

# The Billboard

MAY 8, 1954



THE AMUSEMENT INDUSTRY'S LEADING NEWSWEEKLY

PRICE 25 CENTS

## Burlesque's Talent Cradle Tips Over

Lush Days Gone, But Managers Strive To Preserve Art; Other Fields Benefit

By UNO\*

NEW YORK, May 1.—Burlesque, that once-thriving segment of show business devoted to the art of the blackout, the stripper and the double-entendre patter of the baggy-pants comic, has come upon increasingly hard times.

The field now supports a total of some 400 performers, half of which are chorus girls. In the lush years, ranging from 1910 thru 1923, this cradle of talent provided lucrative employment for approximately 5,000 performers, including comics, straight men, talking women and strippers of assorted types and chorus girls. And, of course, tenors who sang from the wings and invested the strip routines with the tempering influences of sentimental ballads—such tunes as "A Pretty Girl Is Like a Melody."

3,000 on Staff

An additional 3,000, apart from regular burlesque performers, found employment in the burlesque circuits, or wheels. These men were stage hands, musicians and so-called front of the house employees.

In peak years about 136 houses were in operation, and the production set-up in each generally called for six musicians, six stage hands and 10 in front, including ushers, house managers, cashiers, etc.

Altho in a state of decline, burlesque shows a dogged determination to survive. Currently, some 38 theaters thruout the country purvey the time worn sketches to the faithful.

"Peeler's" Homes

These sanctuaries of the art of the "peeler" are divided into three circuits. These are the Midwest wheel, with two houses in Boston and one each in Baltimore, Buffalo, Detroit, Milwaukee and Kansas City, Mo.; the Hirst Circuit, with one each in Newark, N. J.; Union City, N. J.; Philadelphia; St. Louis; Cleveland; Pittsburgh; Allentown, Pa., and Atlantic City; and the Kane or Ohio circuit which plays Toledo, Youngstown, Dayton, Canton, and Columbus in Ohio. In addition, there are 16 independent theaters, of which 10 are on the West Coast.

## Strips Appeal To Niteries

NEW YORK, May 1.—Despite the running battles against the strippers from civic and church groups, hundreds of night clubs in as many cities thruout the country have found the peeler's talents have kept them in business.

A night club show with big name attractions can spend \$5,000 a week and more. Obviously the great majority of the 2,500 or so clubs cannot afford such salaries. Their salvation has been the stripper who gets anywhere from \$100 to \$500 a week. Some places employ five or six strippers on one show and do capacity business.

For many reasons most, if not all, strippers are called "exotic dancers." But if these dancers have troubles from local blue-noses, they are equally frowned upon by their union, American Guild of Variety Artists. Recently AGVA's president said they should not be allowed to remain in the union.

Most of the houses operate between 35 and 42 weeks of the year, with several running a full 52. A few, like Hirst's Globe in Atlantic City, are strictly seasonal, running about 12 weeks.

In the heyday of burlesque, a performer could work a full 52 weeks without a lay-off. Today, those few who are in demand, may manage about 26 weeks, but the distances are long. In the independent West Coast houses, however, the one-week policy does not prevail and performers may stay indefinitely.

Sad Reflection

Today the limited casts reflect the reduced condition of the field. The average house runs a show with six to eight principals, including a comic, straight man and several women principals whose charm derives from their stripping or talking ability or both.

One or two variety acts are sometimes used to strengthen the bill. Permanent employees of the house are generally the tenor and a line of girls—usually six. Some houses employ no line whatever today.

Altho it may seem bizarre to the lay reader, good talking women have always been a readily salable commodity in burlesque. This is not to gainsay the

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## DEBORAH KERR, COTTEN RECORD OPERA SCENES

NEW YORK, May 1.—In a new approach to merchandising operatic arias, RCA Victor will combine the talents and sales appeal of noted Metropolitan Opera singers and top dramatic actors. Jussi Bjoerling and Joseph Cotten, for instance, will share billing on "Celeste Aida," and the latter's dramatic reading is expected to enhance and complement the former's interpretation.

The series of records, to be called "Arias Sung and Acted," will also include Licia Albanese and Deborah Kerr doing "Mi Chiamano Mimi"; Leonard Warren and Dennis King in the prologue from "Pagliacci," and in "Cortigiani" from "Rigoletto."

Another record will present the duet Camille scene from "La Traviata," with Albanese and Robert Merrill combining their singing talents and King and Miss Kerr doing the readings.

The idea of coupling a dramatic reading of an aria with the singer's interpretation was conceived by George Marek, RCA Victor artists and repertoire director. The series, to be issued on 12-inch LP records and on Extended Play, are expected to reach dealers' shelves by June 1. The idea is still another instance of the continuous search for new merchandising techniques applicable to standard repertoire.

## If Music Be the Mood Of Love (or Hate) We Got It, Says Industry

Background Records for Radio, TV, Film Use Abound; Firms Expand

By IS HOROWITZ

NEW YORK, May 1.—When the villain in a television melodrama gumshoes up behind the heroine with murder in his eye the music that supports the action might be "Motif for Murder," a short descriptive score by Gideon Fagan.

The opus is one of thousands available in a rapidly burgeoning catalog of specially-tailored mood and background music available to producers of TV and radio plays, television films and industrial and educational movies.

And all the music is conveniently packaged on 78 r.p.m. records. These are being sold to such users in ever-increasing quantities. For the music publishers who turn out these recordings—it's almost exclusively a publisher-adjunct business—revenue has already reached comfortable proportions. And it's growing.

TV Film Users

For the users, especially heavy producers of TV film, the records provide a ready source of cheap music. No dickering with composers, musicians and arrangers is required. Buy any one or com-

binations of the several major catalogs available, plug in a phonograph, and you're ready to go.

Major losers in this technological process are American musicians. The economic advantages of the disks over hiring and recording exclusive music is too obvious for budget-minded producers to ignore.

Until recently, practically all the music was recorded in England. But now the British Musicians' Union has banned such recording sessions, and the recording adjuncts of the publishers have moved their operations across the channel. Belgium, France and Holland are currently the scenes of many of the mood-recording dates.

British Industry

The base of the recorded mood-music business, however, is almost entirely British. English publishers for many years have found the records profitable, and in recent years have exported their product to the United States, to be promoted here by their publishing affiliates or by special representatives.

Periodically, new recordings are shipped over to be incorporated into catalogs which vend waxed emotions, atmosphere and more plebeian sound effects.

For musical support of a declaration of faith, for instance, there's an inspirational one minute and 29 seconds of music called "Prodly We Stand." For a turbulent scene an apt collection of grooves might be "Storm Havoc," "Relentless Energy" or "Wheels Within Wheels" might be more appropriate elsewhere.

Wolf Howls

When realistic sound effects are required, they also are available on wax. It's probably just an alphabetical coincidence, but one listing plugs these effects in sequence: "Wolf Howl," "Woman Laughing" and "Women Screaming."

Among British publishers active in the field, some with American subsidiaries, are Chappell, Boosey & Hawkes, Francis Day & Hunter, Bosworth, Paxton, Harmonic, Odeon and Brull.

Thomas J. Valentino, Inc., of New York, long-time sound effects entrepreneur represents a number of the British firms, and also is setting up a new firm to

(Continued on page 14)

## Backgrounds To the Fore

NEW YORK, May 1.—The steady income from mood-music records is incentive enough for most publishers engaged in this growing segment of music business. In the last four years Chappell Music alone built this part of its operation to the point where it currently reaps an annual harvest of almost \$100,000. Most of the revenue accrues from performances, rather than from the actual sale of the records.

But what keeps all of them on their toes and punching is the present chance of a big killing. No one knows when a waxed theme or background score will break out as a pop hit, in the manner of "Dragnet," and shower the publisher-recordman with the big money.

## NEWS OF THE WEEK

### "Wanna Buy a Spectacular?"

NBC Pitches for Clients . . . NBC-TV begins a drive to line up clients for its spectaculars. Giants of industry get the full treatment. . . . Page 2

### TV Network Income Jumps In '54; Radio Holding On . . .

Tv network revenues soar; radio networks fight holding action during the first quarter of 1954 according to Publishers' Information Bureau statistics. . . . Page 4

### Three Networks Throw Melting Glances at U.S. Steel . . .

United States Steel is the object of the affections of three networks as they seek to win its favor. . . . Page 4

### Guild Films Aims \$2,500,000 Bankroll at Bright Market . . .

Guild Films will invest a record \$2,500,000 in TV film production this year as spurred by the bright future of film syndication. . . . Page 5

### Don Cornell-Gaylords Tour Aiming at \$250,000 Gross . . .

A package headed by Don Cornell and the Gaylords will set out for a tour the beginning of June that is expected to gross about a quarter of a million. . . . Page 9

### Comics Fondly Eye Television; Critics Ask, "Can They Act?" . . .

Comics yelling for a chance to do their own TV shows are advised to learn how to act. Cafe comics can tell gags but they can't do sketches. . . . Page 9

### Iturbi, Elman Signed By European Record Firms . . .

Foreign based record companies this week acquired two famous American classical artists when Jose Iturbi switched his affiliation from RCA Victor, after 21 years, to French Columbia; and Mischa Elman, who had been with RCA Victor for 40 years, was signed by English Decca. . . . Page 13

### Record Sales Hit Peak in '53 With \$205,000,000 Volume . . .

The record industry hit its all time peak last year when total retail dollar volume for phonograph records reached \$205,000,000. Newly released statistical information also discloses record sales by speeds. . . . Page 13

### Court Decision Poses Royalty Problem on Pre-1909 Tunes . . .

Are pre-1909 copyrights in the public domain as far as mechanical royalties are concerned? In a case involving "In the Good Old Summertime," a federal judge has ruled such copyrights are royalty free even if recorded in new arrangements. . . . Page 13

### Big Stadium and Indoor Arena Being Built in Louisville . . .

Construction of a new \$15,400,000 Kentucky State Fair and Exposition at Louisville starts this year. Plant, which will require two years to complete, will include a 21,200-capacity stadium and a 16,572-capacity indoor arena. . . . Page 40

### Spot Picked for Disney-ABC Amusement Park in Calif. . . .

The new \$9,000,000 park project will be built near Anaheim, 25 miles south of Los Angeles. To occupy 160 acres, feature kiddie attractions and ABC network TV shows when it opens in 1955. . . . Page 46

### Hotels, Factories Buy Music From Illinois Juke Operator . . .

Peoria juke box operator does big business in wired music for offices, stores, plants and restaurants. . . . Page 68

### "Blue Sky" Vending Promoters Target of All-Out Campaign . . .

Better Business Bureaus, vending industry team up to shut off source of suckers for fast-talking salesmen who paint too rosy a picture of vending profits. . . . Page 71

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## NBC Launches Sales Drive For 'Spectacular' Clients

Only Blue Chip Companies Wanted; Ride Costs \$300,000 Per Outing

NEW YORK, May 1. — Pinpointing as the target a select list of industrial giants able to afford \$300,000 for 90 minutes of network time, the NBC-TV network sales staff this week began an earnest pitch for clients to underwrite forthcoming spectaculars. On this attempt to create a new concept of TV selling and programming rests the fate of network president's Pat Weaver's most revolutionary idea.

Advertisers already canvassed by Weaver himself, in a preliminary sales skirmish, are the Cadillac and Oldsmobile divisions of General Motors, United States Steel (see other story this issue), Chrysler Motors, Westinghouse and Miller beer. None of these potential sponsors has turned down the spectaculars. General Motors, it is said, is particularly interested in the Monday night 8-9:30 p.m. once-a-month extravaganza.

Another list of advertisers is now getting the full treatment. They include General Foods (which recently programed its own spectacular on the occasion of its anniversary), General Mills, Chesterfield, Radio Corporation of America, Texaco, Ford, Gillette, Johnson's Wax, Goodrich and United States Rubber, Reynolds Metals, Admiral, Toni, Norge, Firestone and Crosley. If these advertisers are not interested in a full schedule of 13 spectaculars, many of them might be sponsors for one or more programs in the series.

The NBC-TV sales staff has considerable faith in its ability to

start the fall with these shows in s.r.o. shape, advertising-wise. It points to the fact that the trend in magazine advertising is toward larger ads. Whereas, in the past, many advertisers bought double spreads in color, during recent years they have gone in for four page spreads in color and for inserts of a more ambitious nature.

**Spur to Industry**  
The virtue of such advertising, NBC-TV network sales execs believe, is twofold. On the one hand its impact on consumers is tremendous, and on the other it is equally valuable to sponsors as a spur to their dealers and distributors. These vital cogs in the functioning of American industry must continually be resold on the product so they can, in turn, generate the kind of sales activity that results in continuing demand from consumers.

Of a lesser value as sales targets, but still of vital importance,

are those sponsors whose selling is keyed around holidays. The watch companies, especially Elgin; the greeting card companies, particularly Hallmark; and Tums, which traditionally cashes in on the public's proclivity for stuffing itself during the holidays, can always make good use of spectaculars for pre-holiday impact.

If, however, NBC-TV is not able to sell its spectaculars by series or by single programs, the network can as a last resort, sell them in hour or half-hour blocks. This, however, would only be as a last resort, for the insertion of many commercials would materially hurt the continuity of some of the programs. But it can be done and has been done on "Your Show of Shows" so that it is a selling alternative that remains open. Whether it will be resorted to depends on what the next several weeks produce in the way of sales.

## Pair of Spectaculars Prescribed for NBC

NEW YORK, May 1.—NBC-TV this week was toying with the idea of putting two spectaculars into Saturday nights next season. Already set aside that evening for spectacular use is 9-10:30 once a month. New choice is 7:30-9, to be used with the same frequency.

There is little likelihood of the network employing the second Saturday night spectacular early in the season unless it sets its programming plans for the three previously skedded spectacular series and they sell cut almost immediately. Otherwise, it might present the second Saturday spec-

tacular later in the season, if it can gain the consent of the clients who have the three half hours which would be pre-empted monthly. They are Sunbeam, with Green Giant and Pillsbury alternating in the middle time, and Pet Milk.

A major consideration in employing the second Saturday spectacular is the belief that it would cut into Jackie Gleason, who is on CBS-TV 8-9 p.m.

Sundays 7:30-9 p.m. and Mondays 8-9:30 are the other two time periods set aside for spectaculars.

## NOTHING TO WORRY ABOUT

DURHAM, N. C., May 1.—Video station WTVD figures it has a sure-fire way to get on the air on schedule this fall when it's slated to become airborne on Channel 11. The outlet's deal with the Kline Iron & Metal Company for erection of a 700-foot tower by July 24 stipulates that the tower must be "delivered and erected" within 100 days, or the station will receive payment of \$100 each day thereafter.

## TV VS. PAPER

### FCC Slates Hearing in W. Va., Tiff

WASHINGTON, May 1.—The battle of a Clarksburg, W. Va., newspaper to prevent the construction of a TV station that would compete for ads in Clarksburg will move to a showdown at a hearing scheduled for May 17 by the Federal Communications Commission this week.

The case has developed into at least a minor cause celebre because of the competitive quarrel between a newspaper and a prospective TV station. The FCC scheduled the upcoming hearing two weeks after the Commission's decision to uphold the newspaper, The Clarksburg Publishing Co., in its protest against grant of a TV construction permit to the Ohio Valley Broadcasting Co. The Commission at that time ordered the effective date of the grant postponed until after the hearing.

In its protest, The Clarksburg Publishing Co. charged that grant of a permit would contribute to a monopoly of television, radio and newspaper interests by the telecasting company's owners, The News Publishing Co., which also controls nine daily newspapers in West Virginia, radio stations in Clarksburg and Parkersburg, and has an interest in WTRF-TV, Wheeling.

## AM Nets Cool Off on 100G Price on Fight

NEW YORK, May 1.—The stiff price being asked by the International Boxing Club for the radio rights to the Marciano-Charles heavyweight championship bout has slowed up bidding by networks. Both NBC and CBS were interested in acquiring the fight, which takes place on June 17, but lost some enthusiasm after they learned that the price was more than \$100,000.

The fight will not be presented on home TV. Theater Network Television will present the tilt on large screen theater TV. Last year, when the Rocky Marciano-Roland LaStarza fight was not available on network radio, many stations announced the results round-by-round. It is presumed that the same could happen on this occasion if no network buys radio rights.

## NBC-TV Cuffs Cronyn-Tandy

NEW YORK, May 1.—NBC-TV this week decided to sustain "The Marriage," the video version of the current NBC radio series, in the Tuesday night 8-8:30 slot. The show, which stars Jessica Tandy and Hume Cronyn, is a situation-comedy about the nuptial state.

Toni was said to have bought the time period for the summer, but evidently has changed its mind.

## Hedda Hopper For ABC-TV

NEW YORK, May 1.—"This Is Hollywood," a Talent Associates half-hour dramatic package with Hedda Hopper as hostess, has been optioned by ABC-TV, it was learned this week.

The net is pitching the stanza via a kinescope made from a one-shot airing on NBC-TV's "Philco Television Playhouse," which is also a Talent Associates package.

## New Du Mont 19-Inch Color Tube for \$75

NEW YORK, May 1. Du Mont this week became the first manufacturer to unveil a 19-inch color picture tube. The firm has made considerable advances in the mask and screen section of the tube so that the picture is virtually the entire 19-inch diameter.

At present prices, the material cost of Du Mont's "Chroma-Sync" tube is only \$75, as against \$150 for the RCA and \$180 for the Lawrence tube. Ultimately Du Mont expects to have the material cost down to \$21, at which time it will be turning out complete sets for \$500.

Du Mont revealed that it is now working on a simplified color live camera and conceded it is experimenting with video tape.

## Honeymooner Bid for Radio

NEW YORK, May 1.—Jackie Gleason has cut an audition disk of the half-hour radio version of "The Honeymooners," one of the sketches on his TV program, for use by CBS radio.

The radio show would feature Art Carney and Audrey Meadows, both of whom are in the sketch on TV. The property is owned by Jackie Gleason Enterprises.

## Griffin, La Grove Sub for Summer

NEW YORK, May 1. — Betty Ann Grove and Merv Griffin will replace Jo Stafford and Jane Froman in the Tuesday and Thursday 7:45-8 p.m. time periods on CBS-TV during the summer for Gold Seal Wax and General Electric respectively. The orchestra will be conducted by Hank Sylvan, the current batoneer on the Froman show.

The format will be a replica of "Summertime U.S.A.," last season's CBS-TV summer replacement in the two quarter-hour periods. This show featured Teresa Brewer and Mel Torme.

## NARTB Seeks NLRB Aid In AFM-AFTRA Hassle

WASHINGTON, May 1.—The National Association of Radio and Television Broadcasters yesterday (30) called up on the National Labor Relations Board to exercise its "staturory authority" to settle the long-standing jurisdictional dispute between the American Federation of Musicians and the American Federation of Television and Radio Artists. This was the first time the NARTB added its voice to the official record in the dispute.

In taking this step, the NARTB emphasized that it was avoiding taking a position on the merits of the issue and was, in effect, filing its statement with the NLRB in support of a motion recently filed with that agency by American Broadcasting Company.

The ABC motion asks clarification of an NLRB certification

which, ABC stated, several years ago set a pattern for performer bargaining units in network television. The present issue, it was pointed out, pertains to individuals who, in a single performance, may play musical instruments and at the same time sing or engage in ad lib introductory comment.

In a letter to Frank Kleiler, executive secretary of the NLRB, Charles H. Tower, acting manager of the NARTB's employee-employer relations department, said, in part:

"This issue is of major importance to the radio and television networks and also to the many radio and television stations thruout the United States. Moreover, it is an issue which has been causing confusion and

(Continued on page 13)

**Announcing . . .**

**The Billboard May 29 NARTB Convention Number**

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Vol. 66 No. 19



# WASHINGTON ONCE-OVER

By BEN ATLAS

WASHINGTON, May 1.—How many black-white TV sets will come out of the factories this first year of commercial color? Judging from Radio-Electronics-Television Manufacturers' Association's production figures this week for the first quarter, it looks like the year's total will be nearly 6,500,000. That's well below last year's near record, but it's close to '52's.

## McCARTHY ROW EVEN BOTTLENECKS UHF . . .

Don't expect another stay in the Senate Interstate and Foreign Commerce Communications Subcommittee's twice-deferred hearing on UHF television. The latest deferment to May 19-21 came this week because Subcommittee Chairman Charles E. Potter (R., Mich.) is also on the Senate Permanent Investigating Subcommittee which, as viewers are well aware, is engulfed in the Army-McCarthy hearing. Altho it's possible that the McCarthy-Army fracas will still be shaking Senate caucus room rafters for weeks more, Senator Potter indicated he won't put off the UHF hearing beyond the newly protracted date. UHF interests have pointed out that a further delay would be a tough blow. Twenty-five witnesses are already lined up to appear.

## 'DIVORCE' BILL NOISY BUT THAT'S ALL . . .

There's a chance that Sen. Charles E. Potter's (R., Mich.) communications subcommittee may stage a "token" hearing on a bill just hopped by Sen. Edwin C. Johnson (D., Colo.) to divorce newspapers from owning radio or TV stations in cities of 100,000 or more. The issue is explosive, but the Johnson bill has appeared too late in the session to get lengthy examination. Tens of millions of dollars worth of broadcasting properties would have to change hands if the bill went thru.

## THIS LAWYER HAS ULTRA-HIGH IDEAS . . .

Joseph Brenner of Beverly Hills, Calif., who describes himself as a TV-radio lawyer, would like to see the Federal Communications Commission issue rules right away for subscription TV television multiplexing to rescue UHF from its current doldrums. Brenner petitioned the Commission this week to limit these new practices to ultra-high television. The California legalist also urged the FCC to require that at least a third of the affiliates of each network should be UHF'ers at the end of the first year of the new edict and that at least a half of them should be UHF'ers at the

end of the second year. In another petition, Brenner proposed a rule permitting UHF'ers to go on the air with test patterns, music, slides and still pictures for the purpose of promoting the sale of UHF sets. He reminded the Commission that UHF grants were permitted to do this prior to May 3, 1951.

## THAT BIG LEAGUE FIGHT ISN'T OVER . . .

The ruckus between three major league baseball teams and Trinity Broadcasting Corporation, El Paso, Tex., over rebroadcasting baseball games over Texas radio stations may not be over by a long shot. Protests against the practice filed by the New York Yankees, Brooklyn Dodgers and St. Louis Cardinals were denied this week for the second time by the FCC on the promise of Trinity not to recreate baseball games over its stations during the 1954 season. The Trinity statement, however, did not mention 1955.

# P.&G. May Nix Sunday Time At Cycle's End

NEW YORK, May 1.—Procter & Gamble this week reportedly will drop the 7-7:30 Sunday night time on NBC-TV at the conclusion of its current cycle. The client already has canceled Paul Winchell and is using MCA-TV film for the last five weeks of the season.

Said to be interested in acquiring the time period are Lever Brothers and Toni. At present they have no show, but it is presumed the network will program the time period for them, if they buy it. P. & G. will remain with "Fireside Theater," Tuesdays at 9 p.m., and will keep its Sunday 10 p.m. time on NBC-TV. The fate of Loretta Young, who is in the latter time period, is still undecided.

# Group Forming TVAB Adds 8 Members, Plans Big Meet

NEW YORK, May 1.—The organizing committee of the proposed Television Advertising Bureau is still growing. This week eight more stations joined the 25 which originated the committee last week (The Billboard, May 1). Dick Doherty, special consultant to the group, said they expect to round off the committee with 35 representatives of all size TV stations.

The entire committee is due to meet within a few weeks to make definite plans for a larger meeting to which all TV station operators and licensees will be invited.

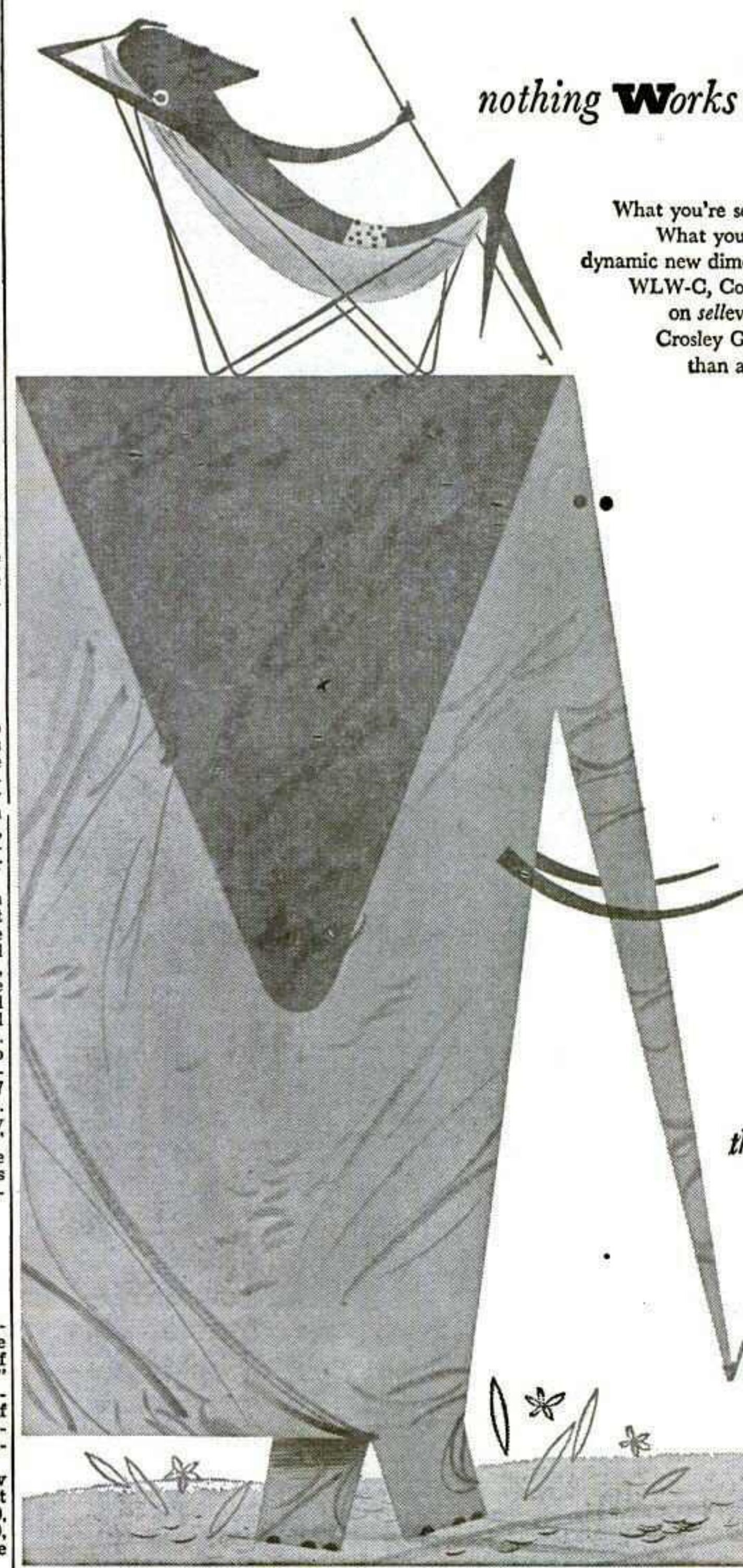
It is at the industry-wide meeting that the actual launching of TVAB is due to take place. At the moment, the organizing committee is still in the process of formation. Doherty wants to get cross-section representation in the committee, including UHF stations.

The eight new members are

John Bone, WNEM-TV, Saginaw, Mich.; James Hanrahan, WEWS, Cleveland; Stanley Hubbard, KSTP-TV, St. Paul; Vernon Nolte, WHIZ-TV, Zanesville, O.; L. H. Rogers II, WSAZ-TV, Huntington, W. Va.; W. D. Rogers, KDUB-TV, Lubbock, Tex.; Henry Slavick, WMCT, Memphis, and Victor Sholis, WHAS-TV, Louisville.

## FCC Blanks TV Bidders

WASHINGTON, May 1.—No TV grants were issued by the Federal Communications Commission this week for the first time since the lifting of the TV freeze in April, 1952. This leaves total authorizations at 675, of which 567 are post-freeze grants, including 29 non-commercial, educational grants. With 66 grants canceled, outstanding authorizations now number 609.



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Columbus, Atlanta, Chicago, Hollywood

CHAPPEL

# Replacements Set at CBS-TV

HOLLYWOOD, May 1.—Two new summer replacement shows have been set for airing on the CBS-TV network, it was announced here this week by Harry Ackerman, vice-president in charge of network programs, Hollywood. One of the new programs is a panel show, the other an audience participation.

Ackerman said that Ralph Storey would emcee for "What Do You Have in Common?" the panel show that will be slotted in either the 8 or 9 p.m., EDT, Thursday period. A starting date has not been set, he said. Bill Brennan will produce while Cecil Barker will supervise for the net.

"Earn Your Vacation," a video adaptation of a CBS radio property, is slated to debut in the 7 p.m., EDT, slot Sunday, May 22. That time period is currently occupied by "Life With Father." Johnny Carson will emcee the program. Both of the new shows will originate live from CBS Television City here.

# Tennessee Ernie Goes to 'College'

NEW YORK, May 1.—Tennessee Ernie will probably act as the dean of the revamped version of "College of Musical Knowledge" for Toni this summer. Ernie is replacing Kay Kyser, originator of the format, who is not now presiding over the musical shenanigans.

Where Toni will slot the show is not known, but it can put it into CBS-TV, Saturdays 9:30-10, or on NBC-TV Sundays, 10-10:30, since it has bought both time periods for the summer.

This One



LK70-G46-WHXY

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# TV Grabbing Bigger Cuts of Ad Dollar; Radio Hanging On

## First Quarter Report Shows Video Webs Upped Volume 50% Over '53

NEW YORK, May 1.—Network TV continues to grab off increasing chunks of the advertiser's dollar while network radio fights a holding action to retain its portion of their business, according to a tally by Publisher's Information Bureau for the first quarter of 1954.

During those three months, the TV webs grossed \$74,455,976 as against \$51,638,178 for the first three months of 1953, a hike of almost 50 per cent.

The CBS-TV network solidified its commercial leadership, grossing \$32,058,441 for the quarter. NBC-TV followed and added \$30,679,994 to its coffers. Last year for a similar period, however, the NBC-TV gross was up a million over CBS-TV. ABC-TV made an impressive improvement hiking its \$4,814,370 take for the first quarter of 1953 to \$7,979,190 for a similar period of 1954. Du Mont increased its billings by

almost a million dollars to \$3,739,351.

