANY

1725 W. DIVERSEY BLVD. • CHICAGO 14, ILLINOIS



*A Sure Winner!*  
**CHICAGO COIN'S**  
*New*  
**CROWN BOWLER**  
*Triple Match Feature*

- 1 Match A NUMBER**  
0-9
- 2 Match A NUMBER and STAR**
- 3 Match A NUMBER--STAR and CROWN**

**FAST ACTION!... FAST PLAY!**

**Plus!**  
**10th FRAME DOUBLE SCORE FEATURE!**  
Player In 10th Frame Can Add Up To 180 POINTS To Total Score!

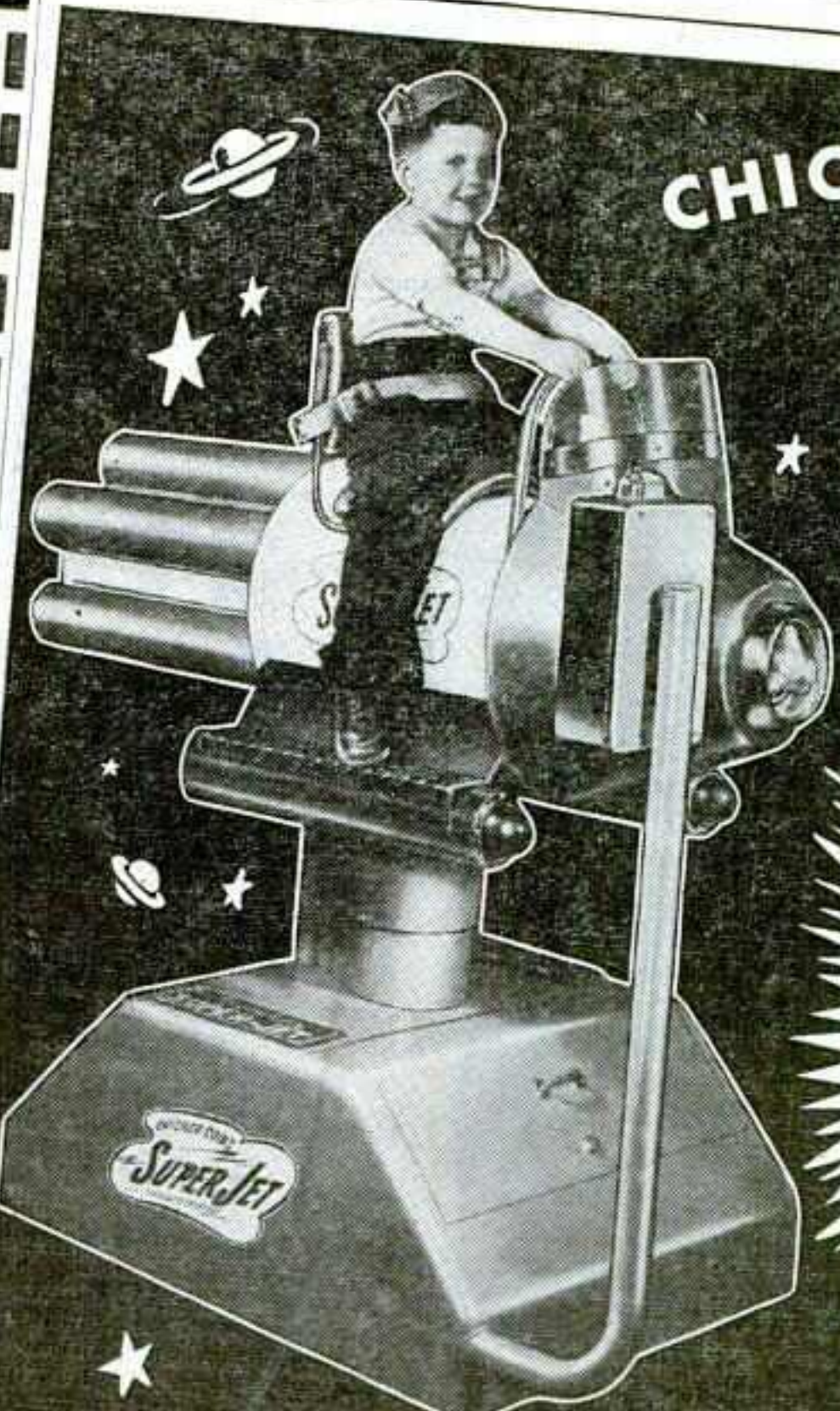
**Plus!**  
**5th Frame Score DOUBLES!**

- NEW HINGED FRONT DOOR WITH PROTECTED JUMBO CASH BOX!
- HIGH SCORE OF THE WEEK
- 7-10 SPLIT PICK-UP
- EASY TO READ INDIVIDUAL SCORE DIALS
- JUMBO "FLY-AWAY" PINS
- FORMICA PLAYFIELD
- REBOUND ACTION 20-30 SCORING