In radio, CBS held dominant. NBC showed a surprising decline during the three months. Mutual had the best increase. CBS billed \$15,402,702, off 0.3 per cent; NBC \$10,208,000, off 21 per cent; Mutual \$5,711,882, up 5.1 per cent. ABC upped its business to \$8,089,938, bettering its 1953 first quarter record by 1 per cent. Over-all during the quarter, radio's network billings were down to \$39,412,522 from \$41,202,026 the year before.

### Relative Standings

Interesting conclusions can be drawn as to the relative importance of the TV networks by studying the figures. CBS and

NBC-TV together gross about six times as much as Du Mont and ABC-TV combined. The second network, NBC-TV, grosses almost three times as much as the third and fourth combined. And the gap between the third and fourth webs, ABC-TV and Du Mont, respectively, has widened during the year.

In radio, CBS and NBC, the first two webs, do not dominate the other two as completely as in TV. Together the first two webs bill almost twice what the third and fourth networks combined gross. And ABC has slowly been catching up to NBC over the year. It is only two and a half million behind the NBC pace for the three-month period.

## Big TV Web Tug of War Evolves Around Lush U. S. Steel Account

NEW YORK, May 1.—United States Steel is currently the subject of a three-way tug of war between ABC-TV, CBS-TV and NBC-TV.

The first network, of course, wants to see that the client remains anchored to its dramatic show in the present alternate Tuesday night 9:30-10:30 time period next season. The other two networks are pulling out all the

stops to find some choice time period which will make the steel company switch its allegiance.

What has most jeopardized U. S. Steel's continuation at ABC-TV is the cancellation of the alternate Tuesday time slot by Motorola, which goes off after its May 18 telecast. The web is under the most severe kind of pressure to find another client, so that Steel does not continue thru the summer without a supporting show to firm up the viewing habit in the time period.

NBC-TV's pitch centers around a once a month dramatic spectacular which it is offering Steel. The sponsor would most probably get its choice of spectacular time periods for its show, but, at the moment the advertiser is holding off on such a move on the basis that its alternate week exposure is more valuable than the infrequent spectaculars.

CBS-TV is offering an hour on

Thursday evenings to U. S. Steel. This hour would most likely start at 9:30, a half hour before Lux Video gets under way on NBC-TV. The network feels it can get another client to buy alternate weeks. Its target for co-sponsor of the time period is Chrysler Motors, to whom it is offering an hour melodrama complete with top Hollywood names and produced by Fletcher Markle.

U. S. Steel, however, feels that it will shortly be getting a 30 rating in its ABC-TV time slot. It is asking that the competing webs give it a time buy which would offer a similar cost-per-thousand. This neither has been able to do.

At any event, no precipitate move is likely to be made by U. S. Steel. It will most likely wait to see what ABC-TV can produce in the way of a co-sponsor or an expensive hour sustainer to alternate with its show.

## JWT Retains Florida Citrus

NEW YORK, May 1.—The Florida Citrus Commission will remain in the J. Walter Thompson fold. The account, which spends several million dollars yearly, had wondered whether it was concentrating too much of its effort in TV. It currently has participation in "Today" on NBC-TV.

The agency made up the client's mind by offering a strong presentation on the value of network TV and convinced the commission that it was doing the right thing. Indications now are that next year Florida Citrus will be even more active in video.

## Two Sponsors Buy Into Godfrey Segs

NEW YORK, May 1.—In the ever continuing ride of the Arthur Godfrey carousel, two new sponsors this week bought tickets for a crack at the brass ring.

Campana moves into the alternate 10-10:15 a.m. time period on sponsorship of Godfrey by purchasing alternate 10:15-10:30 a.m. on the radio web starting May 10. Both advertisers will also have him on CBS-TV for varying periods until his 10-10:30 a.m. segment is dropped about mid-July.

Bristol-Myers already has 15 minutes of the Arthur Godfrey Digest on CBS-Radio Friday nights. And Campana recently bowed out of its sponsorship of the Julius La Rosa show Monday nights, 7:30-7:45 p.m. La Rosa is to be dropped after the May 3 broadcast.

## AM, TV Audience Habits Changing

WASHINGTON, May 1.—Harold E. Fellows, president and chairman of the board of the National Association of Radio and Television Broadcasters, in a talk before the Pennsylvania Association of Broadcasters this week said that radio and television listening and viewing habits are changing as the population in the country increases and people have more leisure time. He said the future for the broadcasting industry is a bright one.

Commenting on the number of cities with only one newspaper to cover an area, Fellows said that because of the present status of the nation's economy it has been necessary for many newspapers to merge. The these merges are "no reflection upon the ingenuity of newspapers," broadcasters have a greater obligation to the public to see that proper emphasis is given on all viewpoints, he said. "Radio has an opportunity, and an obligation, therefore, to be a voice of the people."

## GOP, Dems to Spend Record Off-Year \$\$

WASHINGTON, May 1.—The nation's two major political parties with their eyes on TV are planning to spend more campaign money this year than for any previous off-year election.

Just how big the war chests will become for TV and radio spending is unknown, but the Democratic National Committee apparently figures that the Republicans will have more than the Democrats, a situation which has already brought this into pre-campaign forensics. Democratic National Chairman Stephen A. Mitchell in his speech at the Delaware State Jefferson-Jackson Dinner this week (29) said "the Republicans have a budget of \$3,800,000 for this year's campaign—twice as much as any party has ever spent before in an off-year election," and he went on to declare that the Republicans "plan to spend more for television alone than any party has ever spent before for all purpose."

"And there is undoubtedly more money where that \$3,800,000 came from, if they need it," Mitchell added acidly.

"So the American people are going to be hit by a slick campaign of advertising, tricks, ballyhoo, sloganeering and extravaganzas on a scale seen only once before," said the Democratic leader. "It worked then—in the 1952 Republican presidential campaign."

## Birmingham Outlets Switch Affiliation

NEW YORK, May 1.—WABT, WAPI and WAFM, Birmingham, Ala., which are TV, radio and FM outlets, respectively, this week cut loose from their CBS affiliations and joined NBC. WAPI and NBC formerly were affiliated for 10 years and the new affiliation marks a renewal of their association. The stations are owned by the Birmingham News Corporation.

## NO BOTTLENECK

# See Materials Supply Ample For Tintubes

WASHINGTON, May 1.—Supplies of materials used in color TV picture tubes will be ample even if a production battle develops unexpectedly in the tint TV sets industry.

That's the picture based on the metals supply foreseen by the Interior Department. According to this outlook there's enough material on hand to support normal black-white sets production, which the industry figures will run around 6,500,000 sets this year, plus anywhere up to 700,000 color TV tubes (industry experts have been predicting a top ceiling of 150,000 color TV sets this year).

The only metal used in significantly larger quantities by color TV tubes as against black-white is nickel, and altho the metal is still a priority stockpiling item, supplies eased enough in 1953 to permit removal of government controls last fall. Interior Department experts say that no pinch is likely to develop on supplies of this metal unless production reaches fantastic proportions. An Interior spokesman said that there would probably be no strain on supplies even if five times more tubes were produced the first year than industry experts now contemplate.

Industry sources, however, indicate that color tubes will require considerably more nickel than is being used in black-white sets. This is true of both of the major leading types of polychrome tubes (Radio Corporation of America's "Shadow Mask" and the Lawrence "Chromatron" tube), according to Kenneth A. Hoagland, chief engineer of the tube division of Allen B. Du Mont Laboratories, Inc.

About a fifth of a pound of nickel goes into each black-white tube in the form of stainless steel, which includes steel, chromium and nickel, the proportions depending on the quality of the metal, Hoagland explains. Each Shadow Mask color tube, Hoagland estimates, requires about a pound of nickel in the form of cupronickel, an alloy composed of 70 per cent nickel and 30 per cent copper, while the Chromatron tube uses about 500 feet of stainless steel wire. In addition, the complex gun in Polychrome tubes requires more stainless steel than the simpler Monochrome gun.

## Gen. Tele Buys WHBQ

NEW YORK, May 1.—General Teleradio has purchased stations WHBQ and WHBQ-TV, Memphis, from Harding College. The deal, subject to FCC approval, brings General Teleradio's TV station holdings up to the maximum of five.

## Gen. Sarnoff Refuses Proposed Hunt Show

NEW YORK, May 1.—The new 15-minute radio strip which H. L. Hunt proposed be aired via NBC thru the Facts Forum organization this week was turned down cold by Brig. Gen. David Sarnoff, NBC's board chairman. The Texan multi-millionaire, who is founder and backer of Facts Forum, had discussed with NBC execs a radio show which would feature both a liberal and conservative commentator.

The turndown was revealed in a letter by General Sarnoff to Norman Thomas, chairman of the administrative committee of the American Committee for Cultural Freedom. The letter was in response to one written by Thomas which struck out at Hunt, who has been widely criticized in some quarters for alleged promotion of extreme rightist causes.

General Sarnoff stated that NBC "has consistently maintained the policy of retaining direct supervision and responsibility for the production of all programs of news analysis and commentary broadcasts over its facilities. There is no present intention not to do so."

There were reports this week that the American committee may take up at its next board

meeting a proposal to demand that equal time be granted to provide the opposite point of view when a web presents what is considered to be a one-sided commentator.

Flynn Target  
One target, apart from Hunt's shows, might be the broadcasts of John Flynn via Mutual, with the Cultural Freedom requesting time for someone of Thomas' stature to offer a differing opinion.

The Thomas letter to General Sarnoff charged that "nothing is simpler than for a man to put up a pretense of controversy by picking his opponents and making sure that one side is always weaker. It is, I think, a serious violation of proper procedure that Mr. Hunt and his subordinates are already doing the equivalent of this on such a program as "Reporter's Round-up" on the Mutual radio network and on other stations."

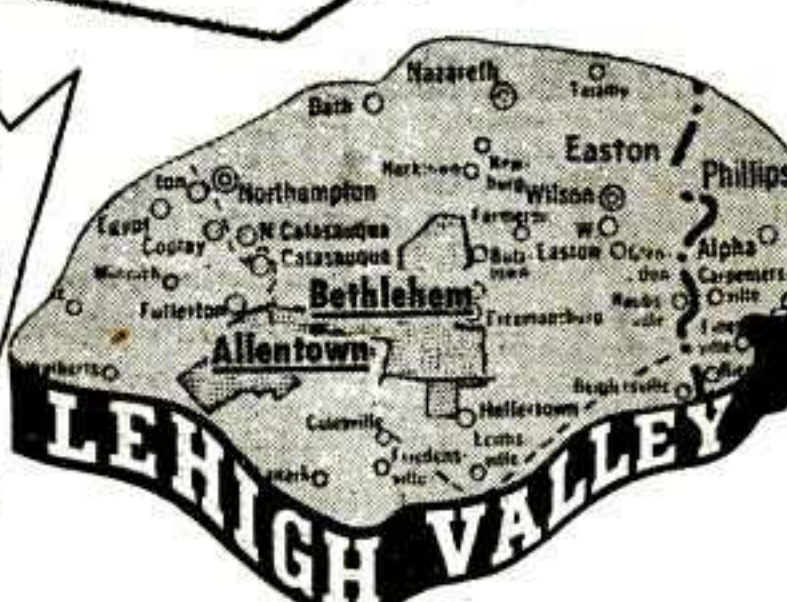
Thomas also said that "networks which donate time to someone who pays production costs or which sell time to an individual to stage a controversial program are violating proper principles of fair play and reputation."  
(Continued on page 39)

Selling Allentown, Bethlehem, Easton


# WLEV-TV

Bethlehem, Pa.

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only single  
medium  
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Steinman Station



Represented by  
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New York  
Los Angeles

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San Francisco



# TV FILM

## Official Opens Atlanta, Boston, Chicago Offices

NEW YORK, May 1.—Official Films this week took the first step in a series of moves to expand its sales operation. It has opened offices in Boston, Atlanta and Chicago. Hired as sales managers in those localities are Dave Abbott, Jeff Davis and Art Brecher, respectively. Both Davis and Brecher formerly worked for Motion Pictures for Television, and Abbott was on the MCA-TV sales staff.

Official is also contemplating opening offices in Dallas and Detroit within the next 90 days. The firm expects to add to its product shortly. Its newest series is a hillbilly show, "Town and Country Time," on which sales activity is just starting. Also a possibility for syndication sale is the re-run version of "Four Star Playhouse," but negotiations remain to be completed with the network co-sponsors, Parker Pen and Singer Sewing Machine.

## Admits Talks But Denies UTP for Sale

NEW YORK, May 1. — Phil Krasne confirmed this week that conversations had been going on with financier David G. Baird, who it was understood was seeking to buy United Television Productions thru the Lansing Foundation. Krasne admitted that he had been approached a few months ago, but he said UTP was not seeking to sell out. Krasne said he had not had any contact with Baird during his sojourn here this week.

Meanwhile, UTP has been undergoing steady expansion of its sales organization. In the past 60 days the firm has opened four more branch offices, the latest being in San Francisco. This brings to 10 the total number of sales offices. To head up the San Francisco coverage, UTP appointed Jack L. Brumback, formerly of Ziv-TV and CBS.

Rumors of movements to buy out or into UTP have been about for months. Krasne and Jack Gross, the sole owners of the company, have consistently denied that any sale was being negotiated. They assert that the operation is now showing a steadily mounting profit and that they have every intention of staying in the distribution business.

Baird was involved in the formation of Motion Pictures for Television in 1951. The Lansing Foundation bought out Associated Artists Films from Eliot Hyman, after which Baird concluded a deal with Matty Fox and became a partner in MPTV.

## WOR, KHJ GET OPTIONS ON GEN. TEL. FEATURES

NEW YORK, May 1.—General Teleradio's TV stations in New York and Los Angeles have been given first crack at the General Teleradio Film division's batch of 30 first-run feature films recently acquired from the Bank of America.

According to the terms of the deal, WOR-TV, New York, and KHJ-TV, Los Angeles have been given a 30-day option starting today (1) to come up with advertisers to bankroll the airing of the features on these stations.

At the end of the 30-day period, unless the option is extended, the features revert to the Film Division for offering to other stations in these cities.

WOR-TV salesmen have already begun beating the advertising agency bushes and reportedly have come up with two "hot" sponsor prospects.

The New York outlet plans this fall to put one film on the air each week, thereby providing

## SOLVE SHERLOCK HOLMES PUZZLE

NEW YORK, May 1.—The question of which station was the first to sign for the 12 Sherlock Holmes pictures from Motion Pictures for Television may finally have been resolved. A sales topper at MPTV said this week it was WBNS-TV, Columbus, O. Its deal was said to have been made March 5. WCPO-TV, Cincinnati, which has also claimed the honor, signed March 11.

## ABC Seeking Film Series For Summer

NEW YORK, May 1.—ABC-TV is on the lookout for film shows to fill some of the holes in its programming line-up this summer.

A brace of shows is going off the web shortly, as a result of programing and sponsorship switches. Tuesday night, for instance, is wide open. "Cavalcade of America," sponsored by DuPont 7:30-8:00, is taking a hiatus. The 8:00-9:00 spot, which is being vacated this month when "The Mask" finishes its kine run, is likewise bare, altho the web has tentatively lined up a documentary film package for the first half of that hour. The fate of the 10:30-11:00 p.m. "The Name's the Same," which has been ankled by American Chicle with Swanson reportedly getting set to do likewise, is still up in the air.

"Jamie," in Monday night's 7:30-8:00 slot, is going off for the summer, while "Sky King," which follows "Jamie," is sitting out a sponsorship renewal decision on the part of Derby Feeds. Wednesday night's 8:00-9:00 time period is open, following "The Mask" kine repeats close-out.

## New Guild Films Boost Cost to \$2,500,000

NEW YORK, May 1.—With the addition of several new series to its portfolio of product, Guild Films now estimates that it will be spending \$2,500,000 this year on production. It expects to produce 205 half-hour shows during 1954; of these, 43 are already in the can.

The production schedule calls for 52 half hours of Liberace, 48 of "Life With Elizabeth," 27 of "Joe Palooka," 39 of Florian Za-Bach and 39 of Frankie Laine.

Already produced are 13 of "Liberace," 22 of "Life With Elizabeth," and eight of "Palooka." This does not include 52 half hours of the new transcribed radio series which stars Liberace.

It also does not take into consideration 26 half hours of a new sports series Guild has under consideration.

After all this shooting has been concluded, when added to previ-

ous product, Guild will have available 91 Liberace, 65 of "Life With Elizabeth," and 39 of "Joe Palooka."

### Laine Shooting

Production on the Frankie Laine series starts in June. The first film in the ZaBach series was produced this week. It was directed by Duke Goldstone, and its musical director was Harry Zimmerman, who will also handle the same duties on the Laine show. He is conducting a 14-piece orchestra.

The ZaBach show boasts a unique set of movable walls which are used to give it a variety of scenes but with the same unity of background.

## Teevee to Pick Processor of 'Tales' Kines

HOLLYWOOD, May 1.—A decision is to be made by next week on the New York film laboratory which will process 26 half-hour kinescopes of "Tales of Tomorrow," recently acquired by the Teevee Company for syndication. Marc Frederic, Teevee general manager, indicated here this week that a concerted sales effort already is in progress.

Frederic said selections already had been made of the 26 kines from among the 100 acquired from George Foley. Among name actors starred in the episodes selected are Chester Morris, Jackie Cooper, Bruce Cabot, Gene Lockhart, Sylvia Sydney, Gene Raymond, Bert Lytle, Victor Jory, Franchot Tone, Jeffrey Lynn, Walter Abel and Thomas Mitchell.

Meanwhile, the executive clarified the arrangement between his company and the American Federation of Radio and Television Artists whereby the series is enabled to be shown. Frederic said that the terms call for 100 per cent repayment to the actors of original salaries. This does not necessarily mean, he said, that

(Continued on page 7)

# TV-Film Will Soon Outdistance Hollywood as Color Lab Client

## Vidpix Biz Seen Jumping From 15 to 60% of Lab Volume by Mid-Summer

By SAM CHASE

NEW YORK, May 1.—With the coming of color TV, the theatrical film industry almost surely will be completely outdistanced by television as the leading client of the laboratories.

Currently, the amount of TV film and kinescopes being processed is almost on a par with that for theatrical showing in terms of footage. Dollar-wise, however, theatrical films still represent the labs' leading source of revenue. The big difference between the two lies in the vast amount of color film being processed, at much higher cost, for theatrical distribution. As color comes to TV, this margin will evaporate.

How TV footage has crept up on theatrical film over the past

few seasons may be seen by lab estimates. Last summer, vidpix and kines represented about 15 per cent of all processing. By Christmas that figure had jumped to about 35 per cent. By the coming mid-summer, however, TV film will represent some 55 to 60 per cent of all lab business.

Altho the number of theatrical films processed annually has remained about even over the past decade, the number of print orders has been reduced, so the total theatrical footage actually is somewhat smaller today than 10 years ago. By the same token, the proportion of color film has risen rapidly, from about 2 or 3 per cent in 1946 to about 53 per cent last year.

It is almost certain that as more

videofilm production moves into color, the dollar margin between TV and theatrical film lab costs will approach a parity.

In New York, about 160,000,000 feet of 16-mm. kinescope film alone is processed annually by the labs now, with CBS and NBC each accounting for about 30,000,000 feet and the other two webs and indie outlets for the rest. This part of the TV business alone is estimated to represent about \$2,500,000 annually. As live video shows move to color, with color kines as a natural offshoot, these costs too will mount rapidly. This, plus the additional revenue from TV films switching to multichrome, is expected to make video the top client of the laboratories.

The film stock suppliers as well as the labs will benefit with the coming of color. Altho there has been considerable pressure to bring down stock costs, it currently runs about 12.5 cents per foot for raw color stock as against 4 cents per foot for monochrome. Print stock currently costs about 0.415 cents per foot for color against 0.135 cents per foot for black and white.

In terms of processing speed, black and white film can be run thru at about a 3 to 2 ratio over color in developing, and a 2 to 1 ratio in printing. Wastage also is considerably higher in color at this time, especially in the early stages of answer prints, due mainly to variables between light and color.

### Perfect Color Kines

The advent of a perfected color kinescope is seen on hand, with NBC's method for utilizing 35-mm. film for recording prior to reduction to 16-mm. prints. This was developed after long experiments in conjunction with Pathe Labs, whose executive vicepee, James L. Wolcott, has been pushing color processing techniques. Pathe last November perfected its 16-mm. Pathecolor process, altho its 35-mm. Pathecolor operation had been going full blast for over a year. Color kine prints are expected to be made of virtually all color shows from now on, to go into the vaults, and the trickle soon should become a major flow.

Another factor which may complicate costs is the uncertainty of the labor situation in color film processing. Arbitration proceedings now are under way between the DeLuxe Labs and Local 702 of the International Alliance of

(Continued on page 7)

## TVR Product's New Firm Set By Buckhantz

HOLLYWOOD, May 1.—A new TV production company, TVR Productions, Inc., was formed here this week with Allan A. Buckhantz as president in charge of production. The newly formed corporation said it is designed to offer agencies, independent producers, directors, talent and writers complete TV recording facilities on a closed-circuit basis.

Buckhantz, recently resigned as KNXT director, said the firm will be able to produce "any TV recordings on a closed-circuit basis, utilizing live program technique or the stop-and-go technique." He emphasized the company is not competing with any network or station, but that its facilities may be used to supplement the latter when their equipment is in full use.

Facilities include professional GPL equipment consisting of three chains, fully equipped control room, audio facilities, including magnetic tape, and a GPL TV recorder. Also available is lighting equipment, including a special light board with 40 pre-set positions, sound-proof studio space for sets and set continuity.

### Royal Oaks Inks Brent

HOLLYWOOD, May 1.—Veteran motion picture actor George Brent will make his telefilm debut in a series of 200 15-minute suspense films, "Eye Witness," to be produced by Royal Oaks Productions. Two pilot films are set to roll at the Hal Roach Studios Thursday (6). Ray Wander, Radio-TV writer, will produce and write the scripts. Clarence Eurist will direct.



THE BILLBOARD SCOREBOARD

All Non-Network TV Film Series and Competition, and Their Multi-City ARB Ratings

This chart is one part of a four-week rating study in which all pertinent data is given for every non-network TV film series currently being shown in markets surveyed by the American Research Bureau. Each week this chart covers a different group of cities; thus, over a four-week span, all cities are covered which were surveyed by ARB in its latest market studies. Where a city also was covered by ARB in the previous month, the last rating of each film series also is shown.

periods for TV film. Listing of films is by rank order, according to rating, under each of these time subdivisions. All films shown are sold on a syndicated basis unless they are designated by a dagger (!), in which case they are nationally spot booked. Stations, when designated by an asterisk (\*), are UHF outlets.

CLEVELAND 3 STATIONS

Table with columns: March ARB Rating, Previous Month's Rating, Title, Type and Distributor, Station-Day-Time, Sets in Use. Includes entries for 'Ramar of the Jungle' and 'Captain Midnight'.

6 p.m. to Sign-Off—Monday thru Sunday

Table with columns: March ARB Rating, Previous Month's Rating, Title, Type and Distributor, Station-Day-Time, Sets in Use. Includes entries for 'Liberace—Music—Guild Films' and 'Range Rider—West—CBS Film'.

NEW ORLEANS 2 STATIONS

Sign-On to 6 p.m.—Monday thru Friday

Table with columns: March ARB Rating, Previous Month's Rating, Title, Type and Distributor, Station-Day-Time, Sets in Use. Includes entries for 'Superman—Adv.—Kellogg Co.' and 'Cisco Kid—West—Ziv TV'.

Sign-On to 6 p.m.—Saturday and Sunday

Table with columns: March ARB Rating, Previous Month's Rating, Title, Type and Distributor, Station-Day-Time, Sets in Use. Includes entries for 'Captain Midnight—Adv.—Wander Co.' and 'Wild Bill Hickok—West—Kellogg Co.'.

6 p.m. to Sign-Off—Monday thru Sunday

Table with columns: March ARB Rating, Previous Month's Rating, Title, Type and Distributor, Station-Day-Time, Sets in Use. Includes entries for 'Files of Jeff Jones—Mys.—CBS Film' and 'Liberace—Music—Guild Films'.

Reed Signs 11 Name Scripters For Two Series

HOLLYWOOD, May 1.—Roland Reed Productions this week signed 11 top ranking Hollywood motion picture writers to script for two of its series, "Waterfront," currently in production, and "Men of Justice," to be produced later this year.

The new writing assignments were made by Ben Fox, "Waterfront" producer, who also will helm the "Men of Justice" anthology series. Included among those inked are award winning writers, including an Academy Award winner.

Set to write scripts for "Waterfront," starring Preston Foster, are Frederic M. Frank, winner of the 1953 Oscar for Cecil B. DeMille's "Greatest Show on Earth," and Sidney Biddell, associate producer for DeMille; James O'Hanlon, scripter of "Calamity Jane" and "Lucky Me" movies; Richard Tregaskis, "Guadalcanal Diary" author; Eugene Line, who wrote "Lost Boundaries"; Eugene Vale, winner of the Screenwriters' Guild award for the best TV play in 1953; David Dortort, who wrote "The Lusty Men"; Lillie Hayward, writer of "Black Beauty," and Frank Moss and Lee Berg, scripters of "Rin Tin Tin" and "Caribbean."

'World Report' Set For KSD-TV, St. L.; Now in 41 Markets

HOLLYWOOD, May 1.—A special half-hour version of Cleve Roberts' "World Report" is being made available to KSD-TV, St. Louis, where the expanded news program premieres Thursday (8). This marks the first time "World Report," distributed and produced by U. S. Television News, has been increased from its regular 15-minute format.

The added time was requested because of the great acceptance in St. Louis, according to the firm's executives. "World Report" is sponsored there by the First National Bank of St. Louis thru the Gardner Agency.

Meanwhile, U. S. Television News announced five additional sales of the program, bringing to 41 the total markets it is seen in throughout the country. Latest purchasers include KPRC, Houston; WMCT, Memphis; KGTW, Des Moines; WDAF-TV, Kansas City, and KSLA, Shreveport, La. The sales, made within the past two weeks, also include "Street Corner, U.S.A.," also a 15-minute news and commentary program.

Roberts, currently in Bangkok, is expected to continue on his world travels for at least two additional months. The Roberts series will go into distribution in Spanish-speaking countries upon anticipated completion of negotiations between U.S. Television News and the newly formed Tele-Vista, Inc., plans to dub the series into Spanish. Included in the package are

Teevee Reacquires French Puppet Pix

HOLLYWOOD, May 1.—The Teevee Company this week reacquired a series of 13 half-hour French-made telefilms for unlimited distribution during the next three years, it was announced here this week by Marc Frederic, general manager. The puppet series, produced by G. P. Ditisheim, are "The Adventures of Gigi and Jock," and are the same the Teevee Company previously had had for 18 months four years ago and which were shown in but 15 markets before the American distribution contract expired.

Frederic said the series is now being made available for purchase.

Hickox Desilu Veepee

HOLLYWOOD, May 1.—Desi Arnaz this week announced the election of Andrew G. Hickox, for 14 years the former's personal manager, to the position of vice-president in charge of the business office of Desilu Productions.

WASHINGTON 4 STATIONS

Table with columns: March ARB Rating, Previous Month's Rating, Title, Type and Distributor, Station-Day-Time, Sets in Use. Includes entries for 'Sign-On to 6 p.m.—Saturday and Sunday' and '6 p.m. to Sign-Off—Monday thru Sunday'.

BALTIMORE 3 STATIONS

Table with columns: March ARB Rating, Previous Month's Rating, Title, Type and Distributor, Station-Day-Time, Sets in Use. Includes entries for 'Sign-On to 6 p.m.—Saturday and Sunday' and '6 p.m. to Sign-Off—Monday thru Sunday'.

Table with columns: March ARB Rating, Previous Month's Rating, Title, Type and Distributor, Station-Day-Time, Sets in Use. Includes entries for 'Sign-On to 6 p.m.—Monday thru Friday' and '6 p.m. to Sign-Off—Monday thru Sunday'.

Table with columns: March ARB Rating, Previous Month's Rating, Title, Type and Distributor, Station-Day-Time, Sets in Use. Includes entries for 'Sign-On to 6 p.m.—Saturday and Sunday' and '6 p.m. to Sign-Off—Monday thru Sunday'.



PHILADELPHIA 3 STATIONS

Table with columns: March ARB Rating, Previous Month's Rating, Title, Type and Distributor, Station-Day-Time, Sets in Use. Includes programs like Hopalong Cassidy and Gene Autry.

Sign-On to 6 p.m.—Saturday and Sunday

Table listing Saturday and Sunday programs for Philadelphia stations, including Captain Midnight and Dick Tracy.

6 p.m. to Sign-Off—Monday thru Sunday

Table listing Monday through Sunday programs for Philadelphia stations, including Superman and I Led Three Lives.

MEMPHIS 2 STATIONS

Sign-On to 6 p.m.—Monday thru Friday

Table listing Monday through Friday programs for Memphis stations, including Superman and Wild Bill Hickok.

Sign-On to 6 p.m.—Saturday and Sunday

Table listing Saturday and Sunday programs for Memphis stations, including Range Rider and Liberace.

6 p.m. to Sign-Off—Monday thru Sunday

Table listing Monday through Sunday programs for Memphis stations, including Favorite Story and Racket Squad.

Screen Gems To Demonstrate Color Tests

NEW YORK, May 1. — Color test footage, shot by Screen Gems in a controlled experiment to discover which color film stock is best suited for color TV...

The screening, to which advertisers and other members of the industry will be invited, will be held at NBC. It will provide an answer to one of the most important questions facing the industry today...

The three film processes tested by Screen Gems are Three-Strip Technicolor, Eastman Negative-Positive, and 16-mm, commercial Kodachrome. The tests consisted of shooting numerous well-known package products in each of the three processes...

The Film Producers' Association has shot similar test footage, using mostly live models. The FPA test footage is still being processed. No definite date has yet been set to show the FPA footage on closed circuit...

Hearst Press In Tie-Up on 'Elery Queen'

NEW YORK, May 1. — "The Adventures of Elery Queen" will get a hefty promotional boost from The American Weekly as the result of an agreement made this week between the Hearst publication and Television Programs of America, Inc...