**LOOK AT THESE SPECIALS**

BINGO GAMES		MUSIC	
Bally Bright Spot	\$245.00	Seeburg 5-10-25c 3-Wire Wallomatic	\$ 27.50
Bright Lights	250.00	Seeburg 3-Wire 5c Wallomatic	18.50
Bolero	185.00	Packard Wall Boxes	5.95
ABC	175.00	Wurlitzer Bar Box, 5-10c	5.95
Frolics	90.00	Seeburg 1948 Blond	245.00
Coney Island	390.00	Seeburg 1947 Metal Cabinet	175.00
Leaders	240.00	Wurlitzer 1100	250.00
Atlantic City	345.00	Williams Music Mite and Stand	110.00
Palm Beach	395.00		
ONE BALLS		VENDORS	
Bally Futurity, Like New	\$235.00	National King Candy Vendor	\$ 19.50
Turf King, Very Clean	240.00	National King Ball Gum Vendor	9.95
Citation	50.00	Star Candy Vendors	10.95
Photo Finish	30.00	4-Column Stamp Vendors	18.50
Winner	40.00	Bonanza Pop Corn Vendors	37.50
	40.00	Alkuna Crackers	37.50
		Stick Gum Vendors	9.95
SPECIALS		SHUFFLE ALLEYS	
Genco 400, Like New	\$170.00	United 4 Player, Formica Top	\$150.00
Genco Jumping Jack	240.00	United 5 Player, Formica Top	185.00
Genco Golden Nugget	Write	United 6 Player, Formica Top	210.00
		United 6 Player Deluxe	240.00
		United 4 Player Super Deluxe	205.00
		United 4 Player 10th Frame	385.00
		Chicago Coin 6 Player Match Bowler	275.00
		Chicago Coin 6 Player Match Bowler	245.00
		Chicago Coin 6 Player Match & Bowler	295.00
		Chicago Coin 6 Player Match & Bowler	365.00
		Chicago Coin Bowler-Ball	380.00
ARCADE EQUIPMENT		NEW EQUIPMENT	
Bally Big Inning	\$149.50	Chicago Coin Band Box	Write
Bally Heavy Hitter	49.50	Chicago Coin Crown Bowler	Write
Battling Practice	49.50	Chicago Coin Name Bowler	Write
Becoming a Goalee	40.00	Chicago Coin Super Jet	28
Chicago Coin 4 Player Derby	115.00	Gottlieb Grand Slam	Write
Chicago Coin Pistol	295.00	Bally Beach Chest	120.00
Chicago Coin Hockey	90.00	Exhibit Space Gun	165.00
Chicago Coin Basketball Champ	49.50	Acorn Vendors	250.00
Capitol Midget Movies	335.00	Downey Johnson Coin Counter	42.50
Exhibit Dale Gun	65.00	Mutoscope Cross Country	125.00
Exhibit Six Shooter	135.00	Mutoscope Drivemobile	75.00
Exhibit Gun Patrol	260.00	Mutoscope Voiceograph	90.00
Exhibit Big Bronco	175.00	Standard Metal Typers	Write
Keeney Submarine Gun	120.00		
Midget Skee Balls	165.00		
Paragrams	250.00		
Quizzers	95.00		
Texas Leaguer	75.00		
Williams Star Series	29.50		
Mills Flip Skill	29.50		
Pist Striker	42.50		
Ball Grip	125.00		
Life-a-League	75.00		
Pop Up, Like New	90.00		
Silver Gloves	22.00		
KO Fighter	175.00		
Blow Ball	140.00		
Auto Shoot, Like New	325.00		
Success Night Bomber	145.00		
Keeney Air Raider	100.00		
Fun House Mirrors	Write		
		SUPPLIES	
		Shuffleboard Wax, Per Case	\$ 4.25
		Coin Wrappers, 1000 Per Box	7.50
		Per Box	.90
		Collection Books, Per 100	7.50
		Pucks for Shuffleboard, 8 in Set	12.00
		Per Set	1.50
		Shuffleboard Pucks, Each	.60
		Leaf Rainbo Gum, Per Lb.	.28
		Leaf Tab Gum, Chlorophyll, Per Lb.	.60
		Leaf Chlorophyll Ball Gum, Per Lb.	.60



**CHICAGO COIN'S  
SUPER  
JET**

**Greatest Profit-Making  
Kiddy Ride in Years!**

- ★ It dives, dips, rolls!  
3 easily controlled speeds!
- ★ Pneumatic principle raises Super Jet 10 inches, giving sensation of flying in a plane!
- ★ All metal construction! Completely portable on easy rolling casters!
- ★ Realistic firing rocket tubes and flashing lights in nose, tail, wings and instrument dials!
- ★ Simple, trouble free mechanism assures operator that Super Jet will take all the punishment youngsters can give it!

**chicago  
coin**  
MACHINE COMPANY

1725 W. DIVERSEY BLVD.  
CHICAGO 14, ILLINOIS

**Monroe**  
COIN MACHINE EXCHANGE, Inc.  
2423 PAYNE AVENUE, CLEVELAND 14, OHIO  
(Tel.: Superior 1-4600)

**SAY YOU SAW IT IN THE BILLBOARD!**

OPERATORS FROM COAST TO COAST AGREE THAT

# BEACH CLUB

is Bally's® GREATEST "IN-LINE" GAME



From coast to coast the cash-box verdict is unanimous: "Better than BEAUTY... greatest in-line money-maker... only PALM BEACH came close to terrific earning power of BEACH CLUB!" In fact, BEACH CLUB includes all the greatest features of PALM BEACH plus added extra-coins attractions... new 7-Choice Select-A-Spot... and the flash and eye-appeal of advancing scores dramatized in a bathing-beautified beach-scene! Get your share of the big BEACH CLUB profits! Get BEACH CLUB now!

**NEW  
7-CHOICE  
SELECT-A-SPOT  
FEATURE**

Player turns knob to select choice of 10, 16, 19, 20, 21, 22, 25 (when lit)



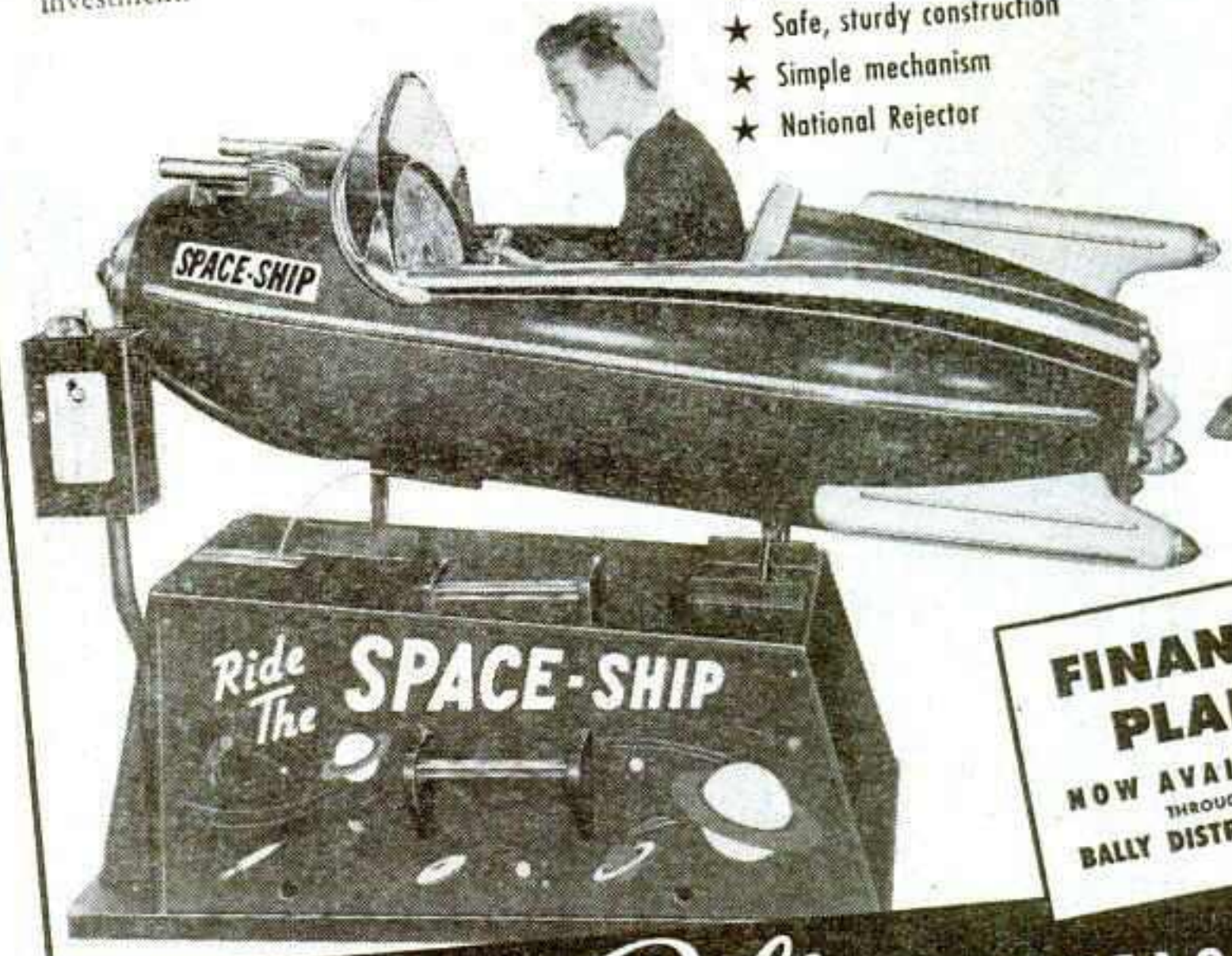
Attractive **ADVANCING SCORES** • **IN-LINE** and **CORNER** Scores  
**3-in-line** on **SUPER CARD** Scores **4-in-line** score  
 Improved **SELECT-A-SPOT** feature • New **EXTRA-TIME** feature  
**TRIPLE-SPOTS** Roll-over feature • Up to **3 EXTRA BALLS** per game

# Bally SPACE-SHIP

new exclusive **DIVE-DIP-ROLL-SWING** action captures biggest play, insures biggest profit

See the Bally SPACE-SHIP in action... surging forward, gliding backward... dipping and rising... rolling from side to side... swinging and banking like a jet-fighter... and you will see why junior space-pilots prefer the Bally SPACE-SHIP... why kids coax their parents to patronize the store with the Bally SPACE-SHIP. And remember... you can build a big-profit route of Bally Kiddy-Rides with a small cash investment.