The magazine is due to begin running Queen stories June 6. In that issue it will run a streamer on the bottom of the page plugging the TV film series. In its house ads for the stories, the Weekly will use pictures of Hugh Marlowe in the title role of the TV show...

The TV film series will carry hitch hikers promoting the magazine stories. And the film distributor and the publication will plug each other in all their Elery Queen promotions.

Color Film

Continued from page 5

Theatrical Stage Employees, the union covering the labs. Burton Turkus has been named impartial arbitrator in the beef covering the number of men to be used and the rate to be paid. DeLuxe is holding out for a three-man crew...

A complete developing system for color film costs a lab about \$100,000. A large lab thus has a tremendous outlay. Pathe, for example, has 14 complete systems in operation.

TV to Pick

Continued from page 5

this will be the precedent for future re-run payments to actors of kines. The door will remain open, he said he was assured by AFTRA, for additional negotiations on this score.

Frederic explained that his arrangement with Foley and ABC allows for a one-time re-run of the series within an 18-month period.

CBS-TV Expands Station Film Offers

NEW YORK, May 1. — Under the leadership of its new head, Leslie Harris, the CBS-TV Film division this week was moving in three directions to bolster its product and to offer diverse kinds of film to stations.

The syndication firm is working out details for making its stock shot library available to stations at a minimum rental fee for local use.

Along the same lines, the CBS-TV Film division is working out several basic formats—a how-to-do-it show, a woman's show and

a sewing program—which will be produced from its stock shot library and provided to stations at virtual cost. Color slides to be used in weather report segments will also be prepared on the same basis.

The network film division is also negotiating with J. Arthur Rank for a Technicolor cartoon library which was produced by David Hand.

On the important series front, CBS-TV Film division has one vidfilm program set to go into (Continued on page 8)

CHICAGO 4 STATIONS

Table listing Monday through Friday programs for Chicago stations, including Gene Autry and Close-Up.

Sign-On to 6 p.m.—Saturday and Sunday

Table listing Saturday and Sunday programs for Chicago stations, including Cisco Kid and Superman.

6 p.m. to Sign-Off—Monday thru Sunday

Table listing Monday through Sunday programs for Chicago stations, including Badge 714 and Inner Sanctum.

RICHMOND 1 STATION

Sign-On to 6 p.m.—Saturday and Sunday

Table listing Saturday and Sunday programs for Richmond station, including Captain Midnight and Johnny Jupiter.

6 p.m. to Sign-Off—Monday thru Sunday

Table listing Monday through Sunday programs for Richmond station, including I Led Three Lives and I Am the Law.



# Client Relations, Ad Campaigns Pay Off

By HAMILTON SHEA  
General Manager, WNBC-WNBT,  
New York

WNBT was particularly pleased to receive The Billboard's award as the station doing the best job in the merchandising of television film, because it represented the recognition by a group of people outside our own organization of the things we do as a matter of day-to-day operation.

Actually what we do for a TV film show is no different than what we do for any kind of show or advertiser. Obviously, it is to no one's advantage to launch a new programing venture, live or film, in a vacuum of silence. Equally so it is to everyone's advantage to tell the viewing public the when and where of worthwhile programing ventures.

Thus, as a matter of basic policy at WNBT, a planning session involving programing, advertising, merchandising and sales executives precedes the launching of any of our program ventures. Out of such sessions comes a plan of audience promotion and product merchandising which reacts to the benefit of all.

To use a specific example which we feel is typical of each of our efforts on TV film programs, I will give a quick summary of what was done when the NBC film feature, "Victory at Sea," was scheduled for a second run on WNBT and was to be sponsored by the Thom McAn Shoe Company.

### Client Relations

Client relations came first; so a special screening of the film was arranged prior to the on-the-air showing for the whole executive staff of Thom McAn and the managers of each of their stores. The enthusiasm whipped up for the feature and the feeling on the part of the Thom McAn organization that they were a part of a TV

program went a long way toward initial client satisfaction.

To reach further down into the client organization, a Navy-style duffle-bag kit containing information about the show and how it could be merchandised at point-sale went to all the chain-store employees. Window streamers were included in this kit and went up with remarkable speed because of the enthusiasm of the managers.

Audience promotion requires the help of the press, as well as the use of our own facilities; so an exciting party was arranged for the trade and consumer press aboard the aircraft carrier, Hornet, docked at the Brooklyn Navy Yard. The feature was shown and discussed, and adequate information was available then to anyone who wished to write about it.

### Ad Campaign

Ten days before the first run of the program on-the-air support in the form of, first, a teaser campaign and then a specific announcement of the starting date and hour went on WNBT. A Broadway spectacular sign which WNBT owns went into action a week before the first program and blazed the story of the feature, its sponsor and the program time in letters 12 feet high.

The type of feature we run has a bearing on our merchandising plans also. "Victory at Sea," since it is informative as well as entertaining, called for letters to the principals of all the schools in our listening area calling their attention to the feature for the benefit of their students.

The appropriate committees of all the women's clubs in our area received letters announcing the feature. The Navy was pressed into service and helped with letters both to Navy personnel and again to school principals.

Finally, in the two days adjacent to the day of the first program and for several weeks thereafter audience-promotion ads appeared in seven New York newspapers.

### The Results

Sometimes we are fortunate enough to be able to see and feel the results of a good feature combined with well-planned merchandising. "Victory at Sea" added 1,500,000 viewers to the New York scene at 7:00 p.m., Tuesday nights. These are people whose sets had previously been dark at this hour on this night, and our authority for that is the increase in total tune-in shown in the Pulse surveys for this time.

When we are lucky enough to find the combination of a good feature, a program of advertising and merchandising planned in advance and tailor-made for that feature, and a TV film supplier who will co-operate by making his talent and promotional brains available to work with us, we have an almost unbeatable combination of effort.

It takes effort on the part of all involved, including the sponsor and his advertising agency, but it never fails to be effort amply repaid with results in the mill of audience acceptance, audience ratings and product sales.

## Pontiac Eyes Wyman Series

NEW YORK, May 1.—Pontiac this week was considering the new Jane Wyman vidfilm series, "Amelia," as a replacement for Dave Garroway next season. Pontiac owns 8-8:30 Friday nights on NBC-TV. The program was created by Samuel Taylor and is owned by MCA-TV.

## CBS-TV Expands

Continued from page 1

production and four others under consideration, from which it will set deals for at least two more. To be produced by Desilu Productions is "The Whistler," which rolls this summer.

Being mulled are three half-hour series, "Romance," "Escape" and "Soldier of Fortune," the last of which features George Sanders. The fourth show being weighed is not known.

## TV FILM SERIES in PRODUCTION Since February 1

This feature runs once a month in The Billboard's TV Film department. It offers the most complete directory available of production of TV film series and is limited only by The Billboard's ability to reach all producers in the industry. Producers who desire to be included should send their listings to reach The Billboard's New York office no later than the 15th of each month. Listings should be for the last full preceding month.

Title	Program Type	Producer	Star	Running Time	Number Planned	Number Completed	How Selling	Distributor
<b>ATLAS FILM CORPORATION, 1111 South Blvd., Oak Park, Ill.</b>								
It's a Bet	Variety	Atlas Film Corp.	Don Alan & Clarence Hartzell	5:00	65	5	—	Atlas Film Corp.
<b>Du MONT TELEVISION NETWORK, 515 Madison Avenue, New York</b>								
Madison Sq. Garden	Sports	Winik Films	Marty Glickman & Stan Lomax	15:00 & 30:00	26	18	Open	Du Mont
<b>GUILD FILMS COMPANY, INC., 420 Madison Avenue, New York</b>								
Liberace	Music	Guild Films	Liberace	30:00	117	49	Syndication	Guild Films & Regional
Life With Elizabeth	Comedy	Guild Films	Betty White & Del Moore	30:00	78	37	Syndication	Guild Films & Regional
Joe Palooka Story	Drama	Guild Films	Joe Kirkwood	30:00	78	14	Syndication	Guild Films & Regional
<b>HARTLEY PRODUCTIONS, INC., 20 West 47th Street, New York 36</b>								
Marion Palmer Work-shop "Transform-Magic"	Women's	Hartley Prod.	Connie Clausen	15:00	—	1	—	Hartley Productions
<b>HOLLYWOOD TELEVISION PRODUCTIONS, 505 Fifth Avenue, New York</b>								
Guided Tour	Novelty Travel	Lula Ellen & Beverly Lannon		12:50	26	16	Spot Book	Hollywood TV Productions
The Shutter Bug	Comedy	Kevin Patrick		12:50	26	13	Spot Book	Hollywood TV Productions
Mr. Joe Fixit	Educational	Bruce Bennett		12:50	26	12	Spot Book	Hollywood TV Productions
<b>HOLLYWOOD TELEVISION SERVICE, INC., 4020 Carpenter St., North Hollywood</b>								
Stories of the Century	Western	Studio City Television Productions, Inc.	Jim Davis & Mary Castle	26:50	104	13	Syndication	Hollywood TV Service
<b>JAMIESON TV PRODUCTIONS, 3825 Bryan Street, Dallas</b>								
Texas in Review	Documentary	Humble Oil		30:00	weekly	—	—	—
Facts Forum	Panel	Facts Forum	Dan Smoot	30:00	weekly	—	—	—
<b>LAKESIDE TELEVISION COMPANY, INC., 1465 Broadway, New York 36</b>								
The Magic Vault	Mystery	Lakeside TV	Various	30:00	52	26	Open	Lakeside TV
Out of the Past	Religious	Lakeside TV		30:00	52	26	Open	Lakeside TV
<b>LEWIS &amp; MARTIN FILMS, INC., 218 S. Wabash Avenue, Chicago 4</b>								
The Back-to-God Hour	Religious	Christian Reformed Church	Rev. Peter Eldersveld	15:00	13	13	Free	Glenn-Jordan-Stoetzel Advertising
<b>MCCADDEN CORPORATION, 1040 N. Las Palmas, Hollywood 28</b>								
Burns and Allen	Comedy	McCadden Corp.	George Burns & Gracie Allen	30:00	104	79	Network	—
I Married Joan	Comedy	Al Simon Productions for Joan Davis	Joan Davis	30:00	85	77	Network	—
Bing Crosby Show	Comedy-Variety	McCadden Corp.	Bing Crosby	30:00	—	1	Network	—
<b>MOTION PICTURES FOR TELEVISION, 655 Madison Avenue, New York</b>								
Duffy's Tavern	Comedy	Hal Roach Jr.	Ed Gardner	30:00	39	26	Syndication	MPTV
Flash Gordon	Adventure	Intercontinental TV Films Corp.	Steve Holland, Irene Champlin, Joe Nash	30:00	39	26	Syndication	MPTV
Janet Dean, Registered Nurse	Drama	Cornwall Productions	Ella Raines	30:00	39	26	Syndication	MPTV
Junior Science	Children's	Junior Science, Inc.	Dr. Gerald Wendt	15:00	39	26	Syndication	MPTV
Tim McCoy	Western	MPTV	Tim McCoy	15:00	39	13	Syndication	MPTV
Drew Pearson's Washington Merry-Go-Round	News	MPTV	Drew Pearson	15:00	26	13	Syndication	MPTV
<b>MUSIC CORPORATION OF AMERICA, 598 Madison Avenue, New York 22</b>								
Kit Carson	Western	Revue	Bill Williams, Don Diamond	30:00	—	—	Regional	MCA-TV
City Detective	Mystery	Revue	Rod Cameron	30:00	—	—	Syndication	MCA-TV
Meet Mr. McNutley	Comedy	Revue	Ray Milland	30:00	—	—	National	MCA-TV
Pride of the Family	Comedy	Revue	Paul Hillman	30:00	—	—	Network	MCA-TV
Pepsi-Cola Theater	Drama	Revue	Various	30:00	—	—	Regional	MCA-TV
<b>NBC FILM DIVISION, 30 Rockefeller Plaza, New York</b>								
Inner Sanctum	Mystery	Hyman Brown	Various	30:00	39	33	Syndication	NBC Film Division
The Adventures of the Falcon	Adventure	Federal Telefilms, Inc.	Charles McGraw	26:00	39	—	Syndication	NBC Film Division
<b>SCREEN GEMS, 233 West 49th Street, New York</b>								
Father Knows Best	Comedy	Screen Gems & Cavalier Enterprises	Robert Young	30:00	39	1	National	Screen Gems
Rin Tin Tin	Adventure	Screen Gems & Leonard	Lee Aaker & Rin Tin Tin IV	30:00	26	—	National	Screen Gems
Ford Theater	Drama	Screen Gems	Various	30:00	78	70	National	Screen Gems
Your All-Star Theater	Drama	Screen Gems	Various	30:00	78	70	Syndication	Screen Gems
<b>SPORTATORIUM, Cadiz &amp; Industrial Blvd., Dallas</b>								
Texas Rassin'	Sports	Sportatorium		60:00	weekly	—	Syndication	Sportatorium
<b>TELEMOUNT PICTURES, INC., P. O. Box 4555, Los Angeles 24</b>								
Cowboy G-Men	Westerns	Henry B. Donovan	Russ Hayden & Jackie Coogan	30:00	52	39	Regional & Syndication	—
<b>TELESCENE PRODUCTIONS, 4238 Mammoth Avenue, Sherman Oaks, Calif.</b>								
Beauty Is Where You Find It	Documentary	William Lava	James Brown	15:00	39	1	—	—
<b>WARREN R. SMITH, INC., 117 Fourth Avenue, Pittsburgh 22</b>								
Symphony Ball	Public Relations	Public Relations Research		10:00	1	1	—	—
Your Faith and Mine	Religious	Kathryn Kuhlman	Kathryn Kuhlman	30:00	52	4	—	—
What's the Good Word?	Variety	Warren R. Smith		5:00	52	8	—	—

### TV Film Guest of the Week



### HAMILTON SHEA

Hamilton Shea, general manager of WNBC, WNBC-FM and WNBT, returned to New York in September, 1953, after a period of two years as general manager of WTAM and WNBK, the NBC owned-and-operated stations in Cleveland. Shea joined NBC in 1949 as controller of the newly formed Owned-and-Operated Stations division. Late in 1950 he was named director of operations of the division under James M. Gaines and after about two years in that position was named to the post of general manager in Cleveland. Prior to his association with NBC, Shea had been treasurer, controller and a member of the board of directors of the Emerson Drug Company. A native of Brooklyn, he is a graduate of Middlebury College. He is married, has four daughters and since his return to the East makes his home in Chappaqua, N. Y.

### YOUR OUTSTANDING SOURCE OF TV PROGRAMMING



1529 Madison Road • Cincinnati 6, Ohio  
NEW YORK HOLLYWOOD



## IOLANTHE

(Opened Tuesday, April 27)

## President Theater

An opera. Libretto by W. S. Gilbert. Score by Arthur Sullivan. Staged by Dorothy Raedler. Conducted by Lucille Burnham. Company manager, Oscar Green. Stage manager, Joe Baylon. Press representative, Max Eisen. Presented by the Gilbert and Sullivan Festival Theater, Inc.

The Lord Chancellor ..... Rue Knapp  
Lord Mountbatten ..... Ronald Bush  
Lord Toller ..... Norman Paige  
Private Willis ..... John Bridson  
Stephon ..... Herbert Moore  
Queen of the Fairies .....  
..... Mary-Ellen Thompson  
Iolanthe ..... Joan Brower  
Celia ..... Virginia Carroll  
Leila ..... Lore Reckel  
Piafa ..... Virginia Bower  
Phyllis ..... Sally Knapp  
OBORUS: Raymond Allen, Francis Bar-  
nard, Virginia Bower, Virginia Carroll,  
Kenneth Doubrava, Henry Fitzgibbon,  
Georgia Lyke, Lore Reckel, Marilyn  
Sofia, Eunice Wilcos, Glenn Wilder.

W. S. Gilbert seldom wrote a brighter plot or better lyrics than his ridiculous lampoon of British peerage politics. "Iolanthe" score contains some of Sullivan's loveliest melodies. No G. and S. rep would be complete without it, and it is highly pleasant to watch and hear those ingenious American Savoyards have a go at it this week.

Rue Knapp is again a tower of strength in the comedy department. His Lord Chancellor is as good as most this department has seen over the years, and he again demonstrates that he can hold his own with the best of his predecessors on a patter song. Sally Knapp is again delightful as his ward, turned shepherdess, and her first act duet with her half-mortal swain, Herbert Moore, "Thou the Singer, I the Song," is a small vocal gem. Likewise, Joan Brower's contribution in the title role is highly mellifluous.

Other high-spot ratings in the performance are Ronald Bush's chanting of "Good King George's Glorious Days," the robust "Sentinel's Song" by John Bridson and the completely ridiculous "March of the Peers."

Lucille Burnham and Keith Verhey read a score to keep everybody on his or her toes thruout. "Iolanthe" is one of the troupe's best efforts to date. Incidentally, the pair at the piano and organ are beginning to get the same kind of reception from President Theater audiences that red-headed Isidore Gordrey received when he took the podium in the good old D'Oyly Carte days. Bob Francis.

## Palace, New York

Lott and Joe Anders, Vic Spaddy, Pauline Thorn and Escorts, Valaida Snow, Milt Douglas, Alice Murray Dancers, Jay Marshall, Agramonte, Jo Lombardi ork.

(Reviewed April 30)

On paper, bill's visual and oral outlook appears good, but playing-wise the over-all doesn't work out. Tee-off by Lott and Joe Anders (man and fem), cycling duo, is solid in all respects. Anders are superior unicyclists and jugglers and score accordingly. Next three stanzas of first half of show spot Vic Spaddy, youthful song impressionist; Pauline Thorn and Escorts in knockabout terp, and chanting of Valaida Snow. At show caught, none of the three registers more than tepidly. Young Spaddy again demonstrates a pleasant voice, but insufficient imagination in selection of material for better than a competent club date act. Miss Thorn and her two male partners score something less than moderately with their familiar drunk, acro-terp routine. Miss Snow, as usual, makes a production of "Chloe," plus a trumpet wind-up in swing—this time for a so-so reception.

Nor does Milt Douglas, setting the pace for the second stanza, fare much better. Latter is a good standard comic, but for some reason best known to himself refuses to perk up his material. Result is the same as at his last visit to the house, with the act not getting under way until his wife comes on for its last few minutes.

As a matter of fact, the bill doesn't really get back in the beam until the advent of the Alice Murray Dancers (see New Acts). In next-to-closing, of course, is Jay Marshall, one of this department's favorite magicians. Marshall's don't-give-a-damn approach is sock, as always, for spontaneous hands. Currently he is featuring his specialty of the Chinese rings and his comedy ventro wind-up with a gloved left hand for a dummy. This is vaude at its best.

Agramonte, slack wire expert, is back to hold the bill to professional par for a wind-up.

The pic is: "Arrow in the Dust." Bob Francis.

## Betty Clooney

Wally Griffin, Dana and Wood, Rudy Kerpays and Al Poskonka backing. Ken Sweet on intermission piano.

(Black Orchid, Chicago, April 13.)

Betty Clooney, a much more vibrant and projecting personality than her sister, Rosemary, opened here to an audience that fell immediately to her contagious charm. Her voice is warm, even tho it has a taste of her sister's styling, but that's where the resemblance ends. Betty projects, she is dynamic in action and displays plenty of know how in singing and plain talking to customers. She sparkled thru "Getting to Know You" and then literally jumped thru "Ballin' the Jack." Her special material bit, a satire on her life with Rosemary, "I'll Never Get Married," won top applause. Other response catchers were "Tenderly," "It's Easy to Remember" and "Deed I Do."

Wally Griffin, in his second appearance here, made even more friends with his unusual type comedy. His routine is clever, new and funny. He spaces well and his side remarks show lots of spontaneity. From start to finish he reaps a heaping reception. His opening bit, consisting of various satires on nursery rhymes, is funny. He does "Humpty Dumpty" a la Gilbert and Sullivan, and others as done by Piaf, a Russian, and Cole Porter. His lyrics on "North Atlantic," a satire on "South Pacific" complete with all musical scores, are hilarious.

Dana and Wood, a new young comedy team, held the opening spot in a bill slightly overloaded with comedy due to a quick but necessary change in bookings. The pair use plenty of gags but don't hit their stride until midway thru the act. Their impression of a Russian TV program schedule was good. In it were such shows as "Break the Banker," and "Strike the Rich." Steve Schickel.

## Dave Barry

Los Gatos Trio, Elsa and Waldo, Moro-Landis line with singer Bill Martin, Hal Derwin ork.

(Biltmore Bowl, Biltmore Hotel, Los Angeles, April 14.)

The Biltmore Bowl's new layout is blue chip entertainment. Comic Dave Barry's return after eight months is distinguished by his addition of new material, notably a routine titled "Amazing America" in which the stand-up comedian cleverly treats plebeian topics with refreshing humor. Included is a hilarious take-off of a drunk sung to the music of "Black Magic," and a monolog concerning the trials of a pedestrian. Barry's 25-minute turn is well paced, a joy to hear. He continues using some of his older material, topical stuff that gets a good mitt, and a smattering of impersonations that enlivens the offering.

Show gets off to a resounding start with the agile acrobatics of the Los Gatos Trio (three boys), whose work is top notch. Current stint also marks the West Coast debut of Elsa and Waldo, billed as the "Nightmare of the Ballet," as funny a supporting act as has been seen here in many months. Pair's take-off on the ballet, accentuated by costuming and facial expressions, plays to sock reception.

Brilliant staging of three production numbers sets a vivid pattern for the entire revue, backed by the sweet music of Hal Derwin orchestra (9), which also supplies danceable rhythm for dancing. Ed Velarde.

## Les Paul and Mary Ford

Andre, Andree and Bonnie, Benny Strong ork, Tico Robbins Quintet.

(Ambassador Hotel, Coconut Grove, Los Angeles, April 21)

It's sound they're selling at the Coconut Grove this fortnight, with Les Paul and Mary Ford, special mikes and a maze of electronics in the spotlight. Latter share billing with the famed guitar duo because of their intrinsic importance to the act.

Tho well received on opening night, team disappointed thru lack of floor appeal. One curiously gets the feeling that the same effect could be achieved by spinning phonograph records, thru which Les Paul and Mary Ford first achieved fame. Despite this, the name value and wide popularity of the team should draw Grove patrons in sizable numbers.

Repertoire consists of 11 of their Capitol disk clicks, with both Les and Mary splitting vocal and instrumental honors. Team drew top

response via "I Really Don't Want to Know" and "Vaya Con Dios," both of which were purred by Miss Ford with a noticeably diminished sound furnished by Les on guitar and the Benny Strong ork. Of equal favor was "No Place Like Home" in which the duo took choruses on some clever special material. The toned-down effect of all three were highlights of the evening, and were presented in a quiet aura that could be heard and appreciated.

Paul's trick guitar strumming was well received, tho it could be viewed by ringsiders only. Team could enhance their appeal thru the addition of patter, of which there was far too little.

Preceding dance act, Andre, Andree and Bonnie, offer their standard entry and costuming but little else. Team shows three fems donned in masks which give them the startling appearance of mannequins, and a gent who directs the terps. Once the masks come off, the group offers little in imaginative staging of their dance routines.

Benny Strong ork cut an excellent show and opened the bill via a brief "Gay '90's" singing bit. Booked in for the next 11 weeks, the Strong band has become regulars at the Grove, as evidenced by the crowded floor during dance turns. Tico Robbins five play during intermissions. Ed Velarde.

## Harry Stevens

Wanda Smith Cover Girls, Don Corey, Abbey Browne ork, Marguerite Padula, piano (Charley Foy's, Sherman Oaks, Calif., April 27.)

If anything will lure bistro patrons away from television, it's the current bill at Charley Foy's Supper Club. Show sells comedy, sex and a rousing community sing to perk the box office.

Harry (Woo Woo) Stevens, veteran banjo artist, draws top applause via his infectious brand of songfare. Repertoire consists wholly of requests of native State songs, with Stevens' ability to ad lib showing remarkably well. That he holds the audience in the palm of his hand is evidenced by the increasing furore the community sing takes on. He begs off to a solid mitt.

The Wanda Smith Cover Girls, five long stemmed fems, show little more than the abbreviated costumes they wear in their song and dance fare. Prancing fillies only highlight is their take-off of Durante, on whose teleshow they gained fame.

Comic Don Corey's turn was a slow starter, but closed solid via his monolog in Polish dialect. His impersonations of such stock characters as Cagney, Barrymore, Sinatra, Boyer, etc., were fair, but lacked punch gag lines.

Charley Foy emceeds the show, joined by sister Mary for some nostalgic patter for the opener, and returns with the Cover Girls for the finale. Woo Woo Stevens could well work the entire bill himself, with little dissent from ringsiders.

Abbey Browne ork cut the show effectively and worked dance sets. Marguerite Padula is at the piano during intermission. Joel Friedman.

## Sophie Tucker

The Mary Kaye Trio, Consola and Melba, Ted Shapiro, Brian Farnom, Chamaco Latin Band.

(Chez Paree, Chicago, Thursday, April 29.)

A sold-out house greeted, cheered, and wished well Sophie Tucker on the occasion of the celebration of her 50 years in show business. The audience was highly responsive to all acts.

Relying heavily on her special material, Sophie reminisced with such emotion that many a tear was shed by seatholders. Especially damp were the eyes of a contingent of the Grandmother's Club which turned out in a group of about 60. Top response was given her anniversary routine, "My 50 Golden Years."

The last of the red-hot mamas, working in considerable chatter with her accompanist of 33 years, Ted Shapiro, got plenty of response and yocks to her usual-type numbers such as "I May Be Getting Older Every Day," "Fat Girl" and "There's No Business Like That Certain Business."

The Mary Kaye Trio, composed of the brother and sister combo of Norman and Mary Kaye, and the comic-musical talents of Frankie Ross, went over the top-side with the first-nighters. The trio can harmonize with the best of them, and handle comedy like veterans. All three sing, all three yock it

up, and each plays an instrument; Mary on guitar, Norm on string bass, and Frankie on accordion. Numbers are well executed, with special attention on phrasing, arrangements, and delivery. Top reaction was given "I Love Paris," "My Yiddische Mama," and "I Get a Kick Out of You."

The dance team of Consola and Melba, as usual, did a professional job and got plenty of applause on its routine, "I'm Forever Blowing Bubbles." Steve Schickel.

## Kitty Kallen-Lou Monte

Nicholas Brothers, Mr. Ballantine, Louis Basil and house orchestra.

(Chicago Theater, Chicago, April 30.)

Kitty Kallen, Decca Record's newest entry in the top sales brackets, is equally effective in the flesh. The petite beauty is exceptionally poised, and her showmanship and vocal ability held the Chicago house all the way. She pulled top audience response with her smash Decca seller "Little Things Mean a Lot" and a new tune "Don't Let the Kitty Get In." The gal also scored with the standard "I Can't Give You Anything But Love Baby" and "Are You Looking for a Sweetheart."

Lou Monte, another recent click on wax, registered well with the crowd and rated a big hand for his RCA hit "Darktown Strutters' Ball," "A Baby Cried" and "Sorrento." He has an individual style and his guitar playing is a plus.

The Nicholas Brothers opened big with a flashy tap routine, and, as usual, pulled their biggest audience response with their exciting flying splits.

Mr. Ballantine's frustrated magician act was a natural for this house. The audience howled at some of his magic trick fiascos, and even his slightest throwaway gags drew chuckles. Steve Schickel.

## Mary McCarty

Paul Herbert orchestra; Billy Roy, piano accompanist.

(Mocambo, Hollywood, April 28.)

Vivacious comedienne Mary McCarty appears to improve each time around. This session she comes up with a goody mixture of sure-fire material, mostly new, that proves her progressive improvement. The brunet's song and patter comedies are delivered with assurance, show business know-how, slick timing and with a sense for getting the most out of her special stuff for top results.

By far the highlight of her current stint is her adept spoofing of burlesque, "That's Entertainment," that ranges from the candy butcher, the comedian, chorus and, of course, the stripper who wants to sing. It comes off hilariously with the last named to the tune, "You're Blase." Another showstopper is her rendition of "The French Line," appropriate with risqué lines and a shout ending. Thruout it all, excellent support is given by the Paul Herbert orchestra, and Billy Roy at the piano for much of the arrangements are intricate and varied.

Miss McCarty's versatility at mimicry is further accentuated with her curtain-caller, a take-off on folk songs and their purveyors. Thrush wisely bows off with the crowd still wanting more. Ed Velarde

## Buddy Hackett, Dolores Hawkins

The Foot-Notes, Dean Campbell, Donn Arden Dancers, Gardner Benedict Orchestra, Jimmy Wilbur Trio

(Beverly Hills Country Club, Newport, Ky., April 23)

Comic Buddy Hackett and Epic-Columbia recorder Dolores Hawkins share headline honors in this smooth-running opus that gets an added hypo by an excellent opening turn, the Foot-Notes, mixed foursome.

The last-named mix vocal harmonizing with sprightly terp routines and catch on immediately. Their refreshing style backed by their wholesome appearance make them a good bet for any class room.

Pert and beauteous Dolores Hawkins lost some of her effectiveness to bad spotting, a noisy crowd, and first-show nervousness. Opened with "Hallelulah," and followed with "You Made Me Love You," "Because You're Mine," "For You, My Love," "Rock-a-Bye," "Sing, You Sinners" and "Anything Can Happen Mambo," the last-named done while dancing with a male from the audience. Her song-selling and repertoire met with mixed reaction and it wasn't until her second show,

when she took off the wraps, shook up her repertoire and moved upstage, that she really socked home in great fashion.

Cherubic Buddy Hackett, with the truly comedy kisser, is doing the same turn he did at New York's La Vie en Rose two weeks ago. (See The Billboard, April 24.) His style and brand of comedy, new to these parts, registered bang-up, altho much of his material, delivered in gatling-gun fashion, bounced over the infeld.

The sumptuously attired Donn Arden Dancers (10) contribute three routines in their usual able fashion. Emsee Dean Campbell does a solid job in his warbling on the production numbers.

Gardner Benedict's ork is its usual solid self on the show and dance tunes, with the Jimmy Wilbur Trio continuing its click in the interim spots. Bill Sachs.

## Hayes and Healy

Ted Straeter's orchestra, Mark Monte's Continentals.

(Persian Room, Hotel Plaza, New York, April 29.)

Peter Lind Hayes and Mary Healy take over an audience with an effortless ease and flawless sense of timing which make them just about one of the top husband and wife comedy teams on the nitery circuit. The act hasn't changed much over the years, but each time around it reflects additional polishing and ever increasing rapport between Hayes and his radiant wife.