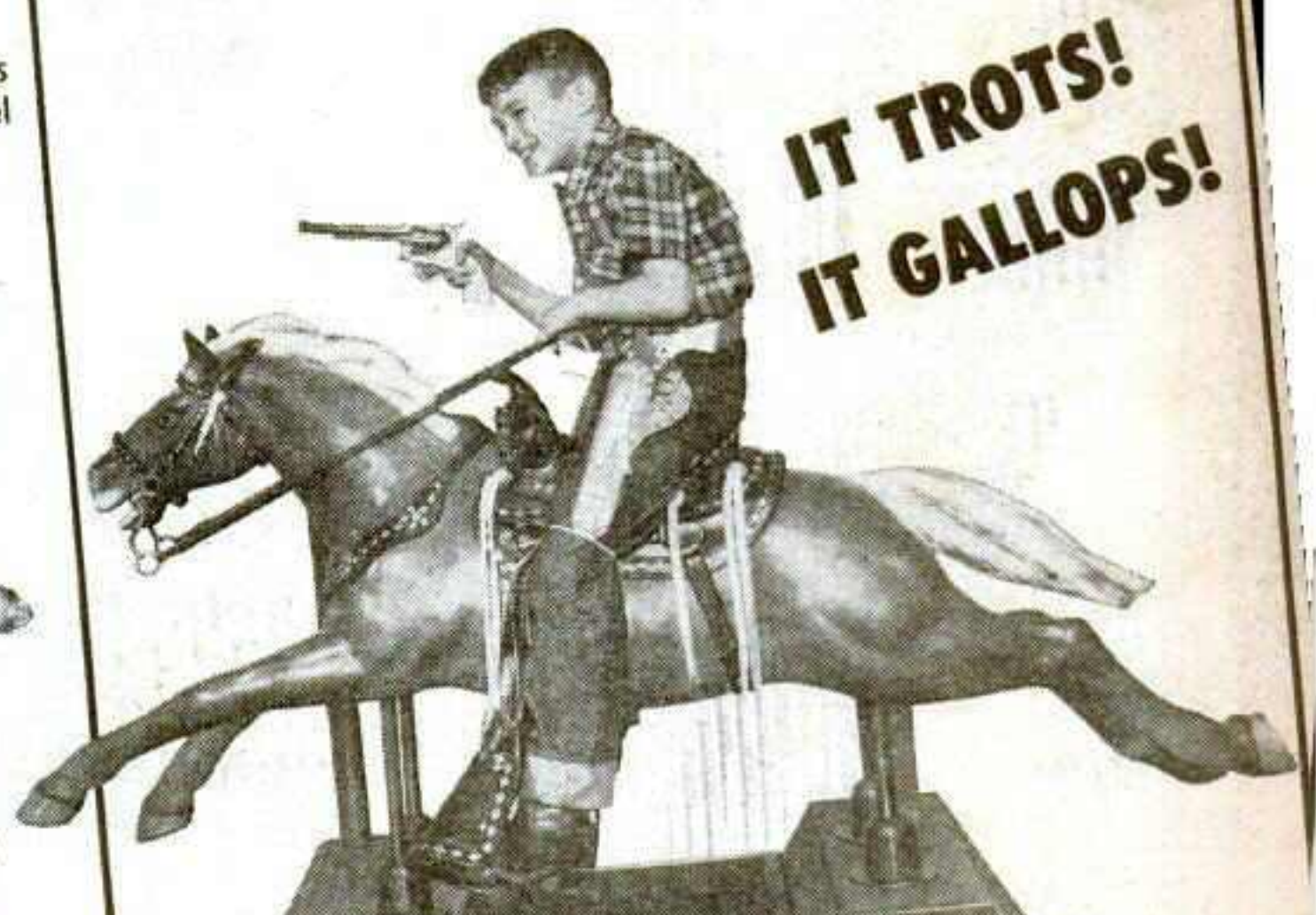
- ★ Variable speed controlled by pilot
- ★ Colorful Eye-Appeal attracts attention on location
- ★ Colored lights flash in nose, tail, wings and dials of realistic instrument panel
- ★ Twin Ray-Guns with exciting sound-effects
- ★ Airblast blows from blower
- ★ Safe, sturdy construction
- ★ Simple mechanism
- ★ National Rejector



# Ride THE CHAMPION

**TO BIGGEST PROFITS IN HOBBY-HORSE CLASS**

Cash-box records prove that THE CHAMPION... the deluxe hobby-horse... is the champion money-maker in hobby-horse field. Why be satisfied with so-so earnings when you can easily be in THE CHAMPION class?



**IT TROTS!  
IT GALLOPS!**

**FINANCE PLAN**  
NOW AVAILABLE THROUGH BALLY DISTRIBUTORS

**RIDE THE CHAMPION 10¢**

**Bally** MANUFACTURING COMPANY  
 DIVISION OF LION MANUFACTURING CORPORATION  
 2640 BELMONT AVENUE, CHICAGO 18, ILLINOIS



UNITED'S

# CLOVER SHUFFLE ALLEY

## TRIPLE MATCH FEATURE

NUMBER — STAR — CLOVER  
(0-9) ★



**NEW**

THIS FRAME SCORES  
**DOUBLE**  
WHEN LIT

1 2 3 4 5 6  
PLAYERS

1 2 3 4 5 6 7 8 9 10

✓ 10<sup>TH</sup> FRAME FEATURE

✓ STRIKE OR SPARE FLASHER LIGHTS

✓ CAN PICK UP 7-10 SPLIT

✓ FORMICA PLAYBOARD

SEE  
YOUR  
DISTRIBUTOR

SIZES

8 FT. BY 2 FT.

9 FT. BY 2 FT.

### UNITED MANUFACTURING COMPANY

3401 N. CALIFORNIA AVENUE, CHICAGO 18, ILLINOIS



**ONLY ONE MUSIC SYSTEM HAS THE**

# Select-O-matic

**MECHANISM**

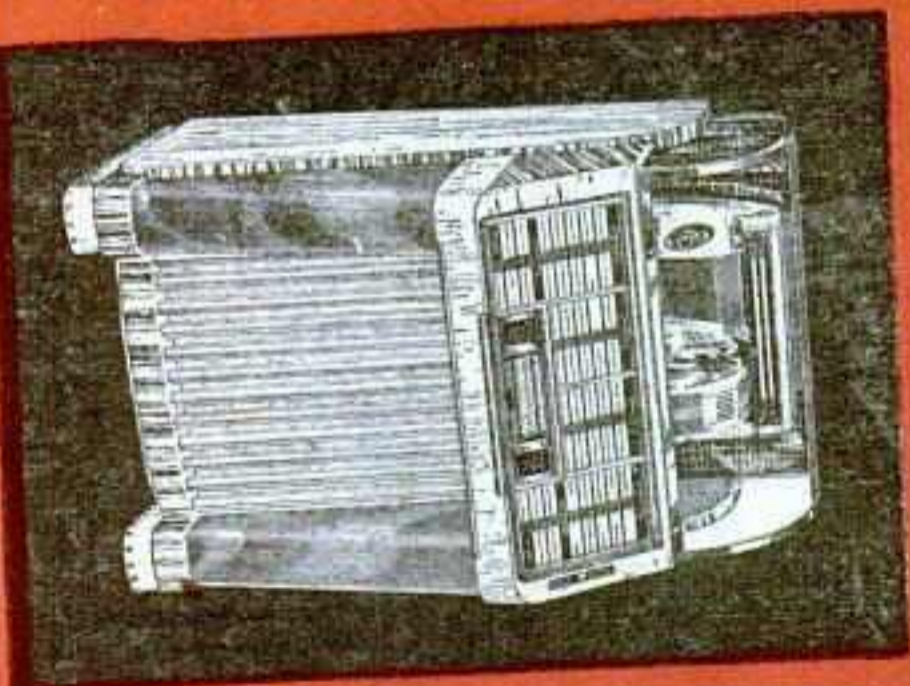


... the most  
revolutionary  
development  
in the history  
of recorded music!

**Seeburg**  
DEPENDABLE MUSIC SYSTEMS SINCE 1902

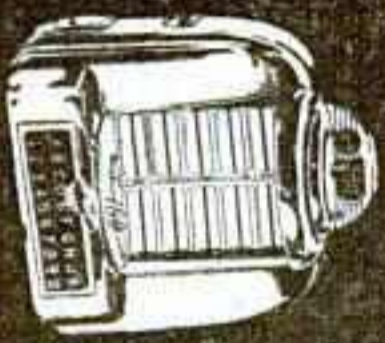
SEEBURG CORPORATION  
Chicago 27, Illinois

AMERICA'S FINEST AND MOST COMPLETE MUSIC SYSTEMS



100 SELECTIONS  
AT THE PHONOGRAPH

100 SELECTIONS  
ANYWHERE IN  
THE LOCATION





Size  
8 ft. x 2 ft.

**chicago  
coin**  
MACHINE COMPANY

*A Sure Winner!*  
**CHICAGO COIN'S**  
*New*  
**CROWN BOWLER**  
*Triple Match Feature*

**1 Match A NUMBER**  
0-9

**2 Match A NUMBER and STAR**

**3 Match A NUMBER--STAR and CROWN**

**FAST ACTION!...**

**FAST PLAY!**

*Plus!*  
**10th FRAME DOUBLE SCORE FEATURE!**  
Player In 10th Frame Can Add Up To 180 POINTS To Total Score!

*Plus!*  
**5th Frame Score DOUBLES!**

- NEW HINGED FRONT DOOR WITH PROTECTED JUMBO CASH BOX!
- HIGH SCORE OF THE WEEK
- 7-10 SPLIT PICK-UP
- EASY TO READ INDIVIDUAL SCORE DIALS
- JUMBO "FLY-AWAY" PINS
- FORMICA PLAYFIELD
- REBOUND ACTION 20-30 SCORING

1725 W. DIVERSEY BLVD. • CHICAGO 14, ILLINOIS



**LOOK AT THESE SPECIALS**

**BINGO GAMES**

Bally Bright Spot	\$245.00
Spot Lights	250.00
Bright Lights, Drop Coin Chute	185.00
Bolero	175.00
ABC	90.00
Frolics	390.00
Coney Island	240.00
Leaders	215.00
Atlantic City	365.00
Palm Beach	395.00

**ONE BALLS**

Bally Futurity, Like New	\$235.00
Turf King, Very Clean	90.00
Citation	30.00
Photo Finish	40.00
Winner	60.00

**SPECIALS**

Genco 400, Like New	\$170.00
Genco Jumping Jack	260.00
Genco Golden Nugget	Write

**ARCADE EQUIPMENT**

Bally Big Inning	\$149.50
Bally Heavy Hitter	49.50
Batting Practice	69.50
Boomerang	40.00
Chicago Coin Goalie	115.00
Chicago Coin 4 Player Derby	295.00
Chicago Coin Pistol	90.00
Chicago Coin Hockey	49.50
Chicago Coin Basketball Champ	235.00
Capitol Midget Movies	Write
Exhibit Dale Gun	65.00
Exhibit Six Shooter	135.00
Exhibit Jet Gun	200.00
Exhibit Gun Patrol	175.00
Exhibit Big Bronco	Write
Keeney Submarine Gun	120.00
Midget Skee Balls	165.00
Panorams	250.00
Quizzers	95.00
Texas Leaguer	49.50
Williams Star Series	75.00
Mills Flip Skill	29.50
Mills Drop Picture	42.50
Fist Striker	125.00
Ball Grip	75.00
Lite-A-League	90.00
Pop Up, Like New	22.00
Silver Gloves	175.00
KO Fighter	140.00
Blow Ball	75.00
Auto Shoot, Like New	325.00
Success Night Bomber	145.00
Keeney Air Raider	100.00
Fun House Mirrors	Write

**MUSIC**

Seeburg 5-10-25c 3-Wire Wallomatic	\$ 27.50
Seeburg 3-Wire 5c Wallomatic	18.50
Packard Wall Boxes	5.95
Wurlitzer Bar Box, 5-10c	9.95
Seeburg 1948 Blaud	245.00
Seeburg 1947 Metal Cabinet	175.00
Wurlitzer 1100	250.00
Williams Music Mite and Stand	110.00