Business was good for the dinner show Thursday (29), and the room was warm and quick to laugh, from the likable couple's familiar "Getting to Know You" opener to their bow-off, a hilarious take-off on Mario Lanza and Helen Traubel doing a night club turn.

Their "Movies are Better Than Ever" routine was funnier than ever, with Hayes drawing particularly big yocks for his devastating impressions of Walter Winchell and Russell Nype.

Miss Healy scored with a new twist on their old playback number. This time she warbled a torchy ditty about a lonesome gal sitting by the telephone and receiving a series of calls from her wayward hubby, with Hayes' piped-in phone voice going from slightly high to boiled for maximum audience reaction. June Bundy.

## Joe E. Lewis

Lili St. Cyr, Ben Yost Jesters, Bob Ellis' ork.

(El Rancho Vegas, Las Vegas, Nev., April 25.)

A popular pairing at the El Rancho Vegas is back this week, with the risqué humor of Joe E. Lewis plus the newest twist on the age-old strip tease. Lili St. Cyr undresses and tosses her scanties to the males below from an overhead bird cage as it rides a rail above the audience.

Lewis has some salty parodies to old favorites from Rodgers and Hammerstein, as well as words to "Young at Heart" and "I Love Paris" which will never be heard on radio or television.

His ribald humor plays no favorites, tagging even El Rancho bossman Beldon Katleman in a manner funny to everybody—but Katleman.

Miss St. Cyr puts on by far the most expensively staged act of its kind in existence, proving that clothes and big-budget staging can do wonders for an ordinary act.

After a sexy bath scene, during which she almost seduces a painting of a treader and a bull (act entitled "Carmen Fantasy"), she is hoisted into the overhead bird cage seat and undresses all over again, dropping the tools of her trade into the clamoring audience.

The male quartet, Ben Yost Jesters, had their spot cut to give more time to Lewis and Miss St. Cyr. Effective chorus line numbers were staged by Producer Tom Douglas, and choreography is by Dottie Dee. Ed Oncken.

## Ray Bourbon

Janet Brace, Bill Snyder

(Cafe Society, Chicago, Thursday, April 29.)

Ray Bourbon's prem here was something of a shocker. His indigo material, long known to the trade, met with considerably less than enthusiastic responses. If the bookers hired Bourbon in the belief that he was another Dwight Fiske or Arthur Blake, they haven't been in the business long enough to know the score.

Janet Brace (see New Acts), new Decca singer, was very pleasant with her stylized delivery. Bill Snyder (see New Acts) sold his pianistics to a beg-off. Steve Schickel.



# BURLESQUE BITS

By UNO

Julie Gibson, billed as "The Modern Cleopatra," returned April 19 for an eight-weeks' stay at the Wedge, Buddy Ottenberg and Al Nirenberg's girlie show spot in Philadelphia. The Wedge is where Miss Gibson first broke in her dancing career and since then has built up a tremendous following. . . . Part of the stock cast at the Palace, Buffalo, includes Jack Mann, Benny Moore, Mae Joyce and Paul West. . . . Peter DeCenzie, at his El Rey, Oakland, Calif., is conducting a continuous "Queen of Burlesque" contest. Any three girls are eligible to compete. The winner then meets the present holder of the title. At the end of the year, the new holder is crowned the queen and receives a trophy. Suzanne Galento, ex-wife of Spider Al Galento, well-known in the sports world, is the current queen and was given the award by Max

Baer, during a radio broadcast. Baer, returning to the theater, offered congrats on the stage and did a blackout with the comics. . . . Bobby Randall, former burly and vaude headliner, is celebrating his 10th year as proprietor of the Cascade Hotel in Bethlehem, N. H., noted as a hay fever relief spot. . . . Harry (Lifty) Lewis' original Kane circuit contract for four weeks has been stretched to 12. He heads a cast comprising Eddie Lloyd, Frank Smith, Darlene Dare, Betty Lou Donnell, June Carstairs, Rose La Rose and Ann Curtiss, co-features. . . . Waites and Fountain, comedy act, shifted from the Cold Spring Inn, Putnam, Conn., after a 12-week run to Quebec for the Auditorium show, April 11-18, and then to the Cafe De Lester, Montreal, April 19, thru the Cooper office.

Winnie Garrett, following her week at the Gayety, Norfolk, opens May 13 at the Palace, Buffalo. . . . The Friday (April 23) opening of the Colony, a new burly stop in Union City, N. J., was a sell-out. For the three evening shows on the day following it was a packed house only for the 10 p.m. performance. At the older Hudson, 10 blocks away, biz continued just as prosperous at all shows, despite the opposition. Colony bookings are thru Dave Cohn, who, for the second week of April 30, placed Nalja Ates and Gaby Delys, as new features; May 7, the Girl in the Gold Fish Bowl with Charlie Robinson replacing Red Marshall, and May 14, Sid Nadell and Debra Dante. . . . Candy Renee is no longer with the Star in Portland, Ore. The new producer is Dorothy Shannon. . . . Busty Brown heads the new burly review at Strip City, Los Angeles, where Billie Bird is featured at the Colony Club and Marilyn, the Calendar Girl, is the big draw in the Irish World nitery operated by George Thad and Harold Schultz who also headlines Johnny Schmidt's versatile ork.

Joe Hammond, former Columbia wheel comic, came in from the West Coast to manage the Empress, Detroit, for Joseph and George Ellul, succeeding Walter Tucker. Hammond's wife, Lorena Merrill, is joining the cast as strip-talker. The new line-up, April 22, includes Tommy Reynolds, straight man; Candy Lee, Evelyn Frye, Wee Wee Dora, Mary Lou Holloway and Jackie, with George Keystone and Jack Pershing, comics. . . . Constance Hurd in Los Angeles, seeks the whereabouts of two producers, Allen Gilbert and Chuck Gregory. (Ed. note: The former died several years ago. The latter can be addressed at the Adams Theater in Newark, N. J.)

# BROADWAY SHOWLOG

Performances Thru May 1, 1954

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## COMING UP

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# SPEAKING OF LEGIT

Continued from page 9

dramatic reading of same in English by legit toppers like Joseph Cotten, Deborah Kerr and Dennis King. The record is a likely June release and could be a winner on the score of novelty alone.

A likely choice for a silo circuit vehicle for Margaret Truman will be Lazlo Fodor's old comedy "The Church Mouse." Miss Truman would play the part originated by Ruth Gordon. The William Morris agency has made no final decision but is aiming at a June 21 opening at the Mountain (Pa.) Summer Theater. . . . "Sabrina Fair" moves from the National to the Royale, Monday (17). Margaret Sullivan and John Cromwell leave the cast Saturday (29), with no replacement yet named for either. Tod Andrews is set to take over from Joseph Cotten in early June. As far as can be currently learned Cathleen Nesbitt will remain with the cast.

This department is happy to learn that the recent showcasing of the comedy antics of Tom Poston and Gerry Matthews in the Stage Managers Club's recent "Talent '54" show has made a strike. Julius Monk must have thought the boys just as funny as we did. He's booked them to open in Le Ruban Bleu come Wednesday (5).

Officers of Justice Joseph C. Scalley in Washington, got a fine touch of show business Thursday (29), when Jackie Cooper, current co-star of "King of Hearts," was married to Barbara Kraus. Elaine Perry, producer of the play, was maid of honor and Ben Edwards, Stem scenic designer, stood up with the groom. The bride is a non-professional.

Carolyn Leigh and Johnny Richards who wrote the pop hit, "Young in Heart," have been signed to do the score for "Peter Pan," in which Mary Martin will star. . . . When "The Immortalist" shutters tonight at the Royale it won't be for good. Billy Rose will store his scenery, looking toward a fall tour, starting in Chicago in September. . . . The "World of Sholem Aleichem," skedded to close at the Barbizon-Plaza Sunday (9), has extended its run thru Sunday (23).

Polly McCulloch and George Quick will operate a silo theater in Hyde Park, N. Y. The playhouse will be located in the barn of the old Vanderbilt estate with a seating capacity of 550 and a 30 by 40 foot stage. Other farm buildings will be utilized for the project. Ray Boyle will be resident director. . . . "Kismet" broke the single performance record for Actors' Fund benefits last Sunday night with a new high take of \$9,626.40.

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# HOCUS-POCUS

By BILL SACHS

THE RECENT comment here about the practices employed by certain so-called school assembly bureaus in the booking of magic turns has aroused no little interest, with the result that virtually every new mail brings us more pros and cons on the subject. One of the more interesting was received last from David Workman, novelty musician. Formerly with the Spike Jones organization, Workman has in recent years played for the school assemblies, and his letter indicates that he'd been extremely happy with the way the bureaus have been handling him. He writes: "Your column of April 10 was a complete surprise to me, as I was under the impression that the school assembly program business had come a long way from the time an unemployed artist would beat his way down the road promoting school superintendents. As the business now exists, we are booked and under contract from one to three years ahead. We do not have to book a week, and then double back and play it. The bureau handles all correspondence, including time and date, and the only responsibility for the performer is to fill the engagement. My maximum number of shows has been 13 for a five-day week. My transportation is furnished in the form of a brand new 1953 Studebaker, licensed and owned by the State of Kansas. The number of miles driven between dates is no item, as it is their automobile being operated on their credit card. As of now, I have had 28 consecutive five-day weeks. Each Monday I have received a check from the bureau. I don't intend to stick my neck out any further concerning other bureaus. However, most of them are members of the International Platform Association and are constantly checked by the school superintendents. I think all of this has helped to create a higher standard of program and I do not think the superintendents are being sold a bill of goods. It might be interesting to know by name just who are the rotten apples in the barrel." Workman backs his statements with a batch of newspaper clippings which cite his experiences with the bureaus and the excellent handling they have afforded him.

GUY V. KEELER, director of the Department of Lectures & Concert Artists, University of Kansas, Lawrence, Kan., asking no publicity for his bureau or himself, but seeking to clarify the bureaus' position in answer to the charges made here recently by a magician who sought anonymity, has the following to say: "It was not necessary for you to print the name of the individual who gave you the material for your article, because it is perfectly typical of his attitude and the reason it has been difficult if not impossible for him to get regular work. I have a request for a contract from him but in that request he compliments this bureau and criticizes every other bureau for which he has worked. Much of the information contained in your article is also contained in the article he wrote me. Your informant has given you many half-truths, correct as far as they go but they do not tell the story. For instance, the matter of being hush-hush and urging the companies not to dis-

cuss business with the school men. To you I am sure this will be entirely logical when you realize that a school man can see only the price he pays for a program. He multiplies that by the number of times he thinks the talent works per day and in some cases, if the companies give three programs in one day, they leave the impression with the school man that this is the usual thing day in and day out. And, so, the school men get an exaggerated idea of what the act is getting. They fail to take into consideration the matter of advanced circulars, distribution of advertising, the cost of selling, overhead, and the terrific expense of living on the road. So, if an act goes to a school man and says your paying \$30 dollars per program, I get only \$15 of it, and the school man multiplies \$30 by three and sees that the bureau is getting \$90 a day, and the talent only \$45, he cannot see where the additional money goes. It is a simple matter to explain it to him if one has the opportunity. We would not have the least objection to talent discussing their contracts with school men if we could be present and contribute the salient facts which are so necessary to any intelligent conversation where one is interested in having the whole picture."

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# MUSIC

## AFM-AFTRA Tiff Brings NARTB Into Picture

Continued from page 2

uncertainty in the collective bargaining relationships in the broadcasting industry for more than a year. The two unions who are principally involved, the American Federation of Musicians and the American Federation of Television and Radio Artists, both of whom have many collective bargaining contracts in the broadcasting industry, have apparently been unable to find a solution between themselves. A decision resolving the issue as it is presented in this particular case would undoubtedly have a salutary effect in bringing about a resolution of the problem on a nation-wide basis.

The letter said further: "The association feels that a disposition by the board of the substantive issues in this matter is urgently required for the following reasons:

"1. The issue involved in the case centers about the inclusion or exclusion of a small group of employees in connection with a broad bargaining unit. It is, therefore, correctly regarded as a unit issue.

"2. A motion to clarify is an appropriate method of securing a resolution of the dispute.

"3. The fringe classifications involved are of the type which have traditionally been the subject of unit clarifications made on the basis of similar motions.

"4. The issue in this particular case cannot be resolved in any other way except by a strike or work stoppage.

"5. The board has an affirmative obligation to utilize the machinery authorized by section 9 of the act so as to minimize industrial strife and to promote the peaceful solution of questions relating to bargaining units.

"6. The issue involved here is one of nation-wide importance in that it affects the production of all network television shows which are distributed to millions of viewers in almost every part of the United States."

## ET'ers, AFM Near Contract

NEW YORK, May 1. — Although contracts have not been signed, the transcription companies have reached agreement with the American Federation of Musicians for a new five-year agreement. Signings have been delayed due to the lengthy illness of Clare Meeder, AFM's chief negotiator in this field.

The new agreement is said to call for an increase in contributions to the Music Performance Trust Fund of 7½ per cent for (Continued on page 33)

## U. S. District Court Upholds Royalty Ruling on Oldie Tune

NEW YORK, May 1. — Record manufacturers are not liable for mechanical royalties on pre-1909 copyrights even if cut in modern arrangements, it was ruled this week by Judge Sidney Sugarman of United States District Court here. The decision followed an earlier ruling by the jurist in a suit brought by Edward B. Marks against Continental and Remington Records over non-payment of royalties on the Marks tune, "In the Good Old Summertime" (The Billboard, March 20).

In the earlier decision, viewed as of far-reaching significance to publishers and record firms, the court determined that all pre-1909 copyrights were in the public domain as far as mechanical royalties are concerned. This was so, the court stated, even in the event of a renewal of copyright. Marks has already set in motion an appeal to the Appellate Court.

## 'DON'T CRY, JOE,' 'SHINE' FOR EP'S

NEW YORK, May 1. — Due to the great interest in a certain daily TV series from Washington, one diskery sent out an announcement Monday (26) about a special LP release. It will contain the following tunes on the first side: "Cohen on the Telephone" coupled with "Shine," the second side will contain "Between the Devil and the Deep Blue Sea" plus "Don't Cry, Joe."

## Capitol Moves To Strengthen Distrib Set-Up

NEW YORK, May 1. — Capitol Records made some major moves this week to strengthen its distribution system. The moves include the establishment of a new company-owned branch in Memphis and the promotion and transferring of key personnel to new positions in its distribution set-up.

The new branch, which will be part of Capitol Records Distributing Corporation, is the first new company-owned branch set up over the past few years. The branch, Capitol's 24th, will go into active operation next week and will replace the distributors who previously handled the firm's disks in Tennessee, The Glenn Allen Company in Memphis and the Chapman Drug Company in Knoxville. Paul Igou, formerly a salesman with the Dallas distributor, will be Memphis branch manager.

Other important changes in the CRDC set-up effective May 1 are: Si Paul, former promotion manager for the firm's Chicago branch, will become Boston branch manager. Merv Anols will take over the firm's Hartford, Conn., branch as manager; Joe Deters, formerly in charge of sales at Cincinnati, will become (Continued on page 38)

## MPCE & Gale Talks Bog Down on Salary

NEW YORK, May 1. — Unless Sheldon Music agrees that the basic union salary will be guaranteed, the Music Publishers Contact Employees will halt all negotiations with the firm and publisher Moe Gale on the matter of using part time contact men.

That was the decision reached Thursday night (29) by the executive council of the song pluggers' union. The immediate result is a complete stalemate, since Gale left yesterday (30) for a European trip.

The council's decision followed the scheduled meeting between Gale and the special MPCE committee held on Wednesday (28)

and at which the committee is reported to have told Gale that it was powerless to grant concessions on initiation fees, dues or basic salary. Until the Wednesday meeting, both Gale and pluggers representatives had said that the negotiations were running along smoothly and that the Gale proposal concerning associate memberships in the union (The Billboard, May 1) were "not too far from the union's thinking."

Following the committee meeting with Gale Wednesday, the three-man union group made a report to the executive council but did not make any recommendations concerning future actions. The 10-man MPCE council discussed the proposal Thursday and decided not to entertain any proposals or suggestions without a guarantee from Sheldon that the basic salary provided for in the (Continued on page 38)

Record manufacturers, meanwhile, are watching progress of the action carefully. So far, no instance of a manufacturer withholding royalties due to the decision has been made known. But legalists are mulling the situation and it is considered likely that in a number of cases royalty monies becoming due will be held in escrow pending results of the appeal. Judge Sugarman's short ruling on the motion for re-argument, brought by the firm of Abeles and Bernstein in behalf of Marks, reads in part: "I cannot accept the tenuous argument, obviously an afterthought, now urged by the plaintiff that the right to mechanically reproduce 'In the Good Old Summertime' cast into the public domain prior to the amendment of the Copyright Act in 1909, is to be strictly construed to limit that (Continued on page 27)

## '53 Disk Sales Hit All-Time Peak of \$205,000,000

78's Account for 52% Retail Sale; 45's, 20%; LP, 20%, Says MPTF

NEW YORK, May 1. — The phonograph record industry in 1953 topped all previous sales figures with an estimated gross sale for the year of \$205,000,000. The previous all-time high for the industry was 1947 when sales at retail reached \$204,200,000. These estimated figures are based on a report issued to members of the Record Industry Association of America, Inc., yesterday (30). The basis for the sales estimate was a preliminary report furnished the RIAA by the Music Performance Trust Fund.

The MPTF statistics furnished the record manufacturers also point up that in retail sale value, 78 r.p.m. records accounted for only 52 per cent of the total disk business, 45 r.p.m. for 28 per cent and 33½ r.p.m. for 20 per cent. In sales by units, the 78 r.p.m. speed was 66.5 per cent of total, with 45 r.p.m. at 28 per cent and

the LP records accounting for 5.5 per cent.

**Sales by Speeds**  
The statistical compilation also, for the first time, breaks down sales by speeds including EP (as opposed to 45 r.p.m. singles). The Trust Fund figures cover recordings made by members of the American Federation of Musicians since September 1, 1953. The \$205,000,000 figure for annual sales of records in the United States is actually a projection which includes sales of non-AFM recorded disks.

According to the Trust Fund 9,000,000 EP disks, valued at \$14,000,000, were sold last year. The non-EP 45's totalled 42,000,000 records, with a retail sales value of \$35,000,000.

The 78 r.p.m. speed, now only 52 per cent of the gross dollar volume for the year, moved some 122,000,000 records valued at \$90,-

000,000, while the 10,000,000 LP disks were valued at \$33,000,000 at retail.

The report to RIAA members by executive secretary John W. (Continued on page 34)

## ASCAP Reports on Oct. Writer System

NEW YORK, May 1. — The American Society of Composers, Authors and Publishers issued a report to writer members this week explaining the October, 1953, changes in the writer distribution system. In October certain changes were made in the writer distribution system affecting those members below the 500-point bracket.

They were made to enable those writers to advance more rapidly than previously, if their performances justify an advance beyond the previous 125-point maximum permissible jump.

The present system makes provisions for four funds: an accumulated earnings fund of 20 per

cent, a sustained performance fund of 30 per cent, an availability fund of 30 per cent and a current performance fund of 20 per cent.

Up to October the formula in effect contained a strict limitation on promotion of members in the sustained performance fund. Members in classes below 500 points could rise a maximum of 125 points. Members in the 500-point and higher classes could rise a maximum of 250 points.

The October change does not alter the promotion of members in the 500-point and higher classes. But it does allow the members in classes below 500 points to rise a maximum of 250 points. But there is a definite limitation on such member's rise between 125 and 250 points in any one year.

The new clause, with the limitation, reads: "Members in classes below 500 points may rise a maximum of 125 points, provided, however, that any such member who would be entitled to rise more than 125 points in any one year but for such limitations shall be entitled to an additional rating equal to one-half the number of points to which he would have risen but for the limitation of 125 points, but in no event more than 250 points in any one year."

This means that a writer with a sustained performance rating of 200, as of July, 1953, who could have reached a rating of 425 (an increase of 225) except for the limitation of 125 points, will attain a rating of 375. This works out as follows: The original 200 points, plus 125 points, plus one-half the additional rating of 100, or 50.

In the report it was noted that ASCAP now consists of 614 publisher members and 2,945 writer members. The report showed that 35 publishers and 136 writers had been elected to active membership since October, 1953.

## Local 47 Acts Vs. Petrillo

HOLLYWOOD, May 1. — Membership of Local 47, American Federation of Musicians, this week voted to instruct its delegates to the upcoming international convention in Milwaukee, June 7, to introduce and support a resolution which would curb the powers of AFM President James C. Petrillo. Motion, passed by a vote of 263 to 202 at a general membership meet here, is similar in nature to two previous resolutions which were defeated.

Members also approved a resolution which would instruct delegates to take under advisement the possibilities of a union pension plan.

## M-G-M Packages 11 Movie Songs in 30th Anni Album

NEW YORK, May 1. — M-G-M Records has packaged 11 selections previously issued as movie sound track performances into a special "M-G-M's 30th Anniversary Album." The album will be issued on May 21 as a 12-inch LP and a two-pocket EP. The disk, of course, is directly tied in with the movie studio's anniversary celebration.

Included in the album are "Singin' in the Rain," by Gene Kelly; "Baby It's Cold Outside," by Esther Williams and Ricardo Montalban; "Hi-Lili, Hi-Lo," by Leslie Caron and Mel Ferrer; "Slaughter on 10th Avenue," by Lennie Hayton; "How Could You (Continued on page 30)

## Iturbi Near Set On Pact With French Col'bia

NEW YORK, May 1. — Jose Iturbi, with RCA Victor for the past 21 years, is now in the final stages of setting an exclusive recording contract with French Columbia, a subsidiary of Electric & Musical Industries, Ltd. Records stemming from his new affiliation will be released in the United States by Angel Records.

It was also learned that Mischa Elman has just put his name to a contract with British Decca, whose vinyl product is released here by London Records. The noted violinist terminated a 43-year-long association with Victor last year.

Of significance in the Iturbi move is the further light it throws on the repertoire problems faced by important artists pacted to (Continued on page 38)

## 50th BIRTHDAY

### Big Shindig Thrown for R. Morgan

NEW YORK, May 1. — Friends of Russ Morgan threw him a lush, plush dinner party Thursday (29) at the Hotel Astor. The occasion was the maestro's 50th birthday. The clambake, which was conceived and blueprinted by Sidney Mills, was attended by more than 125 people representing all segments of the music business.

On the dais with the maestro were Decca-Universal chief Milton Rackmil, publisher Jack Mills, Jack Dempsey, Joe Glaser and WOR's Nat Abramson. Decca's Leonard Schneider, Syd Goldberg, Milt Gabler and a flock of publishers and professional men participated.

Columnist-tunesmith Nick Kenny emceed the affair, which was further highlighted when Milton Berle took over the mike (Continued on page 38)

## VICTOR PUSHES 'BAHAMA BUGGY'

NEW YORK, May 1. — RCA Victor has set a heavy promotion schedule for Hugo Winterhalter's recording, "Bahama Buggy Ride." Included in the campaign schedule is a phone contact with disk jockeys and operators, gimmicked straw hats, distributor sales contests, window streamers, special stationery and a series of local promotions.

The diskery will send out over 1,000 special straw hats to disk jockeys. Each hat will have a special scotch tape hatband plugging the Winterhalter instrumental. Winterhalter will send out personal letters and make a series of phone calls to key jockeys, operators and dealers.

In addition, prizes will be awarded to distributor sales personnel topping a certain sales quota. Locally, distributors and field men will also set up contests and stage impromptu-styled parades thru various towns using horse-drawn buggies fitted with sound equipment and costumed men and girls.



# Background Mood Music Steps Out As Fast-Growing Record Business

• Continued from page 1

record background music in Paris. Following the proven pattern, he will form a special publishing enterprise to hold and exploit the resultant copyrights.

Capitol Records only recently signed a new contract with Broadcast Music, Inc., which will probably lead to increased use of its 170-record "Q Library" catalog by radio and television. Under this plan stations may lease the entire library at \$1.50 a record, playing them at will without further payment. This contract expires at the end of 1957.

Another indication of BMI's growing pre-occupation with this phase of music—by far the bulk is controlled by the American Society of Composers, Authors and Publishers—is their publication last week of "Recorded Bridges, Moods and Interludes."

This imposing tome, which is being distributed free of charge to all radio and television stations, lists all suitable BMI music already on commercial disks, also most of the selections cited are from standard symphonic works long in the public domain.

While actual sale of the records brings in important revenue to their manufacturers, of much more significance is the income from radio and television performances thru ASCAP collections, and synchronization fees exacted from film users.

Cost of the records ranges from \$1.50 to \$2.50 each, with some firms requiring contract sale, and others merchandising their product on a disk-to-disk basis. When sold to TV or radio, there is no further charge, since income builds thru ASCAP pay-offs.

On film usages, extra synchronization fees are demanded. Here, the universal practice is to charge a fee "each time the needle is touched to the record," be it for one second or the duration of a disk side.

Valentino's charge for film or kinescope synchronization is \$15 per touch-down of the needle. Chappell demands \$10 per use for non-theatricals. For non-commercial films (educational, for instance) Paxton and Francis Day & Hunter ask \$10 too; for commercial ventures the charge is \$15.

The latter two firms are represented by Emil Ascher, Inc., on performance fees, also the disks

can also be purchased from Valentino. Boosey & Hawkes, which sells its disks at \$1.50 to \$3 each, depending on size and whether they are pressed on vinyl or shellac, charges \$10 per commercial use. For non-TV educational use the fee may dip to \$5.

## Boosey & Hawkes

Boosey & Hawkes is one of the firms which sells its records only on contract for a specified number of disks. One-time users are discouraged. The latter type of sale is by-passed, not because the revenue is too small, but because the difficulties of accurate collection are too numerous.

Proper policing, in fact, is the mood-music industry's biggest headache. Most firms try to check on uses themselves. Only rarely are the services of a publisher's representative such as Harry Fox used, and then only in the still few instances where theatrical films are involved. He checks on the extent the music is used and makes certain that the publisher is paid his due for the rights to the music he controls.

The best police method, state producers, is to control sales. If the purchaser of the records is known as one who pays, sell him. If not, look for another customer. It's too expensive to audition all film produced.

## Retail Disks

On occasion, some of the material cut for background music finds its way onto retail records. While this is still relatively rare, some in the industry think it will grow in the future.

Only recently Boosey & Hawkes turned out an LP of military band music which it is now hawking both to dealers and to radio for use as program material.

Future potential also lies largely in industrial films, which tho a considerable user today, are being produced in ever larger quantities. Publisher-record men too are looking with great interest at the practice of converting films, produced originally for TV, to theatrical use. As this facet of the TV film industry expands, a readjustment upwards of synchronization rates will take place.

## PINPOINTS IMPORTANCE OF MUSIC IN INDUSTRY

WASHINGTON, May 10.—Literally proving the adage that "there's no business like show business," music has become "one of the most important ingredients in the modern industrial scheme," writes Herman Finkelstein, general counsel, American Society of Composers, Authors and Publishers, in the current issue of "Law and Contemporary Problems," a quarterly published by the Duke University School of Law.

Entertainment today, wrote Finkelstein, "is big business and it attracts big men—men and women who judge success by the same values as those who make use of their services."

"Tobacco companies spend millions of dollars on entertainment annually—not as an end in itself, but as a means of attracting an audience for the sales talk, or as we now say in radio and television, for the 'commercial.' Without the siren appeal of music, the commercial would fall on deaf ears," Finkelstein said.

Writing on "The Composer and the Public Interest—Regulation of Performing Right Societies," the ASCAP legalist declared that "the world recognizes now that if you want to hear a tune you must pay the piper." "But what about the men and women who pen the piper's tunes?" Finkelstein continued. "Where would the cigarette manufacturers and broadcasters be without them? Would the casualty lists among newspapers in recent years have been as high if music were eliminated from radio and television?"

"There would be few sales of radio and television receiving

sets, and few industries would use broadcasting as an advertising medium, if there were not a constant stream of entertainment to sweeten the advertising message. Even in countries where broadcasting is a government monopoly, and a tax is collected from each owner of a receiving set, a portion of that tax is paid by the government to the domestic performing right society. That society accounts to societies in foreign countries for the domestic use of foreign music. In turn, these payments are allocated to the respective writers and copyright owners. These arrangements would be impossible if there were no performing right societies.

"Any legislation, whether State or national, which interferes with the clearing house functions of performing right societies would be dangerous and destructive. Yet whenever combination becomes necessary, as in the case of the marketing of performing rights, it is appropriate to examine on a national basis the proper sphere of such combined activities. At the same time, it must be recognized that users have always dealt collectively in negotiating uniform rate schedules with such societies.

"Any regulation of performing right societies, therefore, which fixes rates for the commercial use

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## CARAVAN NEWS REVIEW

### RCA Country P'kge Gives Mobile Crowd Solid Show

The RCA Victor Country and Western Caravan was a good show as presented in Mobile, Ala., last Thursday night April 29. In fact the show as staged by Eddie Hill, a top hillbilly master of ceremonies, was full of variety, which pleased the crowd of 1,761 paid customers. The attraction was hurt by a half dozen

political rallies in the city for county and State officers, one of them drawing over 5,000.

The show pleased the crowd as was evidenced from the tremendous applause given the performers and Eddie Hill. The various acts were sent on the open air stage at Ladd Stadium in rapid fire order, which pleased amusement loving crowds in this day of hustle and go.

Eddie Hill did two popular numbers "My Little Sugar Boogie" and "Slender and Tender."

On applause, Betty Cody took top honors for the night with her dynamic singing and dancing and imitations of the steel guitar and banjo. Her yodelling brought cheer after cheer. "I really Want You to Know" and "I Want to Be a Cowboy's Sweetheart" were best liked.

Hal (Lone) Pine was well thought of by the crowd with "She Took, She Took" and "I Like to Sit With the Baby Sitter." Chet Atkins, introduced by emcee Eddie Hill as "Mister Guitar," won the crowd for several encores.

Hawkshaw Hawkins, who had to fly to Mobile to make the show on time, had the audience calling for more with "When You Say Yes" and "Rebound." Bud Isaacs was exceptionally good with

(Continued on page 33)

### C.&W. Labels Sign Brother & Sister, 2 Fem Vocalists

HOLLYWOOD, May 1.—Fabor Robinson has signed additional country and western talent for his two disk labels, Fabor and Abbott. Inked by the c.&w. exec were Jim Edward Browne and Maine Browne, a brother-sister vocal team from Little Rock, Ark., and Shirley Bates and Alvidene Coker, both fem vocalists. First releases by the Brownes and Miss Bates have already been issued on the Fabor label.