**VENDORS**

National King Candy Vendor	\$ 19.50
National King Ball Gum Vendor	9.95
Star Candy Vendors	10.95
4-Column Stamp Vendors	18.50
Bonanza Pop Corn Vendors	Write
Alkuna Crackers	37.50
Stick Gum Vendors	9.95

**SHUFFLE ALLEYS**

United 4 Player, Formica Top	\$150.00
United 5 Player, Formica Top	185.00
United 6 Player, Formica Top	210.00
United 4 Player Deluxe	240.00
United 4 Player Super Deluxe	285.00
United 6 Player 10th Frame	385.00
United 4 Player Match Bowler	275.00
Chicago Coin 4 Player	245.00
Chicago Coin 6 Player Match Bowler	295.00
Chicago Coin 6 Player Match & 10th Frame	365.00
Chicago Coin Bowler-Ball	380.00

**NEW EQUIPMENT**

Chicago Coin Band Box	
Chicago Coin Crown Bowler	
Chicago Coin Name Bowler	
Chicago Coin Super Jet	
Gottlieb Grand Slam	
Genco Silver Chest	
Bally Beach Club	
Exhibit Space Gun	
Acorn Vendors	
Auto Photo	
Downey Johnson Coin Counter	

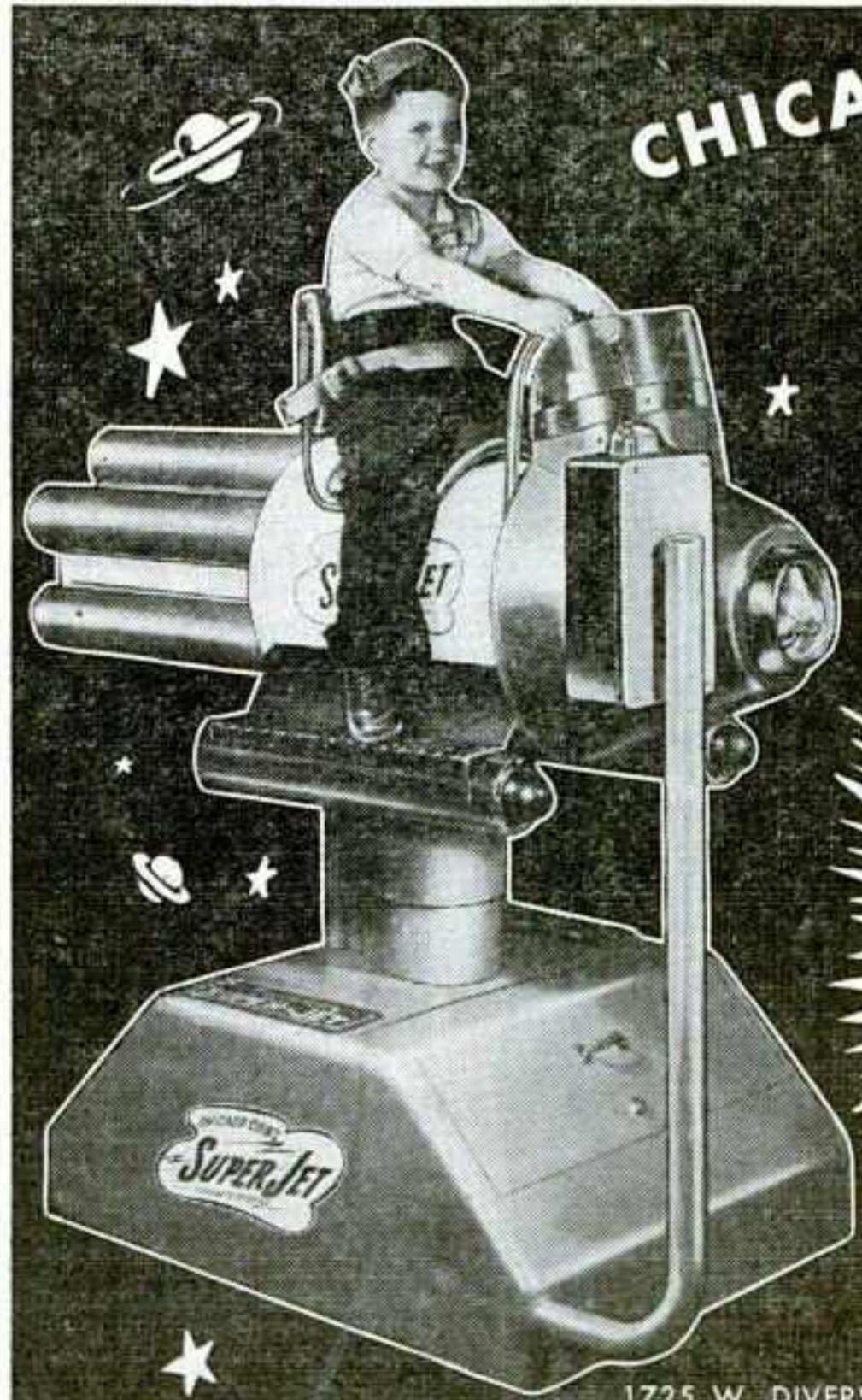
**WANT TO BUY**

Mutoscope Cross Country	
Mutoscope Drivemobile	
Mutoscope Voiceograph	
Standard Metal Typers	

**SUPPLIES**

Shuffleboard Wax, Per Case	\$ 4.25
Coin Wrappers, 1000 Per Box, Per Box	.90
Collection Books, Per 100	7.50
Pucks for Shuffleboard, 8 in Set, Per Set	12.00
Shuffleboard Pucks, Each	1.50
Leaf Rainbo Gum, Per Lb.	.28
Leaf Tab Gum, Chlorophyll, Per Lb.	.60
Leaf Chlorophyll Ball Gum, Per Lb.	.60

**CHICAGO COIN'S SUPER JET**



**Greatest Profit-Making Kiddy Ride in Years!**

- ★ It dives, dips, rolls!
- ★ 3 easily controlled speeds!
- ★ Pneumatic principle raises Super Jet 10 inches, giving sensation of flying in a plane!
- ★ All metal construction! Completely portable on an easy rolling casters!
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**chicago  
coin**  
MACHINE COMPANY

1725 W. DIVERSEY BLVD.  
CHICAGO 14, ILLINOIS

**Monroe**

COIN MACHINE EXCHANGE, Inc.  
2423 PAYNE AVENUE, CLEVELAND 14, OHIO  
(Tel., Superior 1-4600)

**SAY YOU SAW IT IN THE BILLBOARD!**

OPERATORS FROM COAST TO COAST AGREE THAT

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From coast to coast the cash-box verdict is unanimous: "Better than BEAUTY...greatest in-line money-maker...only PALM BEACH came close to terrific earning power of BEACH CLUB!" In fact, BEACH CLUB includes all the greatest features of PALM BEACH plus added extra-coins attractions...new 7-Choice Select-A-Spot ...and the flash and eye-appeal of advancing scores dramatized in a bathing-beautified beach-scene! Get your share of the big BEACH CLUB profits! Get BEACH CLUB now!

Attractive ADVANCING SCORES • IN-LINE and CORNER Scores  
3-in-line on SUPER CARD Scores 4-in-line score  
Improved SELECT-A-SPOT feature • New EXTRA-TIME feature  
TRIPLE-SPOTS Roll-over feature • Up to 3 EXTRA BALLS per game

**NEW  
7-CHOICE  
SELECT-A-SPOT  
FEATURE**



Player turns knob to select choice of 10, 16, 19, 20, 21, 22, 25 (when lit)

## Bally SPACE-SHIP

new exclusive DIVE-DIP-ROLL-SWING action captures biggest play, insures biggest profit

See the Bally SPACE-SHIP in action... surging forward, gliding backward... dipping and rising... rolling from side to side... swinging and banking like a jet-fighter... and you will see why junior space-pilots prefer the Bally SPACE-SHIP... why kids coax their parents to patronize the store with the Bally SPACE-SHIP. And remember... you can build a big-profit route of Bally Kiddy-Rides with a small cash investment.

- ★ Variable speed controlled by pilot
- ★ Colorful Eye-Appeal attracts attention on location
- ★ Colored lights flash in nose, tail, wings and dials of realistic instrument panel
- ★ Twin Ray-Guns with exciting sound-effects
- ★ Airblast blows from blower
- ★ Safe, sturdy construction
- ★ Simple mechanism
- ★ National Rejector