Robinson now has complete nationwide coverage for both his disk lines with 33 distributors set for each label. The same distributor handles both lines in only a few markets. Also set is European distribution thru English Decca and Canadian distribution.

### Cliffie Stone Expansion of Music Firms

HOLLYWOOD, May 1.—Cliffie Stone will shortly consolidate his music business interests and headquarters in Hollywood as the first step in a move toward expanding his firms.

Stone presently has two music publishing firms, Cliffie Stone Productions, Inc., and a personal management office which includes the direction of Tennessee Ernie, Molly Bee, Joanie O'Brien and Dallas Frazier.

In expanding his operation, Stone has appointed Buzz Carleton general professional manager of Central Songs (BMI) and Snyder Music, Inc. (ASCAP). Carleton has been associated with Stone for the past nine years. Lee Heintz has been named executive secretary to the organization.

Tennessee Ernie, Molly Bee and Joanie O'Brien are all on Stone's "Hometown Jamboree" on both radio and television. In addition, Ernie is heard on his own CBS radio network show "via Radi-Ozark transcriptions. Miss Bee is on the NBC-TV Pinky Lee Show, and Miss O'Brien on the CBS-TV Bob Crosby Show. Ernie, Miss Bee and Frazier are also on Capitol Records along with Stone.

## RIGHT SHOE IS ON LEFT FOOT

NEW YORK, May 1.—Hal Stanley, Kay Starr's manager and a smart man with a quip, heard the new Les Paul-Mary Ford waxing on Capitol Records for the first time a short while ago. He listened carefully to Miss Ford sing "I Really Don't Want to Know," which is sung almost solo thruout by the thrush, backed by a simple Les Paul guitar arrangement. "What are they trying to do," shouted Stanley, "invade our field by putting out single track records?"

## SPA to Meet For Election And Reports

NEW YORK, May 1.—When balloting closes next week, the Songwriters' Protective Association will have elected eight of 21 candidates for posts on the organization's governing council. The SPA will hold its annual meeting at the Park Sheraton Hotel here Thursday (6). Ballots will be tabulated the following day.

Members will also hear a keynote report from President Charlie Tobias, and a discussion led by attorney John Schulman on progress in the attempt to win performance royalties from juke box operators. He will also speak on the proposed international copyright convention.

Further reports will deal with SPA's spot-check audit of publisher books to insure proper payments of royalties due writers, and the special audit on lyric folios begun two years ago. The writers also will be told that 250 members were added this year to swell the SPA rolls to a current 2,350.

## Incumbents Run

All incumbent councilmen are in the running for another three-year term. They are Stanley Adams, Milton Ager, Ira Gershwin, John Jacob Loeb, Joseph Meyer, Geoffrey O'Hara and Richard Rodgers.

The eight open spots on the council will be filled to round out the still unexpired term of the late Fred Ahlert. The post has been temporarily held by Alex Kramer.

An unusual feature of the election race is the candidacy of Norman Gimble and Bernie Wayne. These are the first two writers affiliated with Broadcast Music, Inc., ever to run for the SPA council. There are now about 100 BMI writers among the 2,350 on the SPA rolls.

## Merc Pressing Facilities Set In Hong Kong

CHICAGO, May 1.—Irving B. Green, president of Mercury Records, announced this week that Mercury, in conjunction with R. A. Da Silva of Hong Kong, had set up pressing facilities in that city. The new firm will be called Diamond Mercury Record Manufacturing Company, and will press pops and classic. Mercury Records has a 50 per cent equity in the new firm, which is Hong Kong's first such industry.

Equipment, and matrix, have been sent to the new firm so that live pressings can be made in the Hong Kong plant. The plant is currently in production on part of Mercury's catalog from masters shipped from the Chicago office. In the future the plant will be able to produce all of the items in the Mercury catalog as well as establishing a catalog of its own with Chinese talent.

Current facilities include six hydraulic presses sent by Mercury, which are now in full operation. The equipment which allows the plant to process live talent will cut down delivery time to within

(Continued on page 38)

## SOFTBALL

### Industry Trying to Form Loop

NEW YORK, May 1.—With spring here, the muscle-men on the staffs of the various record companies, publishing firms, and writers' associations are getting into the softball swing. This week Columbia Records and London Records softball teams, captained by George Avakian and Walt McGuire respectively, scheduled a game for next Tuesday. The game will be held, barring rain, at Field Number Four, on the Great Meadow, near 96th Street, in Central Park.

Stout hearts like George Avakian and Walt McGuire are hopeful that they will be able to set up a full eight-team industry-wide league this year. So far the following firms have said they will field teams: RCA Victor (including Groove and "X"), Times-Columbia Distributors, Broadcast Music, Inc., and Allied Records. Any other music-based groups that want to join the league are advised to contact Avakian or McGuire. According to some Columbia spokesmen, the firm intends to call out its prettiest girl thrushes to cheer for the team and they hope other firms will do likewise.

### Jubilee Inks Three New Pop Artists

NEW YORK, May 1.—Jubilee Records now riding high with the Four Tunes and The Orioles, signed three new artists this week, in its new drive for pop talent. Signees include Bette McLaurin, formerly with Coral Records, Gloria Mann, last with SLS Records, and a new vocalist from Philadelphia, Joe Foley. Two other new pop artists recently added to the roster include Danny Winchell and Jeannine Dahl.

In addition to its current pop releases, Jubilee will issue a number of LP's and EP's late this

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### To Honor Ian Lee, 16, From England

NEW YORK, May 1.—Ian Lee, a 16-year-old English lad who has long been enamored of American country and western music, will be a guest of honor at the National Country Music Jubilee to be held in Meridian, Miss., on May 25 and 26. When young Lee arrives here on the Queen Elizabeth, May 17, he will

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## JOCKEY CLUB

### R&B Jocks Organize In N. Y. Area

NEW YORK, May 1.—A group of rhythm and blues deejays this week officially launched the Metropolitan Disk Jockey Club and Association of Broadcasters. The new club, details of which were first revealed in The Billboard two months ago, has been set up to help discourage the playing of records that could be considered either derogatory or in bad taste and to exchange ideas and techniques for better deejay programs.

The club bowed with a press party at the Hotel Theresa here, on Friday (30). According to an official announcement, the MDJC will have the following objectives: (1) To share ideas and techniques to help improve deejay shows; (2) to help work out plans

(Continued on page 33)

## CLOVERS HAVE NEW R&B HIT

NEW YORK, May 1.—The Clovers, Atlantic Records' consistent hit makers, have again sparked action in the pop field with a rhythm and blues dishing. Dave Miller's Essex label is releasing "Lovey Dovey," with Bunny Paul. The Clovers' version is way up on the charts. "Lovey" is published by Progressive Music. Previously, the Clovers' etching of "Fool, Fool, Fool" prompted Kay Starr's dishing of the same tune; their hit with "One Mint Julep" kicked off Buddy Morrow's version. It's understood other pop versions of "Lovey" are scheduled.



# A Smash Song from A Smash Film!

THEME MELODY FROM THE 20th CENTURY-FOX CINEMASCOPE PRODUCTION  
"THREE COINS IN THE FOUNTAIN"

# Three Coins in the Fountain

Lyric by SAMMY CAHN



Music by JULE STYNE

## SIX STAR-STUDED RECORDINGS!

**four  
aces**

DECCA RECORD 29123

**toni  
arden**

COLUMBIA RECORD 40225

**julius  
la rosa**

CADENCE RECORD 1240

**dinah  
shore**

ON RCA VICTOR

**frank  
sinatra**

CAPITOL RECORD 2816

**marti  
stevens**

M-G-M RECORD 11724

ROBBINS MUSIC CORPORATION

799 Seventh Avenue, N. Y. 19

MURRAY BAKER, Gen. Prof. Mgr.



# Capitol's '54 Confab Slated For Colorado

HOLLYWOOD, May 1.—Capitol Records' 1954 annual convention will be held at Estes Park, Colorado, July 8-11, with approximately 250 employees and executives scheduled to attend.

Meet will be held at the Stanley Hotel in Estes Park, famed tourist resort approximately 80 miles from Denver.

This year's meet will mark the first time the company will gather at one location. Convention in 1953 was split between Lake Placid, New York, and Pebble Beach, Calif. Conclave will be helmed by Cap President Glenn Wallichs, with Vice-Presidents Lloyd Dunn, Alan Livingston, Daniel Bonbright, Bill Fowler, Hal Cook, Bud Fraser, Walt Heebner and Floyd Bittaker also presiding. Capitol's district sales managers, branch managers and salesmen from all points of the country will attend.

## Honor Ian Lee

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be met by Ernest Tubbs and his son Justin, and by Hank Snow's son Jimmie Rodgers Snow.

The idea of bringing Lee to the celebration in Meridian stemmed from a letter the youngster from Kent, England, wrote to the Meridian star asking about last year's Jubilee and Jimmie Rodgers Day.

Among the top-flight country and western artists set to appear at the two-day Meridian affair are Red Foley, Jimmy Dickens, the Carlises, Eddie Hill, Carl Smith, Jimmie Davis, Cowboy Copas, Hank Thompson, Cindy Walker, Hank Snow, Ernest Tubbs and many others.

## Music in Industry

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of their music should also be binding upon large-scale users. In any legislation that may be considered, the public interest should always be paramount. That interest is protected if (A) the creation of new works is adequately encouraged by making the monetary rewards attractive; (B) the works are made available to users, when licensed collectively, on a reasonable basis; and (C) there are adequate safeguards to insure that the opportunity of the public to enjoy these works will not be blocked by arbitrary fiat of either the performing right societies or collective groups of users.

# MUSIC AS WRITTEN

## New York

Tune "Sun Valley Polka," recorded by **George Cook**, is published by Triple A Music, not Gala Music, as previously noted in a disk review. . . . Actress **Marla Ray**, has been signed to do her own radio show over WHOM. Show emanates from the Chardas Cafe here. . . . **Eli Oberstein's** Record Corporation of America is setting up a new label, Elite Records, to issue singles for the Latin-American buyers. Heading the label is **Fernando Castro**, for 21 years with Peer International and most recently the head of that firm's Latin-American department. . . . Dutch music publisher **A. J. G. Strengtholt**, who heads Bast Editions, Inc., in Amsterdam, is due to arrive here shortly for a two-month business trip in the United States. He represents Music Publishers Holding Corporation, Leeds, E. B. Marks and other American firms in Holland. . . . Publisher **Jack Ward's** newest item is "Don't Be a Mule, Francis," written by **Morrie Allen** and **Teri Josefovits**, and "inspired" by the mule used in the Universal films. . . . Eagle Records' **Bob Anthony** has been booked into the Chanticleer, Baltimore, for two weeks beginning May 5. . . . "Woman's Home Companion" magazine has selected **Jane Froman's** "Backward, Turn Backward" as its "record of the month." . . . A personal appearance tour for Eureka Records' **Taylor Maids** is being set up by the label's execs **Charles Stanley** and **Bill Livingston**. . . . Allied Records has signed **Betty Garrett**. First sides, due this week, are "Go" and "Soft Shoe." . . . Commodore Hotel's bandleader **Art Barca** has entered the disk business with his own, as yet unnamed, label. . . . **H. D. Hunter Jr.** has signed **B. G. Record Service**, Portland, Ore., to handle the Accent label. . . . **Alan Dean** opens at Moor's, Shrewsbury, Mass., on May 17. . . . **Tommy Edwards** plays the Flame, Detroit, for two weeks beginning May 26. . . . **Joni James** starts work again on May 29 and 30 when she completes her vacation

## ATLANTIC SIGNS FLOYD DIXON . . .

Atlantic Records made an important acquisition to its artist roster this week when the firm signed **Floyd Dixon** to a term paper. Dixon, who has previously waxed for Supreme, Specialty and Aladdin, has had such hits as "Call Operator 210," "Broken Hearted," "Telephone Blues" and "Sad Journey." Atlantic will cut the singer next week.

## 'X' GETS ALGONQUIN'S 'ONDINE,' OTHERS . . .

"X" Records this week acquired the Algonquin Records' recording of "Ondine," instrumental dishing inspired by the Broadway hit legit show. The Victor subsidiary also picked up three additional masters from Publisher **Bobby Mellin** who owns the Algonquin label. These were "Mary Ann," "My One and Only Love" and "Pizzicato Polka." All were originally recorded in Holland by **Hilversum** and his orchestra. The deal was made between Mellin and "X" recording chief **Jimmy Hilliard**.

## CRANSTON BALLROOM SCHEDULES BANDS . . .

Rhodes on the Pawtuxed, a ballroom at Cranston, R. I., kicks off its Spring Cavalcade of Bands today (1) with **Les Elgart**. A flock of names are scheduled to play the spot, with the schedule shaping up as follows: **Billy May's** ork under the direction of **Sam Donahue**, May 5; **Roger King Mozier's** ork with **Ray Eberly**, May 8; **Charley Barnett**, May 12. Following **Barnet** will be **Richard Hayman**, **Ray McKinley**, **Ray Anthony**, **Johnny Long** and **Jerry Gray**. **Abe I. Feinber**, handling the bookings, is still setting bands and name personalities for Wednesday and Saturday appearances thruout the summer.

## RAINBOW RELEASES KOREAN SONG . . .

Rainbow Records this week released the first pop waxing of a Korean folk song, "Ari-rang," pronounced "Ah dee dong." The Rainbow waxing features thrush **Ellie Williams**. The original version of the tune, which has become well known to many Korean G.I.'s, was performed on the **Ed Sullivan** TV show by the Korean Children's Choir last Sunday (25). The pop version of the tune was penned by **Vic Harrington** and **Stanley Rich**, and is published by **Sequoia Music**.

## Jubilee Inks

Continued from page 14

summer to build its catalog. There will be a second volume of "Radio and TV Bloopers" the first of which was issued about a month ago. A set titled "Roast of the Town" with imitations of TV celebrities will also be released in the fall, plus a new jazz set by the **Conrad Janis** combo. The EP's will contain current pop material.

Jubilee's subsidiary label, **Jo-Z Records**, will be devoted exclusively to r.&b. and spiritual wax. Talent pacted for Jo-Z to date include **The Starlings**, **The Ray-O-Vacs** (formerly with Jubilee), **The Four Bars**, the **Selah Jubilee Singers** and the **International Gospel Singers**.

## New Buttons Disk Couples 'Bounce,' 'Mother-in-Law'

NEW YORK, May 1. — Red Buttons, whose first record on the Columbia label sold well over the 600,000-mark when released about a year ago, will have a second disk on the market in a few more weeks. The new tunes are "Buttons' Bounce," back by another novelty, "Oh My Mother-In-Law."

As with the previous Buttons waxing, students from a local school were brought into the recording studio to help with the backing of the record. On one side they sing with Buttons, on the other they help provide a dance rhythm.

The tune, "Buttons' Bounce," was penned by four writers, including Buttons, **Elliot Lawrence**, **Allan Walker** and **Jack Wolf**. It will be published by **Lord Music**, a new Buttons-owned firm. His other firms are **Arbee** and **Helene**.

"Oh My Mother-In-Law" was written by the **Shulman-Brown** team, which wrote "Seven Lonely Days." It is published by **Jefferson Music**. Buttons has arranged a tie-in with the **Arthur Murray** dance studios to exploit the new record.

## 'Lizzie' Basis of 250G Hill & Range Suit Vs. National

HOLLYWOOD, May 1. — Hill & Range Songs, Inc., asked for \$250,000 in U. S. District Court as its share of profits accruing from use of the song, "Lizzie Borden," in the motion picture, "New Faces."

Hill & Range action was filed against **National Pictures Corporation** and asked the court for an accounting and restraining order against the firm from distributing, exhibiting or disposing of any prints of the film.

Action alleged that "Lizzie Borden" was used five times in the film, instead of the authorized single usage as instrumental background music for the score.

ANOTHER **BMI** "PIN-UP" HIT



"THE MAN WITH THE BANJO"

Recorded by THE AMES BROTHERS, Victor

published by ROBERT MELLIN, INC.

TONY MARTIN'S NEW SMASH 'HERE'

RCA Victor 20-5665

HILL and RANGE SONGS, Inc.

Fred Waring presents FRANK DAVIS singing "Somebody Bigger Than You and I"

with chorus and orchestra Decca #29026 BULLS-EYE MUSIC, INC. 6526 Selma Ave., Hollywood, Calif

"ANSWER ME, MY LOVE" "FLIRTATION WALTZ"

BOURNE, INC. 136 W. 52nd Street New York 19

Never Better! TONY BENNETT UNTIL YESTERDAY on COLUMBIA RECORDS



HOLLIS

Heading for the Top! A LITTLE LIE King Records 1342 written by Gladys Shelley Sung by BILLY WARD and his DOMINOES

Billboard April 10 "Should pull Juke Coin"

Cash Box April 10 "Strong contender for a Pop Hit"

JACK GOLD MUSIC CO. 1619 BROADWAY, N. Y., N. Y. Plaza 7-3756

cruise and opens at Convention Hall, Asbury Park, N. J. . . . **Art Mooney** ork goes into the Peabody Hotel, Memphis, on May 24 for two weeks. . . . **Ken Remo** goes to Hollywood with the "King and I" road unit. . . . **George Shearing** combo plays the Yankee Inn, Akron, O., from May 24 thru June 5. . . . **Betty Madigan** guest on the Du Mont network's "Stars on Parade" on May 12. . . . **Robert Warren** has been named general manager of **Andoll Records**.

**Marga Benitez**, new thrush recently pacted with **Decca**, will have her first record released next week on the label. The thrush is backed by the **Mello-tones**, a new teen-age quartet with four lads ranging in age from 16 to 19. The **Mello-tones** will have their first record issued on **Decca** next month.

**Karen Chandler** is making personal appearances at the Paramount Theater here in conjunction with her recent waxings of "Positively No Dancing" and "Hit the Target Baby," which she sings in **Universal-International's** musical two-reeler now showing at the theater.

**Mary Small**, who just finished four weeks at the **Copa** here, has signed with **Epic Records**. . . . The **Firehouse Five Plus Two** has been re-signed by **Good Time Jazz**. They have been with the label for five years.

**Sammy Kaye** was appointed entertainment chairman of the **National Multiple Sclerosis Society** this week. . . . The **Laurie Sisters** were in an automobile accident on Wednesday (28) on their way to an opening at **Blinstrub's** in Boston. The gals were too shaken up to go on, but they expect to be well enough to open at the **Totem Pole**, Boston, May 7.

The winner of **Columbia Records'** recent 5,000th disk contest was **Morris Marder** of Miami. **Marder** won a "360" phonograph for submitting the most accurate listing of the firm's 50 all-time best-selling records. **Columbia's** first disk was "Oh Johnny," and its 5,000th is "Ghost in the Wine" with **Jerry Vale**.

**Deejay Sid Gross**, the English hipster, is holding jazz concerts at the **Waverly Lounge** in the **Earle Hotel** here on Sundays. Two beat stuff, of course. . . . **Bill Fowler**, **Capitol Records** exec, leaves Sunday (2) for the West Coast to confer with the firm's execs on future plans. Sales manager **Hal Cook** will arrive in Los Angeles next week for these same conferences.

**Ray De Meno**, formerly a featured band singer, has been signed to an exclusive recording contract by **Bethlehem Records**. His first sides for the label are "What Might Have Been" and "Pigtails." . . . **Charlie Tobias**, president of the **Songwriters' Protective Association**, is back at work after a short stint in the hospital for the removal of a kidney stone. . . . **Decca** is re-issuing "My Sin" by the **Andrews Sisters** and **Dick Haymes**, and "For Sentimental Reasons" by **Ella Fitzgerald**.

**Gene Krupa's** trio opens at the **Embers** on May 22 for a five-week stand. . . . **Lee Good**, assistant to **RCA Victor's** classical exec, **Alan Kayes**, leaves her post shortly to be wed. She'll be replaced by **Margot Bettauer**, who switches over from the publicity department. . . . Press agent **Elliott Horne** has moved over to the **Frances Kaye** office. . . . **Vince Carson** plays the **Horizon Room**, **Pittsburgh**, May 5 to May 13.

## Chicago

Another duo of record acts are currently headlining the stage show at the **Chicago Theater**. This time **Kitty Kallen**, of **Decca**, and **Lou Monte**, of **RCA Victor**, are singing their latest record hits for the public. . . . **Frankie Laine**, who just closed at the **Chicago Theater** along with his discovery, **Jerri Adams**, move to **Blinstraubs** in Boston for an engagement. . . . **Eartha Kitt** has been booked into the **Chicago Theater** starting June 25.

**WGN**, local Du Mont network station, hosted a party for **Liberace** this week which saw a tremendous press and show business turnout. **Liberace** is currently playing a three-day concert at the **Civic Opera House**. He moves to **Milwaukee**, his home town, for another series of concerts immediately after closing here. . . . The **Norm Petty Trio**, which utilizes

Picked By Cash Box, Billboard, Variety

"JOEY" BETTY MADIGAN MGM 11716

"STEPS OF ST. MARIE" BOB STEWART MGM 11699

"DESIREE" THE CORONET ORCH. MGM 30845

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

# The Billboard Music Popularity Charts

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

## Best Selling Sheet Music

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

This Week	Last Week	Weeks on Chart
1. Wanted	1	9
2. Young at Heart	3	11
3. Oh, Baby Mine	5	9
4. Cross Over the Bridge	4	10
5. Make Love to Me	2	13
6. Secret Love	6	19
7. Here	7	4
8. Man With the Banjo	10	3
9. A Girl, a Girl	9	5
10. Answer Me, My Love	8	7
11. Jilted	11	2
12. I Really Don't Want to Know	—	1
13. Heart of My Heart	12	20
14. There'll Be No Tears Tonight	—	1
15. Little Things Mean a Lot	—	1

## Tunes with Greatest Radio and Television Audiences

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

### Radio

- A Dime, A Dollar (R)—Famous—ASCAP
- A Girl, A Girl (R)—Valanco—ASCAP
- Alone Too Long (R)—E. H. Morris—ASCAP
- Am I in Love? (R)—Miller—ASCAP
- Answer Me, My Love (R)—Bourne—ASCAP
- Cross Over the Bridge (R)—Laurel—ASCAP
- Dream, Dream, Dream (R)—Feist—ASCAP
- Du Bist Mein Liebchen (R)—Bregman, Vocco & Conn—ASCAP
- Happy Wanderer (R)—Fox—ASCAP
- Here (R)—Hill & Range—BMI
- Hernando's Hideaway (R)—Frank—ASCAP
- I Get So Lonely (R)—Melrose—ASCAP
- I Really Don't Want to Know (R)—Hill & Range—BMI
- I Speak to the Stars (R) (F)—Witmark—ASCAP
- I Went Out of My Way (R)—Broadcast—BMI
- If You Love Me (Really Love Me) (R)—Duchess—BMI
- Isle of Capri (R)—Harms—ASCAP
- Little Things Mean a Lot (R)—Feist—ASCAP
- Lost in Loveliness (R)—Chappell—ASCAP
- Make Love to Me (R)—Melrose—ASCAP
- Man With the Banjo (R)—Mellin—BMI
- My Sin (R)—De Sylva, Brown & Henderson—ASCAP
- Secret Love (R) (F)—Remick—ASCAP
- South (R)—Peer—BMI
- There'll Be No Tears Tonight (R)—Acuff-Rose—BMI
- Thi We Two Are One (R)—Shapiro-Bernstein—ASCAP
- Until Sunrise (R)—Leeds—ASCAP
- Until You Came to Me (R)—American Academy—ASCAP
- Wanted (R)—Witmark—ASCAP
- Young at Heart (R)—Sunbeam—BMI

### Television

- A Girl, A Girl (R)—Famous—ASCAP
- Answer Me, My Love (R)—Bourne—ASCAP
- Back in the Old Routine (R)—Famous—ASCAP
- Cross Over the Bridge (R)—Laurel—ASCAP
- Dream, Dream, Dream (R)—Feist—ASCAP
- Happy Habit (R)—E. H. Morris—ASCAP
- Heart of My Heart (R)—Robbins—ASCAP
- Here (R)—Hill & Range—BMI
- I Get So Lonely (R)—Melrose—ASCAP
- Little Lucy (R)—Roncom—ASCAP
- Lost in Loveliness (R)—Chappell—ASCAP
- Lovin' Spree (R)—Joy—ASCAP
- Make Love to Me (R)—Melrose—ASCAP
- Marie (R)—Berlin—ASCAP
- Secret Love (R) (F)—Remick—ASCAP
- Somebody Bad Stole De Wedding Bell (R)—E. H. Morris—ASCAP
- This is Greater Than I Thought (R)—Famous—ASCAP
- This Must Be the Place (R)—Lantern—ASCAP
- Wanted (R)—Witmark—ASCAP
- Young at Heart (R)—Sunbeam—BMI

# HONOR ROLL OF HITS

Trade Mark Reg.

## The Nation's Top Tunes

For survey week ending April 28

This Week	Last Week	Weeks on Chart
1. Wanted	1	10
2. Make Love to Me	2	14
3. Cross Over the Bridge	3	10
4. Oh, Baby Mine	4	14
5. Young at Heart	5	12
6. Secret Love	6	18
7. Answer Me, My Love	7	10
8. A Girl, A Girl	8	6
10. Here	10	5
10. Man With the Banjo	9	7

### 1. Wanted

By Jack Fulton, Lois Steele—Published by Witmark (ASCAP)  
BEST SELLING RECORD: P. Como, V 20-5647. OTHER RECORDS AVAILABLE: L. Becker, From 1078; M. Mullican, King 1337.

### 2. Make Love to Me

By Bill Norvas, Allan Copeland, Leon Roppolo, Paul Mares, Benny Pollack, George Brunies, Mel Stetzel, Walter Melrose—Published by Melrose (ASCAP)  
BEST SELLING RECORD: J. Stafford, Col 40143. OTHER RECORDS AVAILABLE: Commanders, Dec 29048; P. Daily and His Chicagoans, Jazz Man 105; T. De Simone, Epic 9035; R. Flanagan, V EPA-541; B. Glenn, From 1075; G. Hill, Dec 29969; P. Nails, Prize 001; G. Polk-T. Dorsey, Bell 1092; Z. Taylor, RPM 405.

### 3. Cross Over the Bridge

By Benny Benjamin, George Weiss—Published by Valando (ASCAP)  
BEST SELLING RECORD: P. Page, Mercury 70302. OTHER RECORDS AVAILABLE: A. Lloyd, Carillions; L. Clinton, Bell 1031; Flamingos, Chance 1154; L. Leslie-E. Sheldon Ork, From 1079.

### 4. Oh, Baby Mine

By Pat Ballard—Published by Melrose (ASCAP)  
BEST SELLING RECORD: Four Knights, Cap 2654. OTHER RECORDS AVAILABLE: Brigadiers, From 1076; Bing Crosby & G. Lombardo, Dec 29054; L. Clinton, Carillions, A. Lloyd, Bell 1031.

### 5. Young at Heart

By Johnny Richards and Carolyn Leigh—Published by Sunbeam (BMI)  
BEST SELLING RECORDS: F. Sinatra, Cap 2703. OTHER RECORDS AVAILABLE: L. Becker, From 1078; Bing Crosby & G. Lombardo, Dec 29054; C. De Forest, Bell 1030; T. De Simone, Epic 9035; G. Hill, Dec 29069; E. Lynne, Oroco 5403; R. Marterie, V 20-5735.

### 6. Secret Love

By Sammy Fain and Paul Francis Webster—Published by Remick (ASCAP)  
BEST SELLING RECORD: Doris Day, Col 40108. OTHER RECORDS AVAILABLE: R. Anthony, Cap 2678; Bing Crosby, Dec 29024; T. Edwards, M-G-M 11604; H. Forrest, Bell 1030; Whitman-G. Grant, V 20-5512; G. Jenkins, Dec 28876; R. Marterie, V 20-5735; Moon Glows, Chance 1152; M. Murphy, From 1073; Orioles, Jubilee 5137. From Warner Picture—"Calamity anc."

### 7. Answer Me, My Love

By Carl Sigman and Gerhard Winkler—Published by Bourne (ASCAP)  
BEST SELLING RECORD: Nat (King) Cole, Capitol 2687. OTHER RECORDS AVAILABLE: A. Malvin and Vincent Lopez Ork, From 1081.

### 8. A Girl, A Girl

By Bennie Benjamin, George Weiss, Al Bandini—Published by Valando (ASCAP)  
BEST SELLING RECORD: E. Fisher, V 20-5675. OTHER RECORDS AVAILABLE: L. Becker and E. Sheldon, From 1080.

### 10. Here

By Harold Grant and Dorcas Cochran—Published by Hill & Range (BMI)  
BEST SELLING RECORD: T. Martin, V 20-5665.

### 10. Man With the Banjo

By Fritz Schultz and Robert Mellin—Published by Mellin (BMI)  
BEST SELLING RECORD: Ames Brothers, V 20-5644. OTHER RECORDS AVAILABLE: Travellers and E. Sheldon, From 1081.

## Second Ten

11. LITTLE THINGS MEAN A LOT	17	2
11. JILTED	18	3
13. IF YOU LOVE ME (REALLY LOVE ME)	12	2
14. MAN UPSTAIRS	16	2
15. I REALLY DON'T WANT TO KNOW	11	4
15. HAPPY WANDERER	—	1
17. THERE'LL BE NO TEARDROPS TONIGHT	13	8
18. THAT'S AMORE	—	23
19. WITH ALL MY HEART AND SOUL (Anema E Core) (F)	—	1
20. POOR BUTTERFLY	20	2

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

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

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## The Music Corner

Generally speaking, the music business knows few bounds such as nationality or country of origin. A pop hit that starts in America can become an international hit with few restrictions. Certainly jazz or classical compositions always, if they have an enduring quality, spread from the land of origin to other countries over a period of time. The news that sneaks out of Russia occasionally indicates again and again that the officials have to keep on constant guard to check the infiltration of American jazz tunes.

During World War II it was the British who brought back as a prize of war the enemy hit "Lili Marlene" and claimed it as their own. Just as musical compositions transcend artificial barriers so does talent. Danny Kaye slays 'em in England just as he does here; Bing Crosby is Le Bing in France, Der Bingle in Germany and El Bing in Latin-American countries. Vera Lynn is a star in New York and London.