**FINANCE PLAN**  
NOW AVAILABLE THROUGH BALLY DISTRIBUTORS

## Ride THE CHAMPION

TO BIGGEST PROFITS IN HOBBY-HORSE CLASS

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**IT TROTS!  
IT GALLOPS!**

**Bally** MANUFACTURING COMPANY  
DIVISION OF LION MANUFACTURING CORPORATION  
2640 BELMONT AVENUE, CHICAGO 18, ILLINOIS

UNITED'S

# CLOVER SHUFFLE ALLEY

## TRIPLE MATCH FEATURE

NUMBER — STAR — CLOVER  
(0-9) ★



**NEW**

THIS FRAME SCORES  
**DOUBLE**  
WHEN LIT

1 2 3 4 5 6  
PLAYERS

1 2 3 4 5 6 7 8 9 10

✓ 10TH FRAME FEATURE

✓ STRIKE OR SPARE FLASHER LIGHTS

✓ CAN PICK UP 7-10 SPLIT

✓ FORMICA PLAYBOARD

**SIZES**

8 FT. BY 2 FT.

9 FT. BY 2 FT.

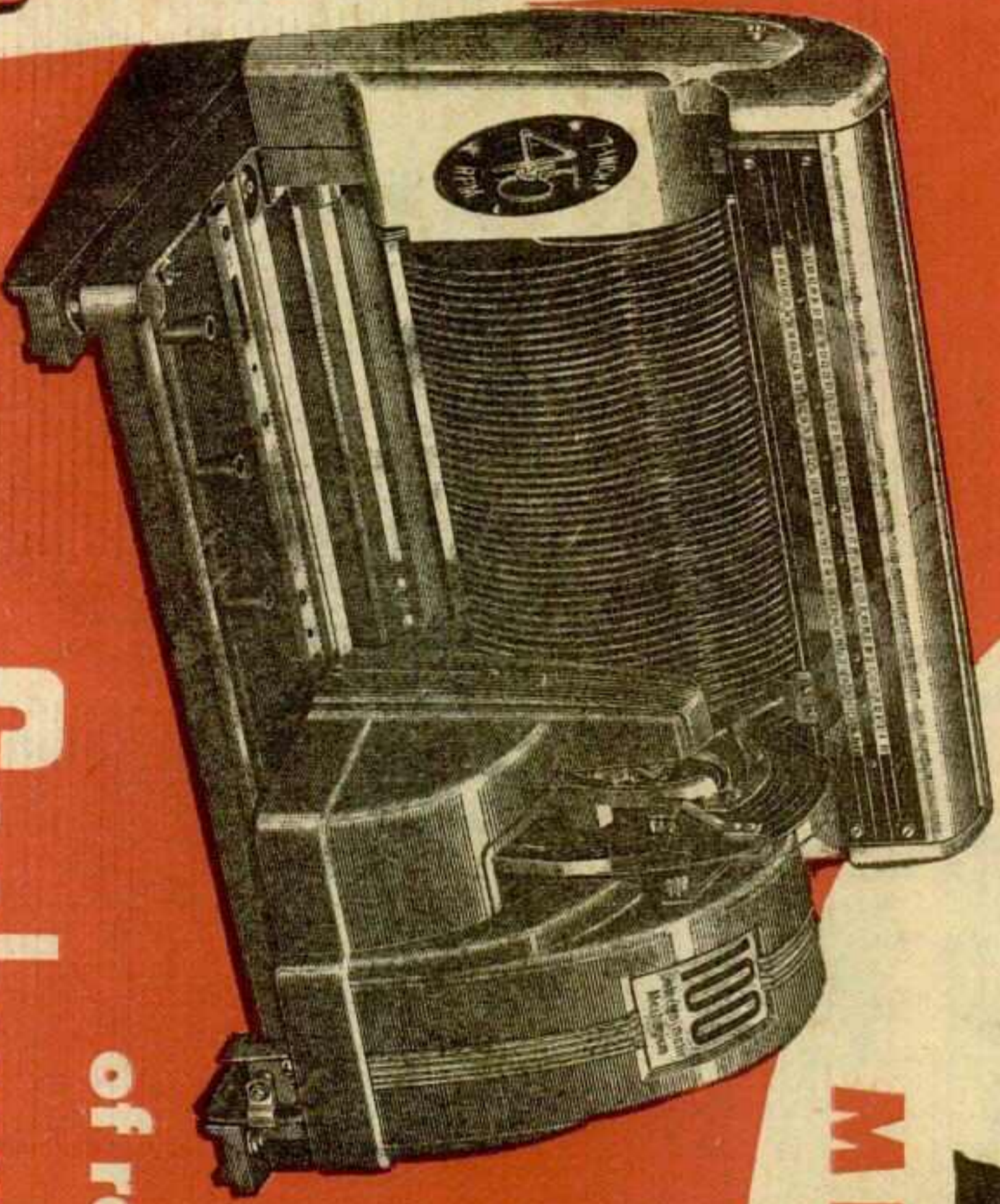
**SEE  
YOUR  
DISTRIBUTOR**

 **UNITED MANUFACTURING COMPANY**  
3401 N. CALIFORNIA AVENUE, CHICAGO 18, ILLINOIS

**100 SELECTIONS**

**ONLY ONE MUSIC SYSTEM HAS THE**

**Select-O-matic**  
**100**  
**MECHANISM**



... the most  
revolutionary  
development  
in the history  
of recorded music!

**Seeburg**  
DEPENDABLE MUSIC SYSTEMS SINCE 1902

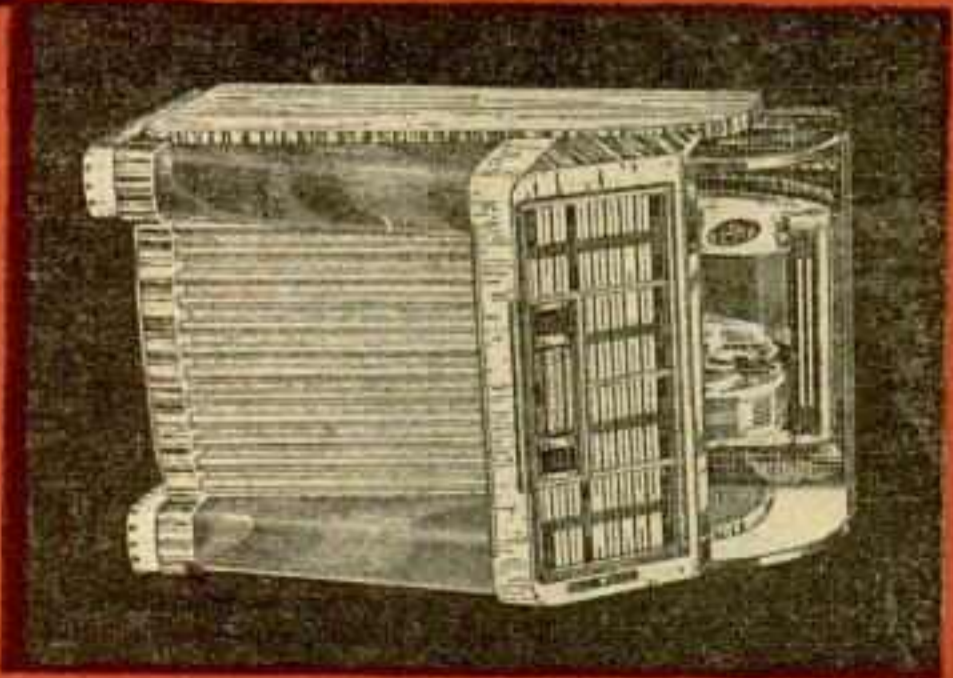
J. P. SEEBURG CORPORATION  
Chicago 27, Illinois



AMERICA'S FINEST AND MOST COMPLETE MUSIC SYSTEMS



100 SELECTIONS  
ANYWHERE IN  
THE LOCATION



100 SELECTIONS  
AT THE PHONOGRAPH