The international character of the music business is, we believe, a good thing, and that is why it pains us to report that nationalism has come to light in one of the lands across the sea. It appears that an illustrious English music trade paper, a warm friend of The Billboard's for many years, and a paper with which we have a close relationship, has started a new chart.

### The New Chart

This new chart is entitled "Best Selling Discs In Britain (By British Artists)". It runs right underneath the chart "Best Selling Pop Records In Britain." As one would assume, with the popularity of American pop record artists in Britain, the chart listing British artists exclusively varies greatly from the best-selling pop record chart.

We are not ones to cavil with the introduction of the British chart in this excellent British periodical. We believe the Musical Express had good reason for initiating the new chart and we can understand the desire on the part of the paper and the British music business to showcase new, homegrown talent. It would be a sad day if only American artists dominated British charts or vice versa.

But we hope that the idea of special listings for home grown talent doesn't spread. It would be a shame to damage the international flavor and warmth of the music business by using citizenship, rather than boxoffice appeal, as the basis of judging talent.

## England's Top Twenty

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

- I See the Moon—Feldman (Plymouth)
- Happy Wanderer—Bosworth (Fox)
- Secret Love—Harms, Connelly (Remick)
- Changing Partners—Robt. Mellin (Porgie)
- Bell Bottom Blues—Michael Reine (Shapiro-Bernstein)
- Don't Laugh at Me (Cause I'm a Fool)—David Toff (Leeds)
- Heart of My Heart—Francis Day (Robbins)
- Bimbo—Macmelodies (Fairway)
- Oh, My Papa—Maurice (Shapiro-Bernstein)
- The Book—Kassner (Kassner)
- Tennessee Wig-Walk—Francis Day & Hunter (Village)
- Swedish Rhapsody—Connelly (Dartmouth)
- Make Love to Me—Morris (Melrose)
- Such a Night—Sterling (Ralcigh)
- Someone Else's Roses—John Fields (Leeds)
- Jones & Neighbors—Michael Reine (\*)
- Friends Boy—Bradbury Wood (Pincus)
- Ebb Tide—Robbins (Robbins)
- Two Easter Sunday Sweethearts—Morris (Regent)
- Cross Over the Bridge—New World (Laurel)





# Buyboard

**TOP SELLERS—**

**POPULAR**  
Listed Alphabetically

ALONE TOO LONG		
IT HAPPENS TO BE ME	N. Cole	2754
ALONE TOO LONG		
DON'T TAKE YOUR LOVE FROM ME	S. Kenton	2789
ANSWER ME, MY LOVE		
WHY	N. Cole	2687
BANANA BOAT		
MY CUTEY'S DUE AT TWO TO TWO TODAY	B. Hutton	2776
THE BUNNY HOP		
THE HOKEY POKEY	R. Anthony	2427
DANCE MY HEART		
SOMEWHERE BEYOND TONIGHT	R. Anthony	2777
HANG UP		
SORRY, SORRY, SORRY	H. O'Connell	2783
THE HAPPY WANDERER		
I WENT OUT OF MY WAY	T. Leonetti	2788
I COULD HAVE TOLD YOU		
DON'T WORRY 'BOUT ME	F. Sinatra	2787
I'D CRY LIKE A BABY		
HEY, BROTHER, POUR THE WINE	D. Martin	2749
I REALLY DON'T WANT TO KNOW		
SOUTH	L. Paul & M. Ford	2735
I WAS MEANT FOR YOU		
THEY TELL ME	The Four Knights	2782
THE MAN UPSTAIRS		
IF YOU LOVE ME	K. Starr	2769
OH BABY MINE (I GET SO LONELY)		
I COULDN'T STAY AWAY FROM YOU	The Four Knights	2654
SEEMS LIKE OLD TIMES		
CRAZY BONES	The Four Freshmen	2745
UNTIL SUNRISE		
HUMORESQUE	J. Carr	2730
YOUNG-AT-HEART		
TAKE A CHANCE	F. Sinatra	2703

**LATEST RELEASES**

Numbers 418 & 419

ALONE TOO LONG		
DON'T TAKE YOUR LOVE FROM ME	Stan Kenton	2789
STUFFY		
IN THE PYRENEES	Molly Bee	2790
TWO WHOOPS AND A HOLLER		
WHY DID YOU WAIT?	Jean Shepard	2791
JERSEY BOUNCE		
SUNRISE SERENADE	Hank Thompson	2792
WHEN DID YOU LEAVE HEAVEN!		
BESAME MUCHO	Betty Reilly	2793
LOOSELY WITH FEELING		
THE CAT FROM COOS BAY	Big Dave	2794
PAISACH IN PORTUGAL		
THE FAMILY DANCED	Mickey Katz	2795
NOLA		
FLY RIGHT BOOGIE	Merrill Moore	2796
AM I SEEING THINGS		
THE DEVIL IN ME	Billy Strange	2797
ARE YOU LOST IN SIN!		
LOOK FOR ME	Jim & Jesse	2798
GOODNIGHT, SWEETHEART, GOODNIGHT		
HAPPY HABIT	Ella Mae Morse	2800
YOUNG-AT-HEART		
LEMON TWIST	Billy May	2802

**BEST SELLING—**

**POPULAR ALBUMS**

Listed Alphabetically

A MAN AND HIS MUSIC—Sketch Henderson	45 rpm "EP" No. FAP-1-502 & FAP-2-502	33 1/3 rpm No. L-502
CLASSICS IN JAZZ—BENNY GOODMAN	45 rpm "EP" No. EAP-1-479 & EAP-2-479	33 1/3 rpm No. H-479
CLASSICS IN JAZZ—MILES DAVIS	45 rpm "EP" No. EAP-1-459 & EAP-2-459	33 1/3 rpm No. H-459
THE DUKE PLAYS ELLINGTON—Duke Ellington	45 rpm "EP" No. EAP-1-477 & EAP-2-477	33 1/3 rpm No. H-477
"I REMEMBER GLENN MILLER"—Ray Anthony	45 rpm "EP" No. EBF-476	33 1/3 rpm No. H-476
MUSIC FOR LOVERS ONLY—Jackie Gleason	45 rpm "EP" No. EBF-352	33 1/3 rpm No. H-352
MUSIC TO MAKE YOU MISTY—Jackie Gleason	45 rpm "EP" No. EBF-455	33 1/3 rpm No. H-455
SOFT LIGHTS AND BOBBY HACKETT—Bobby Hackett	45 rpm "EP" No. EBF-458 & EAP-1-458 & EAP-2-458	33 1/3 rpm No. H-458
SONGS FOR STRINGS	45 rpm "EP" No. FBF-419	33 1/3 rpm No. L-419
SONGS FOR YOUR LOVERS—Frank Sinatra	45 rpm "EP" No. EBF-428	33 1/3 rpm No. H-428
SWINGIN' AROUND—Pee Wee Hunt	45 rpm "EP" No. EAP-1-492 & EAP-2-492	33 1/3 rpm No. H-492
TAWNY—Jackie Gleason	45 rpm "EP" No. EBF-471	33 1/3 rpm No. H-471
THIS MODERN WORLD—Stan Kenton	45 rpm No. KCF-460	33 1/3 rpm No. H-460

**TOP SELLERS—**

**COUNTRY & HILLBILLY**  
Listed Alphabetically

A FOOLER, A FAKER		
BREAKIN' THE RULES	H. Thompson	2758
THE HOUSE OF BLUE LIGHT		
BELL BOTTOM BOOGIE	M. Moore	2574
I LOVE YOU, MAMA MIA		
REMEMBER YOU'RE MINE	S. McDonald	2774
JERSEY BOUNCE		
SUNRISE SERENADE	H. Thompson	2792
LOOSE TALK		
THE CURTAIN NEVER FALLS	F. Hart	2726
MY LIFE IS NOT MY OWN		
TALKING TO A SPARROW	F. Chapman	2775
RELEASE ME		
JUST TO BE WITH YOU	J. Heap & P. Williams	2518
THEN I'LL BE HAPPY		
CRY, CRY, DARLING	J. Heap & P. Williams	2767
THEY MADE ME FALL IN LOVE WITH YOU		
YOU'RE RIGHT	F. Young	2780
TWO WHOOPS AND A HOLLER		
WHY DID YOU WAIT!	J. Shepard	2791
WAKE UP, IRENE		
GO CRY YOUR HEART OUT	H. Thompson	2646
YOU BETTER NOT DO THAT		
HIGH ON A HILLTOP	T. Collins	2701

**BEST SELLING—**

**"Specialized" HIGH-FIDELITY ALBUMS**  
Listed Alphabetically

FULL DIMENSIONAL SOUND—Study In High Fidelity	33 1/3 rpm No. SAL-9020
HIGH FIDELITY CLASSICS IN FULL DIMENSIONAL SOUND—Top Artists	33 1/3 rpm No. LAL-9024
HIGH FIDELITY POPULAR INSTRUMENTALS IN FULL DIMENSIONAL SOUND—Top Artists	33 1/3 rpm No. LAL-9022
HIGH FIDELITY VOCALS IN FULL DIMENSIONAL SOUND—Top Artists	33 1/3 rpm No. LAL-9023
THE PASSIONS—Les Baxter & Bas Sheva	33 1/3 rpm No. LAL-486

**BEST SELLING—**

**"1600" SERIES**  
Listed Alphabetically

EARLY AUTUMN LEMON DROP	W. Herman	1637
HARLEM NOCTURNE		
WHAT IS THIS THING CALLED LOVE	R. Anthony	1664
HOW HIGH THE MOON	JOSEPHINE	
L. Paul & M. Ford		1675
I'LL REMEMBER APRIL	GET HAPPY	
J. Christy		1647
LOVER		
BRAZIL	L. Paul	1600
NOLA		
JEALOUS	L. Paul & M. Ford	1621
ONCE IN A WHILE	BRAZIL	
The Dinning Sisters		1653
SEPTEMBER SONG	LAURA	
S. Kenton		1680
SLIPPING AROUND	WEDDING BELLS	
M. Whiting & J. Wakely		1634
SOUTH	I WANT TO LINGER	
P. Caily		1624
TENDERLY	AUTUMN NOCTURNE	
R. Anthony		1654
TENNESSEE WALTZ	MOCKIN' BIRD HILL	
L. Paul & M. Ford		1676
TWELFTH STREET RAG	THE CHARLESTON	
Pee Wee Hunt		1638

**BEST SELLING—**

**"EP" ALBUMS**  
Listed Alphabetically

ANY REQUESTS!—Stan Freberg	45 rpm "EP" No. EAP-1-496
CLASSICS IN JAZZ—BOBBY SHERWOOD	45 rpm "EP" No. EAP-1-463
CLASSICS IN JAZZ—LENNIE TRISTANO	45 rpm "EP" No. EAP-1-491
DIXIELAND—Pee Wee Hunt	45 rpm "EP" No. EAP-1-507
I GET SO LONELY—The Four Knights	45 rpm "EP" No. EAP-1-506
INVITATION—Les Baxter	45 rpm "EP" No. EAP-1-494
JERRY SHARD AND HIS MUSIC	45 rpm "EP" No. EAP-1-469
PIANO RAGS—Joe (Fingers) Carr	45 rpm "EP" No. EAP-1-497
RAY ANTI-OXY PLAYS FOR DANCING	45 rpm "EP" No. EAP-1-504
SONGS BY NAT (KING) COLE	45 rpm "EP" No. EAP-1-500
YAYA CON DIOS—Les Paul & Mary Ford	45 rpm "EP" No. EAP-1-495
YOUNG-AT-HEART—Frank Sinatra	45 rpm "EP" No. EAP-1-510

the big new COUNTRY and WESTERN hits are on CAPITOL!

**Faron Young**

"THEY MADE ME FALL IN LOVE WITH YOU"

"YOU'RE RIGHT (But I Wish You Were Wrong)"

No. 2780

**Hank Thompson**

"JERSEY BOUNCE"

"SUNRISE SERENADE"

No. 2792

**Sheets McDonald**

"I LOVE YOU, MAMA MIA"

"REMEMBER YOU'RE MINE"

No. 2774

**Jean Shepard**

"TWO WHOOPS AND A HOLLER"

"WHY DID YOU WAIT?"

No. 2791



# The Billboard Music Popularity Charts

# POPULAR RECORDS

## Best Sellers in Stores

For survey week ending April 28

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	Weeks on Chart	Last Week	Chart
1. WANTED—P. Como.....	1	10	
Look Out the Window—V 20-5647—ASCAP			
2. MAKE LOVE TO ME—J. Stafford....	2	14	
Adi-Adios Amigo—Col 40143—ASCAP			
3. CROSS OVER THE BRIDGE—P. Page.	3	11	
My Restless Lover—Mercury 70302—ASCAP			
4. OH, BABY MINE—Four Knights.....	5	14	
I Couldn't Stay Away From You—Cap 2654—ASCAP			
5. YOUNG AT HEART—F. Sinatra.....	4	12	
Take a Chance—Cap 2703—BMI			
6. ANSWER ME, MY LOVE—			
Nat (King) Cole.....	8	10	
Why?—Cap 2687—ASCAP			
7. HERE—T. Martin.....	10	7	
Philosophy—V 20-5665—BMI			
8. A GIRL, A GIRL—E. Fisher.....	7	7	
With All My Heart and Soul (Anema E Core)—V 20-5667—ASCAP			
9. MAN WITH THE BANJO—			
Ames Brothers.....	9	8	
Man, Man Is for the Woman Made—V 20-5644—BMI			
10. LITTLE THINGS MEAN A LOT—			
K. Kallen.....	11	4	
I Don't Think You Love Me Anymore—Dec 29037—ASSNG			
11. IF YOU LOVE ME (REALLY LOVE ME)—K. Starr.....	13	3	
Man Upstairs—Cap 2769—BMI			
12. MAN UPSTAIRS—K. Starr.....	12	4	
If You Love Me—Cap 2769—BMI			
13. SECRET LOVE—Doris Day.....	8	18	
Deadwood Stage—Col 40108—ASCAP			
14. JILTED—T. Brewer.....	14	3	
Le Grand Tour de L'Amour—Coral 61152—BMI			
15. HAPPY WANDERER—F. Weir.....	18	2	
From Your Lips—London 1448—ASCAP			
16. THERE'LL BE NO TEARDROPS TONIGHT—T. Bennett.....	16	8	
My Heart Won't Say Goodbye—Col 40169—BMI			
17. CRAZY 'BOUT YOU, BABY—			
Crew Cuts.....	—	1	
Angelia Mia—Mercury 70341—BMI			
18. CUDDLE ME—R. Gaylord.....	17	11	
Oh, Am I Lonely—Mercury 70285—BMI			
19. POOR BUTTERFLY—Hilltoppers.....	15	3	
Wrapped Up in a Dream—Dot 15156—ASCAP			
20. ISLE OF CAPRI—J. Lee.....	—	1	
By the Light of the Silvery Moon—Coral 61149—ASCAP			

## Most Played in Juke Boxes

For survey week ending April 28

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

This Week	Weeks on Chart	Last Week	Chart
1. WANTED—P. Como.....	1	9	
Look Out the Window—V 20-5647—ASCAP			
2. MAKE LOVE TO ME—J. Stafford....	2	14	
Adi-Adios Amigo—Col 40143—ASCAP			
3. CROSS OVER THE BRIDGE—P. Page	3	9	
My Restless Lover—Mercury 70302—ASCAP			
4. OH, BABY MINE—Four Knights.....	4	13	
I Couldn't Stay Away From You—Cap 2654—ASCAP			
5. YOUNG AT HEART—F. Sinatra.....	6	9	
Take a Chance—Cap 2703—BMI			
6. SECRET LOVE—Doris Day.....	5	15	
Deadwood Stage—Col 40108—ASCAP			
7. A GIRL, A GIRL—E. Fisher.....	9	5	
With All My Heart and Soul (Anema E Core)—V 20-5675—ASCAP			
8. MAN WITH THE BANJO—			
Ames Brothers.....	11	8	
Man, Man Is for the Woman Made—V 20-5644—BMI			
9. ANSWER ME, MY LOVE—			
Nat (King) Cole.....	7	7	
Why?—Cap 2687—ASCAP			
10. THERE'LL BE NO TEARDROPS TONIGHT—T. Bennett.....	9	9	
My Heart Won't Say Good-Bye—Col 40169—BMI			
11. HERE—T. Martin.....	13	6	
Philosophy—V 20-5665—BMI			
12. JILTED—T. Brewer.....	14	2	
Le Grand Tour de L'Amour—Coral 61152—BMI			
13. I REALLY DON'T WANT TO KNOW—L. Paul-M. Ford.....	12	6	
South—Cap 2735—BMI			
14. POOR BUTTERFLY—Hilltoppers.....	18	2	
Wrapped Up in a Dream—Dot 15156—ASCAP			
15. FROM THE VINE CAME THE GRAPE—Gaylords.....	8	12	
Stolen Moments—Mercury 70296—ASCAP			
16. GEE—Crows.....	15	5	
I Love You So—Rama 5—BMI			
17. MAN UPSTAIRS—K. Starr.....	—	1	
If You Love Me (Really Love Me)—Cap 2769—BMI			
18. DARTOWN STRUTTERS BALL—			
L. Monte.....	18	11	
I Know How You Feel—V 20-3611—ASCAP			
19. CUDDLE ME—R. Gaylord.....	17	4	
Oh, Am I Lonely—Mercury 70285—BMI			
20. KID'S LAST FIGHT—F. Laine.....	—	1	
Long Distance Love—Col 40178—ASCAP			

## Most Played by Jockeys

For survey week ending April 28

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

This Week	Weeks on Chart	Last Week	Chart
1. WANTED—P. Como.....	1	10	
Look Out the Window—V 20-5647—ASCAP			
2. MAKE LOVE TO ME—J. Stafford....	2	18	
Adi-Adios Amigo—Col 40143—ASCAP			
3. YOUNG AT HEART—F. Sinatra.....	4	13	
Take a Chance—Cap 2703—BMI			
4. CROSS OVER THE BRIDGE—P. Page.	3	10	
My Restless Lover—Mercury 70302—ASCAP			
5. OH, BABY MINE—Four Knights.....	5	16	
I Couldn't Stay Away From You—Cap 2654—ASCAP			
6. MAN WITH THE BANJO—			
Ames Brothers.....	9	7	
Man, Man Is for the Woman Made—V 20-5644—BMI			
7. ANSWER ME, MY LOVE—			
Nat (King) Cole.....	8	12	
Why?—Cap 2687—ASCAP			
8. A GIRL, A GIRL—E. Fisher.....	10	7	
With All My Heart and Soul (Anema E Core)—V 20-5667—ASCAP			
9. HERE—T. Martin.....	7	7	
Philosophy—V 20-5665—BMI			
10. LITTLE THINGS MEAN A LOT—			
K. Kallen.....	11	4	
I Don't Think You Love Me Anymore—Dec 29037—ASCAP			
11. SECRET LOVE—Doris Day.....	8	18	
Deadwood Stage—Col 40108—ASCAP			
12. IF YOU LOVE ME (REALLY LOVE ME)—K. Starr.....	13	3	
Man Upstairs—Cap 2769—BMI			
13. MAN UPSTAIRS—K. Starr.....	12	4	
If You Love Me (Really Love Me)—Cap 2769—BMI			
14. JILTED—T. Brewer.....	15	3	
Le Grand Tour de L'Amour—Coral 61152—BMI			
15. THERE'LL BE NO TEARDROPS TONIGHT—T. Bennett.....	14	7	
My Heart Won't Say Good-Bye—Col 40169—BMI			
16. IT HAPPENS TO BE ME—			
Nat (King) Cole.....	18	2	
Alone Too Long—Cap 2754—ASCAP			
17. I SPEAK TO THE STARS—			
Doris Day.....	20	3	
Blue Belles of Broadway—Col 40210—ASCAP			
18. HAPPY WANDERER—F. Weir.....	17	2	
From Your Lips—London 1448—ASCAP			
19. HAPPY WANDERER—H. Rene.....	—	1	
My Impossible Love—V 20-5715—ASCAP			
20. GEE—Crows.....	—	4	
I Love You So—Rama 5—BMI			
21. DON'T WORRY 'BOUT ME—			
F. Sinatra.....	—	1	
I Could Have Told You—Cap 2787—ASCAP			

## Territorial Best Sellers

For survey week ending April 28

Listings are based on late reports secured from top dealers in each of the markets listed.

Market	1	2	3	4	5	6	7	8	9
<b>Atlanta</b>	1. Wanted, P. Como, V.	2. Make Love to Me J. Stafford, Col.	3. Cross Over the Bridge P. Page, Mer.	4. Answer Me, My Love Nat (King) Cole, Cap.	5. Secret Love, Doris Day, Col.	6. Young at Heart, F. Sinatra, Cap.	7. Little Things Mean a Lot K. Kallen, Dec.	8. Oh, Baby Mine Four Knights, Cap.	9. If You Love Me (Really Love Me) K. Starr, Cap.
<b>Boston</b>	1. Little Things Mean a Lot K. Kallen, Dec.	2. Wanted, P. Como, V.	3. Young at Heart, F. Sinatra, Cap.	4. Happy Wanderer, F. Weir, Lon.	5. Man Upstairs, K. Starr, Cap.	6. If You Love Me (Really Love Me) K. Starr, Cap.	7. Jilted, T. Brewer, Cor.	8. Make Love to Me J. Stafford, Col.	9. Man With the Banjo Ames Brothers, V.
<b>Buffalo</b>	1. Little Things Mean a Lot K. Kallen, Dec.	2. Wanted, P. Como, V.	3. Oh, Baby Mine Four Knights, Cap.	4. Young at Heart, F. Sinatra, Cap.	5. Make Love to Me J. Stafford, Col.	6. If You Love Me (Really Love Me) K. Starr, Cap.	7. Hold 'Em Joe, H. Bellafonte, V.		
<b>Chicago</b>	1. Wanted, P. Como, V.	2. Young at Heart, F. Sinatra, Cap.	3. Oh, Baby Mine Four Knights, Cap.	4. Cuddle Me, R. Gaylord, Mer.	5. If You Love Me (Really Love Me) K. Starr, Cap.	6. Here, T. Martin, V.	7. Answer Me, My Love Nat (King) Cole, Cap.	8. Make Love to Me J. Stafford, Col.	9. Happy Wanderer, F. Weir, Lon.
<b>Cincinnati</b>	1. Wanted, P. Como, V.	2. Cross Over the Bridge P. Page, Mer.	3. Man With the Banjo Ames Brothers, V.	4. If You Love Me (Really Love Me) K. Starr, Cap.	5. Oh, Baby Mine Four Knights, Cap.	6. Young at Heart, F. Sinatra, Cap.	7. Little Things Mean a Lot K. Kallen, Dec.		
<b>Cleveland</b>	1. Isle of Capri, J. Lee, Cor.	2. I Understand, Four Tunes, Jub.	3. Wanted, P. Como, V.	4. Crazy 'Bout You, Baby Crew Cuts, Mer.	5. Things I Love, S. Burton, Grr.	6. Little Things Mean a Lot K. Kallen, Dec.	7. Secret Love, Doris Day, Col.	8. Cross Over the Bridge P. Page, Mer.	9. Make Love to Me J. Stafford, Col.
<b>Dallas-Ft. Worth</b>	1. Wanted, P. Como, V.	2. Cross Over the Bridge P. Page, Mer.	3. Oh, Baby Mine Four Knights, Cap.	4. Make Love to Me J. Stafford, Col.	5. Answer Me, My Love Nat (King) Cole, Cap.	6. Little Things Mean a Lot K. Kallen, Dec.	7. Secret Love, Doris Day, Col.	8. Jilted, T. Brewer, Cor.	
<b>Denver</b>	1. Wanted, P. Como, V.	2. Make Love to Me J. Stafford, Col.	3. Young at Heart, F. Sinatra, Cap.	4. Cross Over the Bridge P. Page, Mer.	5. Oh, Baby Mine Four Knights, Cap.	6. Answer Me, My Love Nat (King) Cole, Cap.	7. Man With the Banjo Ames Brothers, V.		
<b>Detroit</b>	1. Happy Wanderer, F. Weir, Lon.	2. Man Upstairs, K. Starr, Cap.	3. Isle of Capri, Gaylords, Mer.	4. Poor Butterfly, Hilltoppers, Dot	5. Little Things Mean a Lot K. Kallen, Dec.	6. Wanted, P. Como, V.	7. Oh, Baby Mine Four Knights, Cap.	8. If You Love Me (Really Love Me) K. Starr, Cap.	9. Answer Me, My Love Nat (King) Cole, Cap.
<b>Kansas City</b>	1. Wanted, P. Como, V.	2. Make Love to Me J. Stafford, Col.	3. Cross Over the Bridge P. Page, Mer.	4. Young at Heart, F. Sinatra, Cap.	5. Oh, Baby Mine Four Knights, Cap.	6. Answer Me, My Love Nat (King) Cole, Cap.			
<b>Los Angeles</b>	1. Wanted, P. Como, V.	2. Young at Heart, F. Sinatra, Cap.	3. Cross Over the Bridge P. Page, Mer.	4. Make Love to Me J. Stafford, Col.	5. Here, T. Martin, V.	6. Oh, Baby Mine Four Knights, Cap.	7. Answer Me, My Love Nat (King) Cole, Cap.	8. Secret Love, Doris Day, Col.	9. Man Upstairs, K. Starr, Cap.
<b>Milwaukee</b>	1. Happy Wanderer, F. Weir, Lon.	2. Wanted, P. Como, V.	3. Little Things Mean a Lot K. Kallen, Dec.	4. Man Upstairs, K. Starr, Cap.	5. If You Love Me (Really Love Me) K. Starr, Cap.	6. Jilted, T. Brewer, Cor.	7. Padre, L. Dee, Mer.	8. Crystal Ball Johnston Brothers, Lon.	9. All Night Long R. Bryant, Dot
<b>New Orleans</b>	1. Wanted, P. Como, V.	2. Young at Heart, F. Sinatra, Cap.	3. If You Love Me (Really Love Me) K. Starr, Cap.	4. Make Love to Me J. Stafford, Col.	5. A Girl, a Girl, E. Fisher, V.	6. Here, T. Martin, V.	7. There'll Be No Teardrops Tonight, T. Bennett, Col.	8. Man With the Banjo Ames Brothers, V.	9. Cross Over the Bridge P. Page, Mer.
<b>New York</b>	1. Wanted, P. Como, V.	2. Young at Heart, F. Sinatra, Cap.	3. Make Love to Me J. Stafford, Col.	4. Cross Over the Bridge P. Page, Mer.	5. Secret Love, Doris Day, Col.	6. Little Things Mean a Lot K. Kallen, Dec.	7. A Girl, a Girl, E. Fisher, V.	8. Oh, Baby Mine Four Knights, Cap.	9. Answer Me, My Love Nat (King) Cole, Cap.
<b>Pittsburgh</b>	1. Little Things Mean a Lot K. Kallen, Dec.	2. Wanted, P. Como, V.	3. If You Love Me (Really Love Me) K. Starr, Cap.	4. Crazy 'Bout You, Baby Crew Cuts, Mer.	5. Rose Marie, S. Whitman, Imp.	6. Jilted, T. Brewer, Cor.	7. Poor Butterfly, Hilltoppers, Dot	8. So Long, Four Aces, Dec.	
<b>St. Louis</b>	1. Wanted, P. Como, V.	2. I Should Care, J. Chandler, Dec.	3. Here, T. Martin, V.	4. Young at Heart, F. Sinatra, Cap.	5. Cross Over the Bridge P. Page, Mer.	6. A Girl, a Girl, E. Fisher, V.	7. Oh, Baby Mine Four Knights, Cap.	8. Poor Butterfly, Hilltoppers, Dot	9. Such a Night, B. Paul, Em.
<b>San Fran-Oakland</b>	1. Wanted, P. Como, V.	2. Make Love to Me J. Stafford, Col.	3. Young at Heart, F. Sinatra, Cap.	4. Oh, Baby Mine Four Knights, Cap.	5. Here, T. Martin, V.	6. Cross Over the Bridge P. Page, Mer.	7. A Girl, a Girl, E. Fisher, V.	8. Answer Me, My Love Nat (King) Cole, Cap.	9. Jilted, T. Brewer, Cor.
<b>Seattle</b>	1. Wanted, P. Como, V.	2. Man With the Banjo Ames Brothers, V.	3. Here, T. Martin, V.	4. Man Upstairs, K. Starr, Cap.	5. Cross Over the Bridge P. Page, Mer.	6. Do Lord J. Russell, C. Haines, B. Davis, D. Russell, Cor.	7. Make Love to Me J. Stafford, Col.	8. Cuddle Me, R. Gaylord, Mer.	9. Answer Me, My Love Nat (King) Cole, Cap.
<b>Balti.-Wash.</b>	1. Wanted, P. Como, V.	2. Little Things Mean a Lot K. Kallen, Dec.	3. Young at Heart, F. Sinatra, Cap.	4. Make Love to Me J. Stafford, Col.	5. Man Upstairs, K. Starr, Cap.	6. A Girl, a Girl, E. Fisher, V.	7. Here, T. Martin, V.	8. Cross Over the Bridge P. Page, Mer.	9. If You Love Me (Really Love Me) K. Starr, Cap.

## This Week's Best Buys

According to sales reports in key markets, the following recent releases are recommended for extra profits:

- WEDDING BELLS (Mills, ASCAP)**
- THREE COINS IN THE FOUNTAIN (Robbins, ASCAP)—Four Aces—Decca 29123**  
This disk, released only a little over a week ago is moving with impressive speed. Strong reports were received from New York, Philadelphia, Buffalo, Pittsburgh, Cincinnati, Durham, St. Louis and Atlanta. Other areas reporting it good included Providence, Cleveland and Chicago. Operators are spurring the action on "Wedding Bells," but there is retail excitement on "Coins," which is doing better than other versions of this tune so far available. A previous Billboard "Spotlight" pick.
- CRAZY 'BOUT YOU, BABY (Sunbeam, BMI)—Crew Cuts—Mercury 70341**  
A sleeper that has begun to show in enough territories in the Middle West to place this week on the national retail chart. The disk's strength was concentrated in Buffalo, Pittsburgh, Cleveland, Cincinnati, Detroit, Milwaukee, St. Louis and New York. Flip is "Angela Mia" (Crawford, ASCAP).
- ISLE OF CAPRI (Harms, ASCAP)—Jackie Lee—Coral 61149**  
Record appears in the No. 20 slot on the national retail chart this week, indicating that this and the Gaylords' version are both proving profitable items. The Lee record was rated good and strong in Philadelphia, Pittsburgh, Cleveland, Milwaukee, St. Louis, Dallas and Providence. Nationally, the Gaylords' record is outstripping the Lee disk, but action is split between "Capri" and "Love I You." Flip side of the Lee disk is "By the Light of the Silvery Moon" (Remick, ASCAP).
- PLEASE, DRIVER (Glenwood, BMI)**
- UNTIL YESTERDAY (Hollis, BMI) — Tony Bennett—Columbia 40213**  
Tho the disk has been a little slow in starting, this past week saw it begin to hit its stride. Strong reports were returned from Providence, New York, Philadelphia, Buffalo, Pittsburgh, Atlanta, Dallas, Milwaukee and St. Louis. Sales were good in Cleveland and Chicago. The edge is now with "Driver." A previous Billboard "Spotlight" pick.



**These Are The Big Ones!**

*Billboard Says:*  
**"A DYNAMITE INSTRUMENTAL"**  
**'DRY  
 MARTERIE'**  
**RALPH MARTERIE'S  
 Latest Release**  
 BACKED WITH ANOTHER "JUMPER"  
**"UNTIL SIX"**  
 MERCURY 70358 • 70358X45



**"ISLE OF CAPRI"**  
 AND  
 "LOVE I YOU"  
**The Gaylords**  
 MERCURY 70350 • 70350X45



**"CUDDLE ME"**  
 AND  
 "OH, AM I LONELY"  
**Ronnie Gaylord**  
 MERCURY 70285 • 70285X45



**"CRAZY 'BOUT YOU BABY"**  
**The Crewcuts**  
 MERCURY 70341 • 70341X45



**"MY SIN"**  
 AND  
 "I'LL ALWAYS BE HAPPY WITH YOU"  
**Georgia Gibbs**  
 MERCURY 70339 • 70339X45



**"KNOCK ON WOOD"**  
 AND  
 "IT AIN'T MY BABY"  
**Rusty Draper**  
 MERCURY 70365 • 70365X45



**"BUCK DANCE"**  
 AND  
 "STOMP AND WHISTLE"  
**David Carroll**  
 MERCURY 70335 • 70335X45



**"PORT OF SPAIN"**  
 AND  
 "SPRING IS HERE"  
**Richard Hayman**  
 MERCURY 70353 • 70353X45



**"GAY RANCHERO"**  
 AND  
 "GOODBYE MY LOVE"  
**Dick Contino**  
 MERCURY 70366 • 70366X45

**NEW RELEASES THIS WEEK!**

**MALCOLM  
 LOCKYER**  
 AND HIS ORCHESTRA

**"THE FIDDLERS BOOGIE"**  
 AND  
 "PICNIC FOR STRINGS"  
 MERCURY 70383 • 70383X45

**FRANKIE  
 VALLEY**

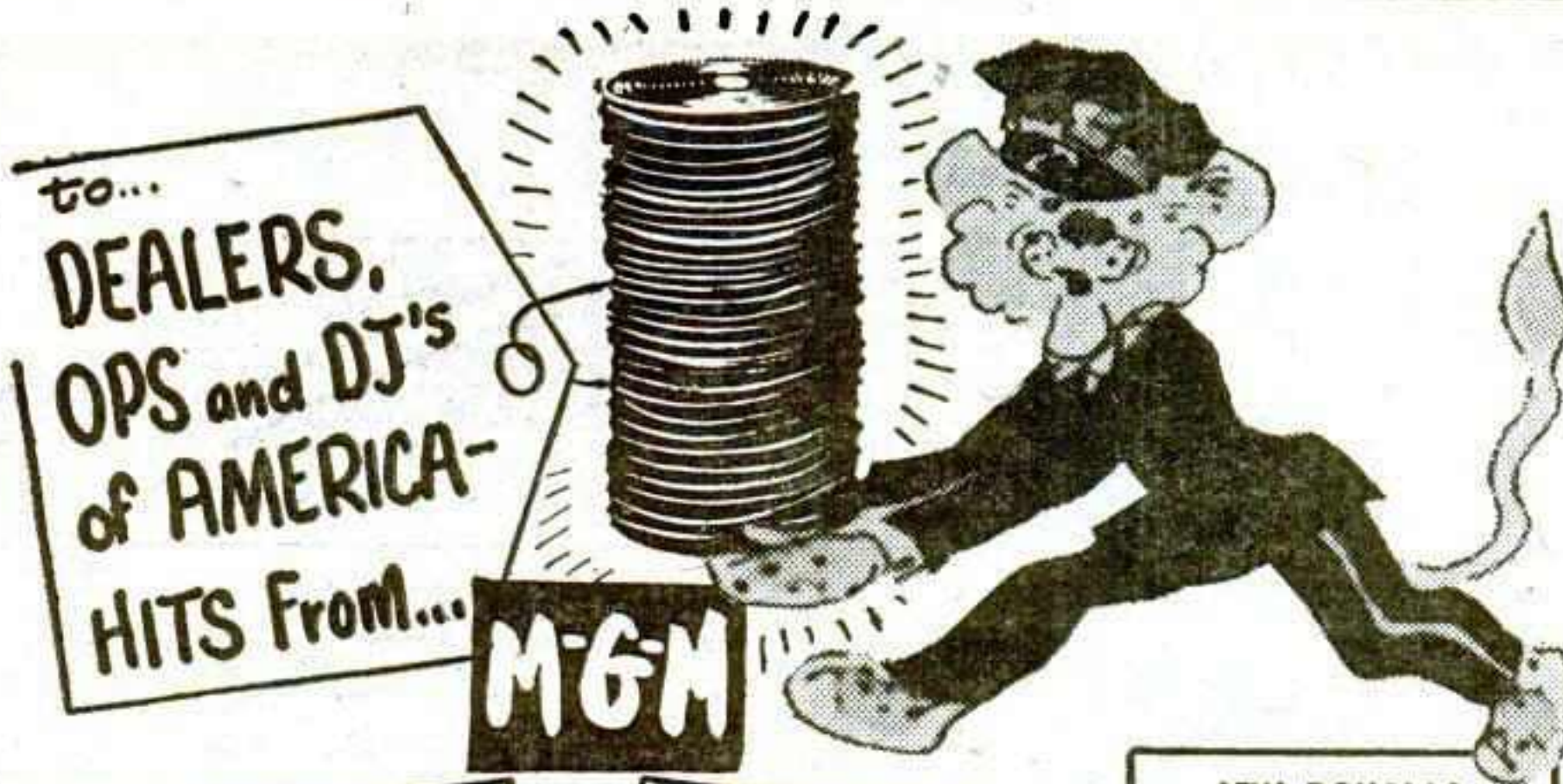
**"FORGIVE AND FORGET"**  
 AND  
 "Somebody Else Took Her Home"  
 MERCURY 70381 • 70381X45

**LAURIE  
 SISTERS**

**"DO IT OVER AGAIN"**  
 AND  
 "SON OF A GONDOLIER"  
 MERCURY 70382 • 70382X45







**BILLY ECKSTINE**

**NO ONE BUT YOU**  
and  
**SEABREEZE**

MGM11712 78 rpm  
K11712 45 rpm

**LOST IN LOVELINESS**  
and  
**DON'T GET AROUND MUCH ANYMORE**

MGM 11694 78 rpm  
K 11694 45 rpm

EVERYONE'S MAD ABOUT MADIGAN

**BETTY MADIGAN**

**JOEY**



and **AND SO I WALKED HOME**

MGM-11716 78 rpm  
K-11716 45 rpm

The Billboard EXCELLENT Best Sets SLEEPER OF THE WEEK

INTRODUCING

**MARTI STEVENS**  
**THREE COINS**  
IN THE  
**FOUNTAIN**

and **WHY DIDN'T YOU TELL ME**  
MGM11724 78 rpm • K11724 45 rpm



**GEORGE SHEARING**  
QUINTET

**A SINNER KISSED AN ANGEL**  
and  
**MOOD FOR MILT**

MGM11677 78 rpm  
K11677 45 rpm



**WHEN LIGHTS ARE LOW**

When Lights Are Low Indian Summer  
I Hear a Rhapsody There's a Lull in My Life  
Don't Blame Me I Didn't Know What Time It Was  
Thine Alone When Your Lover Has Gone

MGM Extended Play Album X226 (45 rpm)  
MGM Long-Playing Record E226 (33 1/3 rpm)

**LEW DOUGLAS**  
and his Orchestra  
**WHEN I HOLD YOU** **BOWIN' NARROW**  
MGM11730 78 rpm  
K11730 45 rpm

**ART MOONEY**  
and his Orchestra  
**WANDERLUST BLUES** **BAREFOOT DAYS**  
MGM11723 78 rpm  
K11723 45 rpm

**VICKI BENET**  
**PUTTY IN YOUR HANDS** **SUMMER VACATION**  
MGM11727 78 rpm  
K11727 45 rpm

**MOREY AMSTERDAM**  
and  
The Roy Charles Singers  
**OH, THAT'LL BE JOYFUL** **HALLABALOO BE KALAFER DOFER**  
MGM11723 78 rpm  
K11723 45 rpm

**TOMMY MARA**  
**I CRIED FOR YOU** **LOVE IS AN ILLUSION**  
MGM11729 78 rpm  
K11729 45 rpm

**JO ANN TOLLEY**  
**ALL THE TIME** **SO CLOSE**  
MGM11728 78 rpm  
K11728 45 rpm

**PHIL BRITO**  
**NUDNICK** **TRY TO UNDERSTAND**  
MGM11726 78 rpm  
K11726 45 rpm

**ROY SCOTT**  
**LUCKY IN KENTUCKY** **I'LL NEVER LOSE THIS FEELING**  
MGM11733 78 rpm  
K11733 45 rpm

**RUSTY GABBARD**  
**I'M LOOKING FOR SOMEBODY** **IT HURTS TOO MUCH TO CRY**  
MGM11731 78 rpm  
K11731 45 rpm

**JINNIE RODGERS**  
**MAMA, DON'T CRY AT MY WEDDING** **YOU DON'T LIVE HERE NO MORE**  
MGM11732 78 rpm  
K11732 45 rpm

Selections Recorded Directly From the I.F.E. Technicolor Picture.

**THE GOLDEN COACH**  
featuring  
**ANNA MAGNANI**



with  
Orchestra Della Commedia Dell'arte  
and  
The Rome Symphony Orchestra  
MGM Long-Playing Record E311 (33 1/3 rpm)

**The Billboard Music Popularity Charts**  
**POPULAR RECORDS**

**Review Spotlight on...**

**RECORDS**

**FRANK SINATRA**

**Rain** (Mellin, BMI)  
**Three Coins in the Fountain** (Robbins, ASCAP)—Capitol 2816—Frank Sinatra, once again hot as a pistol, comes thru with sock readings of two powerful new ballads. "Rain" is a lush and tender tune which he sells with his old-time warmth. On "Three Coins" he brings the lyric to life. Two potent sides.

**PATTI PAGE**

**Lonely Days** (Lear, ASCAP)  
**Steam Heat** (Frank, ASCAP)—Mercury 70380—Miss Page wraps her warm voice about a lovely tune in "Lonely Days" and there is little doubt that her audience will appreciate it. For a change of pace she puts over the novelty item "Steam Heat" from "The Pajama Game."

**EARTHA KITT**

**Let's Do It** (Harms, ASCAP)—RCA Victor 20-5737—The diminutive thrush turns in a sensuous performance of the slick Cole Porter evergreen on this intimate waxing taken from her latest album. The Henri Rene backing is delightful. Flip, also from the album, is "Senor" (Famous, ASCAP).

**TALENT**

**JAYE P. MORGAN**

**Nobody Met the Train** (Laurel, ASCAP)—Derby 852—Jaye P. Morgan, young thrush who has been close to breaking thru for the past year, could make it with this new one. The tune is fresh and she sings it smartly. It could happen, with exposure. Flip is "Life Was Made for Living" (Karen, ASCAP)

**DICK HYMAN TRIO**

**Unforgettable**—M-G-M 1743—The Dick Hyman Trio, new on the label, have the kind of sound and beat that should bring smiles to the faces of many operators. This could pull many coins and start the combo. Flip side is another oldie, "Out of Nowhere."

**Reviews of New Pop Records**

**FOUR ACES-AL ALBERTS**

**Three Coins in the Fountain** ..... 87  
DECCA 29123—Beautiful new ballad from the title movie is coming in for lots of wax attention, but of those released to date the version by the Aces is one of the hottest. The boys hand it a strong performance with the rhythmic pulse in the backing adding up to plus values. This can be danced to. Watch this carefully. (Robbins, ASCAP)

**Wedding Bells**.... 85  
Oldie is punched across infectiously by the group for a solid effort that has strong juke box potential. Coupling is a commercial coup. (Mills, ASCAP)

**MILLS BROTHERS**

**Go in and Out the Window** ..... 85  
DECCA 29115 — Moppet oldie has been handed a clever set of romantic lyrics and the mills group read them slyly while the ork supplies a teasing beat. Great for dancing or just listening and that means a profitable shing with spins, juke coin and counter sales in generous quantity. (Sunbeam, BMI)

**Carnival in Venice**.... 78  
Romantic ballad based on the traditional melody is in the usual Mills groove, and that will be recommendation enough for fans of the group. A cute side that bounces along merrily. Plenty of plays will expose this effort. (Capitol, ASCAP)

**RONNIE GAYLORD**

**Oh, Love of Mine** ..... 82  
MERCURY 70378 — Ronnie Gaylord lifts his voice in a tuneful and tender ballad. It's a slow, dreamy waltz and is quick to bring pleasure. Slicing should attract many spins and sales. Could be another strong one for the chanter. (Vincent, BMI)

**Wow!**.... 77  
Rhythm novelty is punched across effectively, with hesitation gimmicks adding to the appeal. This side is fine for the boxes. (Vincent, BMI)

**DICK HYMAN TRIO**

**Unforgettable** ..... 80  
M-G-M 11743 — Here's a first-rate record that's made to order for the boxes. The Dick Hyman Trio, a group with a bright new sound, yet in honky-tonk tradition, hands the ditty a sparkling instrumental rendition. Side is a mighty good one, and it has a chance for a lot of shekels. Ops should get on this.  
**Out of Nowhere**.... 76  
Same comment.

**JOHNNY DESMOND, ALAN DALE, BUDDY GRECO**

**Sweet Augustine** ..... 80  
CORAL 61176 — The German evergreen is handed a refreshing performance—light, bright and infectious. Great for the boxes where, with its coupling, it ought to attract stacks of coin. Good wax. (Vim, ASCAP)

**East Side, West Side**.... 75  
Fortright and uninhibited chanting by the threesome of the venerable oldie. A good gang-singer sure to elicit response from listeners in neighborhood bistros. (Champion, BMI)

**DON, DICK & JIMMY TRIO**

**The Last Time** ..... 80  
CROWN 112—The male trio stands a good chance of repeating with another strong-selling disk. Good sound and a good piece of ballad material add up to another coin-grabber. (Modern, BMI)

**The Piano Players**.... 74  
The boys do okay with a routine piece of hoke material, which includes a honky-tonk piano sound. Ops might get some coin with it. (Manners, ASCAP)

**TONI ARDEN**

**Three Coins in the Fountain** ..... 79  
COLUMBIA 40225 — The lovely new tune from the forthcoming flick of the same name receives a very good reading here from the thrush over beautiful backing by the Percy Faith ork. This is Toni Arden's best cutting in a long time but the disk is bucking some very stiff competition. (Robbins, ASCAP)

**Where the Rolling Mountains Meet the Rolling Sea**.... 76  
Tune adapted from a semi-classical composition receives a genuine performance from the thrush over a fine arrangement by the Faith crew. Tune is familiar enough to help it gain many jock spins. Two good sides. (Alamo, ASCAP)

**PAUL WESTON ORK**

**The Bells of Notre Dame** ..... 78  
COLUMBIA 40237—The warmth and welcome of the bells of the great French cathedral are celebrated in this melodious material by the Luboff Choir. The glowing string tones and the bouncy rhythm provided by the Weston ork package the tune attractively. (Glenwood, BMI)

**I Went Out of My Way**.... 75

A leisurely paced ballad with a heart-felt sentiment. The Luboff Choir captures the nostalgia and quiet emotion of this material admirably. A fine dance side. (Broadcast, BMI)

**BOB CARROLL**

**As Long as I Have You** ..... 77  
DERBY 846—Over slick backing by the Frank DeVol ork and chorus, Carroll delivers an attractive Tin-Pan-Alish ballad for a most attractive side. He could get some attention with this slicing. (Desans, BMI)

**Sway Quien Sera**.... 73

The big-sounding Carroll pipes tackle the familiar Latin-American "Quien Sera" with a new lyric. Result is a most attractive side. Good for spins. (Peer, BMI)

**EDDIE LAWRENCE**

**Old, Old, Vienna (Part 1 and 2)**..... 77  
CORAL 61168 — Eddie Lawrence, young comic who got his start as a deejay with the Armed Forces Network, does his best-known routine on this new disk, and there is little doubt that it will pull many spins from deejays. The routine is funny, and Lawrence sells it well as he tells of the not-so-good old days by the 24

(Continued on page 24)

**RATINGS—COMMERCIAL POTENTIAL**

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

**M-G-M RECORDS**


THE GREATEST NAME IN ENTERTAINMENT

MAKE FRIENDS WITH RECORDS



**IT'S PATTI AGAIN WITH A WINNER!**

# PATTI PAGE



# 'STEAM HEAT'

And "LONELY DAYS"

MERCURY 70380 • 70380X45





The Billboard Music Popularity Charts  
**POPULAR RECORDS**

• **Reviews of New Pop Records**

• Continued from page 22

Blue Danube. The comic could grab attention from club owners too as a result of this waxing, a bright effort. (Merrick, BMI)

**GUY LOMBARDO ORK**  
**Do You?** .....76  
DECCA 29121—A typical Lombardo ork rendition of a bouncy rhythm effort featuring a vocal by Kenny Gardner. Tune, which originally came out as "Pussyfoot" about a year ago, is a catchy one and could get many spins. (Ludlow, BMI)  
**Dream, Dream, Dream**....75  
Smooth and clean is this Lombardo ork performance of the pretty new tune, which includes a vocal by Bill Flanagan. Two good sides for Lombardo fans. (Felix, ASCAP)

**GLORIA MANN**  
**Goodnight Sweetheart, Goodnight** .....76  
JUBILEE 5142 — Tune now getting some action in the r.&b. field is handed a smart rendition here by Gloria Mann, who sounds a lot like Sunny Gale. Thrush is aided by a good male vocal group. Side is a good one and could get some spins, and the thrush has a future. (Aer, BMI)  
**Love-Me-Boy**....73  
The thrush shows off some slick rhythm singing on this novelty side once again with the help of the vocal group. Flip is stronger but this side, too, should get deejay use. Thrush can sell a tune. (Flair, BMI)

**WENDY WAYE**  
**Press Me** .....76  
CORAL 61173 — Hugs and squeezes are all she wants and her requests for more and more will intrigue many. This has sex written all over it, in the lyrics and the delivery, and that spells danger. With promotion it could generate some excitement. (Laurel, ASCAP)  
**I Don't See Me in Your Eyes Anymore**....72  
The intimate and breathy style of the thrush comes across effectively in this attractive ballad. (Laurel, ASCAP)

**KAYE BALLARD**  
**Lazy Afternoon** .....75  
DECCA 29114—In a seasily seductive voice, Miss Ballard presents the top song from the musical, "Golden Apple," currently on Broadway. Special material could get spins. (Chappell, ASCAP)  
**In Other Words**....74  
A love song sung with feeling by Miss Ballard. The taste with which she presents this material is fine. (Almanac, ASCAP)

**LAWRENCE WELK ORK**  
**The Man With the Banjo** .....75  
CORAL 61174 — Deep-voiced Larry Hooper delivers an attractive version of a pretty tune currently riding high. He is backed by The Sparklers and the pleasingly relaxed beat of the Welk ork. (Mellin, BMI)  
**Until Sunrise**....73  
This oldie is also seeing a revival of interest, and this is one of the most listenable versions to come out so far. Alice Lon and The Sparklers harmonize the vocal effectively. (Leeds, ASCAP)

**GINNY GIBSON**  
**Aye, Aye, Aye, Aye** .....75  
M-G-M 11736—Ginny Gibson does a good job with this new adaptation of "Cielito Linda." The ork supplies her with exciting Latin-styled backing. Could get many spins.  
**Serenade to Spring**....73  
A pretty ballad is sung with feeling by the thrush over smooth ork arrangement. Deejays can use.

**JOHNNY LONG ORK**  
**Poor Butterfly** .....75  
CORAL 61172 — The evergreen is presented here in a bright, danceable instrumental version. The final chorus is taken by a male choral group. Listenable wax. (Harms, ASCAP)  
**Only Forever**....72  
Barbara Hammond sings the oldie persuasively. The male vocal group behind Miss Hammond, added to the unhurried beat of the ork give a nice feel to the song. (Joy, ASCAP)

**FRANK SINATRA**  
**I'm Glad There Is You** .....75  
COLUMBIA 40229 — Frank Sinatra does a pleasant job with this lovely tune, which was cut while he was under contract to the label a while back. He is supported by a large ork under Alec Stordahl's direction. May get action due to Sinatra's revival and will grab jock spins. (Mayfair, ASCAP)  
**You Can Take My Word for It Baby**....71  
The "voice," supported by the Page Cavanaugh trio seems a bit tired here on his rendition of the rhythm tune. (E. H. Morris, ASCAP)

**KAY PENTON**  
**I Was Meant for You** .....75  
MERCURY 70370 — Thrush rejoices that she and her feller are meant for

each other. A happy effort, it has a good beat and the general effect is bright and cheerful. A good side. (Duchess, BMI)  
**A New Town Is a Blue Town**....70  
Slick ballad has a sophisticated set of lyrics and Kay Penton projects them ably. (Frank, ASCAP)

**JERRY COLONNA**  
**You're My Everything** .....75  
DECCA 29095—Here's a very funny reading of the fine oldie by the comic, who sings the tune and talks it too, kidding it as he goes along. Could pull a lot of jock spins. (Harms, ASCAP)  
**Apple on a Pear Tree**....69  
Novelty effort receives a reading that is merely a dequate from Jerry Colonna, who is backed well by the ork. Tune happens to be a very cute one, and with the right rendition it has a chance. It isn't done much justice here. (Raphael, ASCAP)

**RICHARD MALTBY ORK**  
**Meadowlark** .....74  
"X" (45) 0016—An attractive-sounding instrumental item written by Maltby makes for a good hunk of instrumental wax. Should get spins. (Sherwin, ASCAP)  
**Black Pearls**....73  
Good instrumental wax is this. Maltby's arrangement of the familiar oldie should get some deserved spins. (SESAC)

**BILLY WILLIAMS**  
**You're the Only One I Adore** .....74  
MERCURY 70376 — The Billy Williams Quartet comes thru with a bright, happy vocal on the lilting rhythm effort, backed softly by the ork. Fans of the group will want since it happens to be one of their better recent wax efforts. (Simon, BMI)  
**Go Home Joe**....72  
Sentimental ballad receives a listenable reading from Billy Williams as he tells his friend to go back to his wife. Ork support is fine. (E. H. Morris, ASCAP)

**GEORGE WILLIAMS ORK**  
**The Knocked Out Choo Choo** .....74  
CORAL 61121—The George Williams crew bows as an ork and on the label with a swinging instrumental reading of a pounding riff effort that goes. The ork has precision and a beat; now what it needs is a sound. This side should grab spins with many jocks.  
**The Rompin' Stomper**....71  
Same comment.

**HERB JEFFRIES**  
**Autumn in Rome** .....74  
TREND 77 — Tune from the flick "Indescretions of An American Wife" receives a big full-throated reading from Jeffries, who can still sock over a tune. The Fielding crew supplies imaginative backing. Jocks should spin often. (Cromwell, ASCAP)  
**The One I Love**....70  
Jeffries comes thru with a satisfactory rendition of the oldie with good support from the Hi Lo's and the Fielding ork. (Forster, ASCAP)


**CINDY LORD**  
**I'll Never Need the Moon** .....74  
M-G-M 11737—Attractive ballad is sung with considerable charm. Miss Lord has a good side here that could stir a bit of action with exposure.  
**I Never Felt More Like Falling in Love**....68  
An intimate and appealing warble about a gal with the urge for romance. Many will like Cindy Lord's warm piping.

**PEMBROKE DAVENPORT ORK**  
**Sinful Sonrita** .....73  
M-G-M 11734 — Davenport, well-known legit arranger and orchestrator has put together here a lush ork which delivers a smart little instrumental ditty in Latin-American style. Good mood music which jocks should like.  
**My Restless Lover**....73  
This, of course, is the ditty which Patti Page kicked off toward hitdom. Davenport, the writer, delivers it in a lush instrumental reading which could make for good change of pace programming.

**DOLORES GRAY**  
**Lost in Loveliness** .....73  
DECCA 29109—The key ballad from "Girl in Pink Tights" gets a good reading from Miss Gray which should do okay. (Chappell, ASCAP)  
**In Paris and In Love**....72  
Miss Gray does quite well with the show ditty from "Girl in Pink Tights." It's a smooth, relaxed reading which should get deejay attention. (Chappell, ASCAP)

**HARMONICATS**  
**My Happiness** .....73  
MERCURY 70360—Ops could make good use of this typical Harmonicats reading of the ditty which stirred up

(Continued on page 27)



INTRODUCING  
**RAY DeMENO**  
singing  
**Pigtails**  
and  
**WHAT MIGHT HAVE BEEN**  
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**RATINGS—COMMERCIAL POTENTIAL**

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50- 59, Limited
0- 49, Poor



Jubilee's  
NEW  
Song-sation-

Jeninne Dahl



SINGING

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MAMA  
MIA"

&

"WHEN  
YOU'RE  
NEAR"

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sing

**SWEET AUGUSTINE**      **EAST SIDE, WEST SIDE**

Coral 61176 (78 RPM) and 9-61176 (45 RPM)

**ISLE OF CAPRI**

and **By the Light of the Silvery Moon**

played by

**JACKIE LEE AND HIS ORCHESTRA**

#1 IN CLEVELAND—BREAKING EVERYWHERE



Coral 61149 (78 RPM) and 9-61149 (45 RPM)


**HERS AND HIS**

and ... **WHO**

sung by

**JACK RICHARDS and THE MARKSMEN**

BEST BET CASH BOX and VARIETY



Coral 61164 (78 RPM) and 9-61164 (45 RPM)



**DICK JACOBS**

and His **ORCHESTRA**

play

**LITTLE THINGS MEAN A LOT**      **HITCH HIKE TO THE STARS**

Coral 61180 (78 RPM) and 9-61180 (45 RPM)



**LAWRENCE WELK**

and His Champagne Music

**THE MAN WITH THE BANJO**      **UNTIL SUNRISE**

Coral 61174 (78 RPM) and 9-61174 (45 RPM)

with Vocal by Larry Hooper

**CORAL RECORDS**  
America's Fastest Growing Record Company

**VOX JOX**

By CHARLOTTE SUMMERS

**This 'n' That**

**Jack Dugan**, WGAT, Albany, N. Y., is getting set for the summer season. Dugan will move his show to Lake George again this year to broadcast from the beach and, in addition, will do a one-hour show from the lounge of the Painted Pony Dude Ranch in Luzerne, N. Y. . . . **Dick Florea**, WMRI, Marion, Ind., has had his show extended another hour because of the increase in requests. . . . **Jay Giles**, WSOY, Decatur, Ill., proudly tells us that **Joyce Taylor**, new Mercury singer, hails from the Decatur area, and the folks are really going for her disks.

**Don Speir**, WMAL, Laurel, Miss., has been conducting a poll for the "Best on Wax" and tells us it looks as if **Perry Como** and **Eddie Fisher** will be tops. . . . **M. C. Millwee**, WVJS, Owensboro, Ky., writes, "Music trends like history follow cycles of repetition. I note with glee that 'Varsity Drag,' a tune popular in the 1920's, is making a definite comeback. Credit in part should be given to **Les Elgart's** fine wax-

and **David Carroll's** "Buck Dance" pulled more telephone inquiries on his morning show than any new tune in weeks.

**Merle Edwards**, WMIN, St. Paul, just completed five years on the same show. . . . **Archie Deal**, WIRC, Hickory, N. C., writes, "Some of the strongest hits around this section are **Frank Sinatra**, **Lou Monte** and, of course, **Ralph Flanagan**." . . . **Marvin Boone**, WMMN, Fairmont, W. Va., thinks that someone is missing a sure winner by not taking notice of **Dennis Day's** "Hey Brother, Pour the Wine." . . . **Don Paul**, WIAX, Springfield, Ill., writes, "I'm an avid fan of good banjo music, and I think the **Banjo Kings** are just about tops . . . their new pressing of 'My Gal Sal' certainly has the potential for a hit, now that all the 'oldies' are coming back.

**Al Burns**, WPTR, Albany, N. Y., tells us that great interest is being shown in his area in music of the late 1930's and early 1940's. . . . **Steve Bentivegna**, WORK, York, Pa., is rooting for **Steve Lawrence's** newest King disks. . . . **Charlie Blake**, WTRL, Bradenton, Fla., thinks that **The Lancers'** new Trend release, "I Never Should Have Let You Go" is the most. He hopes that some of you fellows will give it a whirl.

**Eric Druton**, WGGa, Gainesville, Ga., advises that "his listeners have minds of their own. They pay no attention to Hit Parades if they like a song." . . . **Slim Everheart**, WOW, Omaha, tells us that "When We All Get There" is "corny."

**Jimmy Lowe**, WRR, Dallas, would like to know if **Orrin Tucker** is still in the band business. . . . **Sid Tear**, WROV, Roanoke, Va., celebrated his 20th year on the air on March 23. . . . **Bob Binet**, WLAD, Danbury, Conn., would like to locate **Clare (Joe) Turner**, formerly an announcer in Philadelphia or Pittsburgh. . . . **Pete Smythe**, KOA, Denver, asked his audience for its reaction to "Old Woman Who Swallowed a Fly," and received 600 cards and letters, with the majority voting in favor of the song.

**Lonny Starr**, WNEW, New York, has been elected president of the Valley Stream, L. I., Rotary Club. . . . **Vic Boldt**, KVIC, Victoria, Tex., has entered his eight-month-old daughter, **Eloise**, in a baby contest. . . . **Tony Cummings**, WIKK, Erie, Pa., has become a father again for the fifth time.

**Jim Fagan**, WBTA, Batavia, N. Y., would like us to listen to **Rush Adams** with **David Rose** on their waxing of "I Live for You." . . . **Syl Sergi**, WKST, New Castle, Pa., would like some glossy photos of top artists for his deejay show which is going on TV shortly. . . . **Mitch Reed**, WITH, Baltimore, is engaged to **Ruth Borscher** of the same station. . . . **Tom Mayhew**, WGAP, Maryville, Tenn., tells us that "I Found a New Baby" got a spin by everybody in the rack recently, because his wife gave birth to a girl.

**Paul Melanson**, WVAM, Altoona, Pa., also became a father recently. Melanson's new boy changes the trend, since the first two babies in the family were girls. . . . **Fred Wolf**, WXYZ, Detroit, was named the "most popular local jockey" in a Gold Record Award conducted by the Madison Theater in Detroit in connection with the showing of the "Glenn Miller Story."

**Cal Milner**, WHAT, Philadelphia, is mentioned in the Woman's Home Companion May Issue under "Record of the Month." . . . **Jack Wagner**, KHJ, Hollywood, believes that **Lorry Raine** has a real sleeper in her Kem release of "I'm in Love With a Guy." . . . **Bob Clayton**, WPIN, St. Petersburg, Fla., has just completed three years with the station.

**Jeff Warner**, WPAL, Charleston, S. C., writes that the biggest news is that his Saturday show, "Let's Dance," is doing a booming business. Warner reports 235 to 240 calls per show for requests. . . . **Charlie Harris**, WJHP, Jacksonville, Fla., would appreciate 8 by 10 glossy pix of artists for use on his TV show. . . . **Bob Baker**, KORK, Las Vegas, Nev., recently taped three broadcasts with the **Sauter-Finegan** ork with NBC's "All Star Parade of Bands" on behalf of the Treasury Department.

**YESTERYEAR'S TOPS—**  
The nation's top tunes on records as reported in The Billboard

- MAY 6, 1944:
1. I Love You
  2. San Fernando Valley
  3. I'll Get By
  4. It's Love, Love, Love
  5. Holiday for Strings
  6. Besame Mucho
  7. Don't Sweetheart Me
  8. Long Ago and Far Away
  9. When They Ask About You
  10. Poinciana
- MAY 7, 1949:
1. Cruising Down the River
  2. Forever and Ever
  3. "A"—You're Adorable
  4. Careless Hands
  5. Red Roses for a Blue Lady
  6. Again
  7. Riders in the Sky
  8. Sunflower
  9. Far Away Places
  10. So Tired

ing." . . . **Frank Fellmer**, WMTR, Morristown, N. J., believes that an idea for a great record would be **Evelyn Knight** and **Doris Day** doing "Night and Day."

**Gene Schaeffer**, WCOM, Parkersburg, W. Va., tells us about his interview and the picture he made with **Tommy Dorsey** at the Coliseum in Parkersburg. . . . **Jan Andre**, WPIT, Pittsburgh, is getting a good response from his "3H" Club which consists of housewives, husbands and highway listeners. . . . **Rege Cordic**, WWSW, Pittsburgh, recently recorded two sides with the **Bob Trow Quartet** for Zodiak Records. "Soft Squeeze Baby" is the plug side Cordic did, in addition to signing with Zodiak as a "single." . . . **Little Artie Preston**, WSPR, Springfield, Mass., just got another disk show across the board which adds up to 13 hours a week of spinning.

**Clark Reid**, WJR, Detroit, tells us that during the month of February his 1 to 5 a.m. program received mail from listeners in 45 States. All but Idaho, Utah and Arizona. . . . **John Woods**, WTAG, Worcester, Mass., is having excellent response to **Eileen Parker's** Cadence record of "God Understands." He writes, "I play at least one sacred song a day, but gimmicked an intro on this by saying I held it a week before playing it. Avalanche of mail came in as a result asking why and demanding more." . . . **Jerry Damon**, WSTC, Stamford, Conn., feels that **Buddy Cunningham's** "Angels in the Sky" has a touch of "That Lucky Old Sun."

**Bill Davis**, KPLT, Paris, Tex., would like very much to locate good recordings of "Cornbread" and "Texas Hop" by **Erskine Hawkins** and "They Can't Take That Away From Me" by **Percy Faith**. . . . **Bill Buchanan**, WRFS, Alexander City, Ala., has a new show called "Teen Canteen" which features teen-agers as guests. . . . **Tom Dolan**, WJZM, Clarksville, Tenn., writes, "Watch out for this guy **Heath** on London. Everything he's done is 'hot' and listen to **Dinah Washington** do 'Until Sunrise'." . . . **Al Hart**, KTBS, Shreveport, La., tells us that the first playing of **Acquaviva's** "New York in a Nutshell"



# The Billboard Music Popularity Charts

## POPULAR RECORDS

### Reviews of New Pop Records

Continued from page 24

action some years ago and is again making noise. (Blasco, ASCAP)  
**Long Long Ago**...72  
 This is a demonstration of harmonica virtuosity for the first chorus and then a jazzed up reading of the public domain folk item. Big band backing, too, for the soloist. (Cool, BMI)

**AL MORGAN**  
**My Mom**...73  
 "X" 0015—In time for the seasonal Mothers' Day event, this reading of the oldie should do pretty nicely. Morgan knows how to sell this kind of material. (Bregman, Vocco & Conn, ASCAP)  
**That Silver-haired Daddy of Mine**...71  
 Good backing as Morgan delivers another fine oldie. Certainly his Midwestern fans will go for this. (M. M. Cole, BMI)

**JIMMY PALMER**  
**Song of the Comb**...73  
**MERCURY 70371**—Novelty ditty invites the audience to wrap some tissue around a comb and join in the fun. Easy listening that could pull some juke coin. Jockeys should hand it spins too. (Milene, ASCAP)  
**Any Rags, Any Bones**...65  
 Frothy opus is read by the chorus and ork in joyful fashion. (Studio, BMI)

**GEORGE WILLIAMS ORK**  
**Whamboogie**...73  
**CORAL 61120**—This George Williams original moves along at a bright clip and the ork shows itself a capable ensemble. Jitterbugs will have fun with this one.  
**Creole**...65  
 Descriptive piece of music conveys impressions of the title atmosphere. A listenable instrumental.

**PETE RUGOLO ORK**  
**California Melodies**...72  
**COLUMBIA 40222**—The Rugolo ork, latest of the label's new ork acquisitions, sells the rhythmic effort with a lot of sparkle stressing mainly ensemble work and occasional solos. Side should interest jazz fans and jazz jocks. It goes. (Bregman, Vocco & Conn, ASCAP)  
**360 Special**...68  
 The Rugolo crew shows its more mellow side here on this new opus penned by the ork leader. Muted horns and piano trills add to the band's rendition of the slight effort. Top side is stronger, altho this one too is for Kenton-type jazz fans. (Peters, ASCAP)

**THE HI-LO'S**  
**They Didn't Believe Me**...71  
**TREND 75**—Fine blend the group sports is particularly well-demonstrated here. They're certainly as musically a group as is on wax these days. Some weird gimmicks here, too. (Harms, ASCAP)  
**Peg o' My Heart**...69  
 More fine singing. Just how commercial it is, tho, has still to be proved. (Feist, ASCAP)

**THE HI-LO'S**  
**Georgia on My Mind**...70  
**TREND 74**—The Coast label has come up here with a sharp new male vocal quartet. The boys deliver a slick, jazz-style reading of the oldie which jocks should like. Backing by the Jerry Fielding ork is suitably smooth. (Southern, ASCAP)  
**My Baby Just Cares for Me**...69  
 More of the same here, tho at a somewhat faster tempo. Some fine sounds from the boys in a warm, yet rhythmic style. (Bregman, Vocco & Conn, ASCAP)

**THE MELLO-LARKS**  
**Gideon Bible**...70  
**EPIC 9036**—The vocal group comes thru with a rhythmic, hand-clapping reading of a verse-chorus ditty with religious overtones, tho it's not a sacred item. (S. Allen, ASCAP)  
**Here I Am in Love Again**...67  
 Okay ballad item gets a smooth reading from the group, with a fem voice taking the lead and the Neal Hefti ork backing the group. (Glenbrook, ASCAP)

**DAVID STREET**  
**Jewelry Store in Jersey**...69  
**BLUE MILL 109**—The singer has his eye on a wedding ring, and the romantic associations he has with it are glamorized here. The lyrics are fresh and doubly attractive at this time of year. Street is a very good singer and sells this material easily. (Blue River, BMI)  
**Many a Time**...67  
 A sentimental ballad that also shows the warm baritone voice of the singer

to advantage. The choral backing harmonizes prettily with Street, and the ork provides a relaxed beat that is eminently danceable. (Blue River, BMI)

**LARRY COTTON**  
**Thi We Meet Again**...68  
**OROCO 5401**—Cotton, who had a pretty good following in his days as a band and radio singer, still handles a lyric with aplomb. He does a nice job on the oldie with an assist from a vocal group and small ork. Ops might like it. (Remick, ASCAP)  
**Che Sara Sara**...68  
 Okay reading of a routine ballad item. Italian phrase used for a title means "What will be, will be." (Riddle, BMI)

**FREDDIE MARTELL**  
**Heartache (Broken Heart)**...68  
**M-G-M 11738**—Freddie Martell hands the new ballad a pleasant, but unexciting reading over lush ork backing.  
**Yearning Desire**...63  
 Same comment.

**PAUL BRUNO**  
**Wanderlust Blues**...67  
**BBS 126**—Infectious ditty receives a lackadaisical performance from the warbler. Backing, however is bright enough to help it grab spins. (Hampshire House, ASCAP)  
**Before You Say Goodbye**...50  
 Poor performance of the ballad by Bruno. (ASCAP)

**NORMAN KNUTH AND STARLITERS**  
**Let Me Love You Once Again**...66  
**NEWTONE 2012**—Carl Paradiso is the chanter here and he does an okay job with the soaring love ballad. (ASCAP)  
**Hamburgers and Coke**...58  
 Slight effort about a gal with simple tastes. (ASCAP)

**GERI GALIAN ORK**  
**Tara Lara**...65  
 "X" 0018—Piano-led Latin-American group delivers a neat instrumental effort of a cute item. Whistle chorus adds interest. (Sheraton, BMI)  
**Slaughter on Tenth Avenue**...63  
 The Latin-American tempo fits nicely in a reading of the Richard Rodgers stage ballet piece. This, tho, is not nearly as danceable. (Chappell, ASCAP)

**BUDDY JAYSON**  
**Hot Dog She's Mine**...63  
 "X" 0017—Jayson bows on the label in a fairly routine way. The boy seems to have a fairly good rhythmic style. But neither he nor the material are particularly impressive here. (Kalel, BMI)  
**Tell You What I'm Gonna Do**...63  
 Modern sounding combo backs the new singer in a rhythm ditty performance of some so-so material. (Kalel Nelson, BMI)

**ALLEN GRAMMER**  
**Pick Up the Pieces**...62  
**CROWN 115**—A pleasant novelty with gay, light-hearted lyrics. Grammer has a good voice which with more experience ought to develop into a first-rate one.  
**Prayer of a Waiting World**...55  
 The vocalist expresses the sentiments of the free world in this prayer for peace and the extension of freedom. (Fisher)

**SANDY EVENS**  
**I Walk in the Rain**...62  
**DRUMMOND 6000**—Moody ballad full of reflective nostalgia is sung in bitter-sweet style by the thrush. A listenable side. (Manhattan Music)  
**Before You Fall in Love**...54  
 Another okay pairing of songstress to song. Backing is on the cool side. (Manhattan Music)

**JENNIE DAHL**  
**When You're Near**...60  
**JUBILEE 5141**—Jennie Dahl bows on the label with a fair reading of tender new ballad over routine ork support. (Joshua, BMI)  
**Oh Mama Mia**...40  
 The thrush sings this weak effort adequately, but the poor recording doesn't help at all. (General, ASCAP)  
**BILL HAMILTON**  
**Baby You Don't Cry Anymore**...55  
**GILT EDGE 19**—Torchy opus is read ably by the chanter, but is given weak support by the ork. (Four Star, BMI)  
**Wild Love**...50  
 Hamilton does an okay job of projection on the so-so ballad. (Four Star, BMI)

**KAY WATSON**  
**Sombrero Joe**...45  
**RADIANT 64**—Miss Watson doesn't quite make it with a Mexican accent. The ditty might be okay, but the recording quality doesn't give you a chance to really hear it. (Bell Songs, ASCAP)  
**I'll Never Trust a Guy Named Paul**...40  
 This is the kind of stuff which helped close vaudeville theaters. This is okay, but the material and orking is strictly from hunger. This should have been saved for club dates. (Bell Songs, ASCAP)

### Other Pop Records Released This Week

**Angella Mia; Ballerina**—Jimmy Dorsey Ork, M-G-M 11739  
**Barracuda; Skylark**—Leon Merian, U.S.A. 406  
**Bluebirds Singing in the Rain; Just One Kiss Goodnight**—Rush Adams, King 1321  
**Catwalk; Hora Stucato**—Harmonicats, Mercury 70362  
**Coquette; Slow Boat**—Freddie Mitchell Ork, Brunswick 84030  
**Cuddle Me; There'll Be No Teardrops Tonight**—Betty Johnson-Sy Oliver Ork, Bell 1037  
**Crystal Ball; My Love, My Life, My Own**—The Johnston Brothers, London 1460  
**Desert Serenade; Where Are You?**—Peggy Lawrence, Radiant 60  
**Dream, Dream, Dream; Here**—The Four Bells, Bell 1039  
**Elmer's Tune; Johnson Rag**—Glenn Miller Ork, V 420-0041  
**Embraceable You; The Man I Love**—Lloyd Trotman Trio, Tuxedo 893  
**Everyone Needs Someone; Blue Fog**—Betty Madigan, Jay-Dee 889  
**Fancy Pants; Black Hawk Waltz**—Ernie Berger, King 1347  
**I Speak to the Stars; Wanted**—Tommy Dorsey Ork, Bell 1041  
**If You Only Knew; Sometimes**—Bonnie Davis, Melmar 2041  
**It's Been So Long Baby; I'm Wading in Deep Water**—Tommy Malone, Sterling 901  
**Joe Go Go; Go Joe Go**—Joe Houston, Lucky 004  
**Let's Take Off for Toytown; Hit 'Em Go Gilt 'Em and Slide Both Ways**—Don (Gabby) Horman, Emerald 9966  
**Life Can Be Beautiful; My Blue Heaven**—Don Miller, Dem 204  
**Moonlight Cocktail; Pennsylvania Six-Five Thousand**—Glenn Miller Ork, V 420-0046  
**My Restless Lover; The Man Upstairs**—Betty Johnson Three Beaus and a Peep, Bell 1042  
**Saint or Sinner; Long Lean Lanky Juke Box**—Ducky Drake, Trend 2501  
**Scotty's Farewell; When Hear a Violin**—Robert White, Radiant 62  
**Such a Night; Jilted**—Cab Calloway-Sy Oliver Ork, Bell 1038  
**There'll Be No Teardrops Tonight; Make Love to Me—Putney Nails Ork, Prize 001**  
**Well Done; Let's Get It On**—Buddy Phillips, De Luxe 6051  
**Young at Heart; Make Love to Me**—Toney de Simone, Epic 9035  
**You Stepped Out of a Dream; Bazaar**—Pete Rugolo Ork, Columbia 40223  
**You've Got to Live for Yourself; Don't Do That Baby**—The Blue Dots, De Luxe 6052

### Number of Releases This Week

Label	Pop	C&W	R&B
ALADDIN	1	1	5
BBS	1	1	1
BELL	5	1	1
BLUE MILL	1	1	1
BRUNSWICK	1	1	1
CAPITOL	1	1	1
COLUMBIA	5	1	1
CORAL	6	1	1
CROWN	2	1	1
DECCA	6	3	1
DE LUXE	1	1	1
DEM	1	1	1
DIXIANA	1	1	1
DOOTONE	1	1	1
DERBY	1	1	1
DRUMMOND	1	1	1
EMERALD	1	1	1
EPIC	1	1	1
FABOR	1	1	1
FEDERAL	1	1	1
FOUR STAR	1	3	1
GEE	1	1	1
GILT EDGE	1	1	1
GROOVE	1	1	2
HERALD	1	1	2
HOLLYWOOD	1	1	2
IMPERIAL	1	3	1
JAY DEE	1	1	1
JUBILEE	2	1	1
KING	1	2	1
LONDON	1	1	1
LUCKY	1	1	1
MELMAR	1	1	1
MERCURY	5	2	1
M-G-M	5	3	1
MILLION	1	1	1
MODERN	1	1	1
NEWTONE	1	1	1
NORTHWESTERN	1	2	1
OKEH	1	1	1
OROCO	1	1	1
PRIZE	1	1	1
RADIANT	3	1	1
RAMA	1	1	1
RPM	1	1	2
STATES	1	1	1
STERLING	1	1	1
TREND	4	1	1
TUXEDO	1	1	1
UNITED	1	1	3
U. S. A.	1	1	1
RCA VICTOR	1	2	1
"X"	4	1	1
TOTAL	67	26	25

### Royalty on Oldies

Continued from page 13

right solely to the precise words and piano score appearing on the original copyrighted sheet music, to the exclusion of orchestrations and modern arrangements for multiple instrument performance of the theme. The original decision is adhered to.  
 The attorney representing Continental and Remington Records is Maxwell Okun.



**THE MIDNIGHTERS**  
 (FORMERLY THE ROYALS)  
**WORK WITH ME, ANNIE**  
**UNTIL I DIE**  
 FEDERAL 12169  
 ~~~~~  
**BONNIE LOU**  
**HUCKLEBERRY PIE**  
**NO ONE**  
 KING 1341  
 ~~~~~  
**MOON MULLICAN**  
 (DON'T LET TEMPTATION)  
**TURN YOU 'ROUND**  
**ALL I NEED IS YOU**  
 KING 1343

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**LENNY HERMAN**  
 and his "Mightiest Little Band in the Land"  
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 Lenny says: "People think I've increased the size of my quintette since we added the ORGANO. It adds a wonderful new volume."  
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**RECORDS**  
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TWO GREAT NEW TUNES!  
**"GUARANTEED"**  
 b/w  
**"TIME AND TIME AGAIN"**  
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 and the  
**Four Cousins**  
 TC 5021  
  
 Manufactured by  
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 and his "Third Herd"  
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**LOWREY ORGANO**  
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 Willie Headen  
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 #1203  
 Getting Bigger!!  
**"KISS A FOOL GOODBYE"**  
 #1201  
 3 New Whippoorwill Hits  
**"BACK IN CALIFORNIA"**  
 #335  
**"BABY THAT SUITS ME"**  
 #336  
**"IF I WAS A 1000 YEARS OLD"**  
 #338  
**DOOTONE RECORDS**  
 9812 SOUTH CENTRAL AVE. LOS ANGELES 2, CALIF.

**I SPEAK TO THE STARS**  
 Recorded by:  
**DORIS DAY**  
 Columbia #40210  
 M. WITMARK & SONS

A Smash Recording...  
**Paul Bruno**  
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 Write BOX D-37  
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*Hank Williams*

**THERE'LL BE NO TEARDROPS TONIGHT**

b/w  
Mind Your Own Business  
M-G-M 10461

*Jinnie Rogers*

**MAMA, DON'T CRY AT MY WEDDING**

b/w  
You Don't Live Here No More  
M-G-M 11732

**P-O-S-I-T-I-V-E-L-Y FOR THE FIRST TIME ANYWHERE!**

Tom Anderson  
**SWEET LOVE**  
b/w  
My Heart's in a Whirl  
M-G-M 11740

Ricky Riddle  
**STEAMBOAT BOOGIE**  
b/w  
A Brand New Heart  
M-G-M 11741

Jesse Rogers  
**FOLDIN' MONEY**  
b/w  
You're Sorry for Yourself  
M-G-M 11742

**PLUS! THESE STAR-STUDDED, STELLAR ATTRACTIONS!**

Hank Williams  
**HOW CAN YOU REFUSE HIM NOW**  
b/w  
A House of Gold  
M-G-M 11707

The Drifting Cowboys  
**FISH TAIL**  
b/w  
Rock Point  
M-G-M 11691

Ernie Lee  
**I'VE GOT MY HEART ON A BUDGET**  
b/w  
Your Left Over Kisses  
M-G-M 11695

**3 BIG ONES - COUNT THEM - 3 BIG ONES!**

Rusty Gabbard  
**IT HURTS TOO MUCH TO CRY**  
b/w  
I'm Looking for Somebody  
M-G-M 11731

Texas Jim Robertson  
**I PROMISE TO LOVE YOU**  
b/w  
Look What You Done to Me  
M-G-M 11722

Claude Casey  
**I BET MY HEART**  
b/w  
Me, Myself and I  
M-G-M 11708

**M-G-M RECORDS**

MAKE FRIENDS WITH RECORDS

**The Billboard Music Popularity Charts  
COUNTRY &  
WESTERN RECORDS**

**• Best Sellers in Stores**

For survey week ending April 28

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. SLOWLY—W. Pierce.....	1	14
You Just Can't Be True—Dec 28991—BMI		
2. I REALLY DON'T WANT TO KNOW—	2	18
E. Arnold..... I'll Never Get Over You—V 20-5525—BMI		
3. I'LL BE THERE—R. Price.....	4	10
Release Me—Col 21214—BMI		
4. YOU BETTER NOT DO THAT—	3	11
T. Collins..... High on a Hilltop—Cap 2701—BMI		
5. BACK UP BUDDY—C. Smith.....	10	2
If You Tried As Hard to Love Me— Col 21226—BMI		
6. ROSE MARIE—S. Whitman.....	8	2
We Stood at the Altar—Imperial 8236—ASCAP		
7. OH, BABY MINE—Johnnie & Jack....	5	3
You're Just What the Doctor Ordered— V 20-5681—ASCAP		
8. RELEASE ME—R. Price.....	9	4
I'll Be There—Col 21214—BMI		
9. BIMBO—J. Reeves.....	7	21
Gypsy Heart—Abbott 148—BMI		
10. BREAKIN' THE RULES—	—	1
H. Thompson..... A Fooler, A Faker—Cap 2758—ASCAP		

**• Most Played in Juke Boxes**

For survey week ending April 28

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

This Week	Last Week	Weeks on Chart
1. SLOWLY—W. Pierce.....	1	11
Dec 28991—BMI		
2. YOU BETTER NOT DO THAT—	3	10
T. Collins..... Cap 2701—BMI		
3. I REALLY DON'T WANT TO KNOW—E. Arnold.....	2	17
V 20-5525—BMI		
3. I'LL BE THERE—R. Price.....	5	4
Col 21214—BMI		
5. SECRET LOVE—S. Whitman.....	4	16
Imperial 8223—ASCAP		
6. WAKE UP, IRENE—H. Thompson....	6	17
Cap 2646—BMI		
7. I LOVE YOU—G. Wright-J. Reeves... —	4	
Fabor 101—BMI		
8. RELEASE ME—R. Price.....	8	3
Col 21214—BMI		
8. GOOD DEAL LUCILLE—A. Terry.... —	1	
Hickory 1003—BMI		
10. BIMBO—J. Reeves.....	6	21
Abbott 148—BMI		
10. JILTED—R. Foley.....	—	1
Dec 29100—BMI		

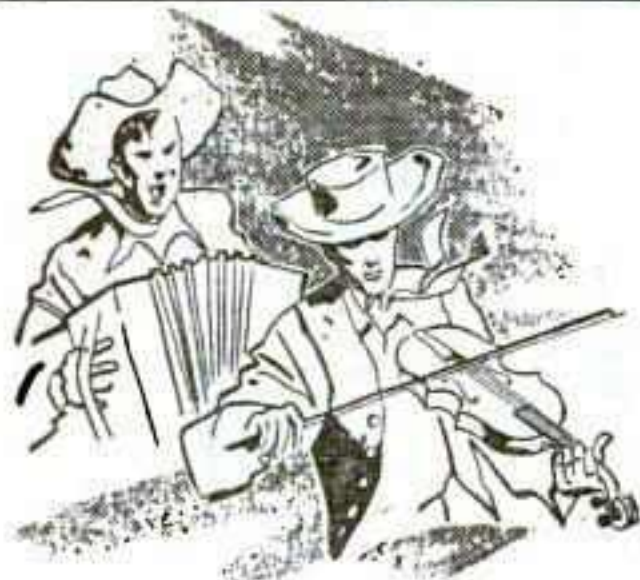
**• Most Played by Jockeys**

For survey week ending April 28

SIDES are ranked in order of the greatest number of plays on disk jockey radio shows throughout the country according to The Billboard's weekly survey of top disk jockey shows in all key markets.

This Week	Last Week	Weeks on Chart
1. SLOWLY—W. Pierce.....	1	13
Dec 28991—BMI		
2. OH, BABY MINE—	3	5
Johnnie & Jack..... V 20-5681—ASCAP		
3. YOU BETTER NOT DO THAT—	2	12
T. Collins..... Cap 2701—BMI		
3. I REALLY DON'T WANT TO KNOW—E. Arnold.....	5	16
V 20-5525—3MI		
5. I'LL BE THERE—R. Price.....	4	9
Col 21214—BMI		
6. I LOVE YOU—G. Wright-J. Reeves... 6	18	
Fabor 101—BMI		
7. MY EVERYTHING—E. Arnold.....	9	2
V 20-5634—BMI		
8. SECRET LOVE—S. Whitman.....	7	15
Imperial 8223—ASCAP		
9. GOOD DEAL, LUCILLE—A. Terry.... —	2	
Hickory 1003—BMI		
10. AS FAR AS I'M CONCERNED—	8	3
R. Foley..... Dec 29000—BMI		





# RCA Victor's C & W Caravan of Top Artists and Top Tunes

currently on tour with the following great artists:



**HANK SNOW**

RCA 20-5698



**I DON'T HURT ANYMORE**

and

**MY ARABIAN BABY**

**MINNIE PEARL**

RCA 20-5699



**HOW TO CATCH A MAN**

and

**AND THAT'S GOOD ENOUGH FOR ME**

**HAL "LONE PINE"**

RCA 20-5700



**SHE TOOK, SHE TOOK**

and

**I'D LIKE TO SIT WITH THE BABY SITTER**



**DAVIS SISTERS**

RCA 20-5701

**YOU WEREN'T ASHAMED TO KISS ME LAST NIGHT**

and

**FOGGY MOUNTAIN TOP**



**HAWKSHAW HAWKINS**

RCA 20-5702

**REBOUND**

and

**WHY DIDN'T I HEAR FROM YOU**



**CHARLINE ARTHUR**

RCA 20-5703

**I'M HAVING A PARTY ALL BY MYSELF**

and

**WALTZING**

**CHET ATKINS**

RCA 20-5704



**DOWNHILL DRAG**  
and  
**KENTUCKY DERBY**

**BETTY CODY**

RCA 20-5705



**THE KISS THAT MADE A FOOL OF ME**

and

**A LETTER I SHOULD NEVER HAVE MAILED**

**EDDIE HILL**

RCA 20-5706



**SLENDER, TENDER AND SWEET**  
and  
**MY SUGAR BOOGER**

**RCA VICTOR**  
FIRST IN RECORDED MUSIC





# The Billboard Music Popularity Charts COUNTRY & WESTERN RECORDS

## • This Week's Best Buys

According to sales reports in key markets, the following recent releases are recommended for extra profits:

**I'M A STRANGER IN MY HOME** (Ridgeway, BMI)  
**ONE BY ONE** (Hill & Range, BMI)—Kitty Wells and Red Foley—Decca 29065

Almost unanimously, the 14 country & western territories canvassed this past week reported this disk a commercial powerhouse headed for early entry on the charts. The only controversy arose over which side it would, and at this point, preferences are almost evenly divided. A previous Billboard "Spotlight" pick.

## • C & W Territorial Best Sellers

For survey week ending April 28

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

### Cincinnati

1. I Really Don't Want to Know E. Arnold, V.
2. Slowly, W. Pierce, Dec.
3. I'll Be There, R. Price, Col.
4. Oh, Baby Mine, Johnnie & Jack, V.
5. You Better Not Do That T. Collins, Cap.
6. Release Me, R. Price, Col.
7. Too Hot to Handle, J. Skinner, Dec.
8. Secret Love, S. Whitman, Imp.

### Dallas-Ft. Worth

1. I Really Don't Want to Know E. Arnold, V.
2. Slowly, W. Pierce, Dec.
3. Echo Bonita, J. Reeves, Abb.
4. I'll Be There, R. Price, Col.
5. You Better Not Do That T. Collins, Cap.
6. Rose Marie, S. Whitman, Imp.
7. Bimbo, J. Reeves, Abb.
8. Back Up Buddy, Carl Smith, Col.
9. Jilted, R. Foley, Dec.
10. As Far as I'm Concerned, R. Foley, Dec.

### Houston

1. Mysteries of Life, H. Locklin, Dec.
2. Jilted, R. Foley, Dec.
3. Rose Marie, S. Whitman, Imp.
4. I'll Be There, R. Price, Col.
5. You Better Not Do That T. Collins, Cap.
6. Slowly, W. Pierce, Dec.
7. A Place for Girls Like You S. Burns, Sdy.

### Memphis

1. I'll Be There, R. Price, Col.
2. Slowly, W. Pierce, Dec.
3. Jilted, R. Foley, Dec.
4. Rose Marie, S. Whitman, Imp.
5. I Really Don't Want to Know E. Arnold, V.
6. Mister Midnight, York Brothers, Kng.

7. Oh, Baby Mine, Johnnie & Jack, V.
8. Breakin' the Rules, H. Thompson, Cap.
9. Secret Love, S. Whitman, Imp.

### Nashville

1. I'll Be There, R. Price, Col.
2. Slowly, W. Pierce, Dec.
3. Oh, Baby Mine, Johnnie & Jack, V.
4. You Better Not Do That T. Collins, Cap.
5. Back Up Buddy, Carl Smith, Col.
6. I Really Don't Want to Know E. Arnold, V.
7. Breakin' the Rules, H. Thompson, Cap.
8. Release Me, R. Price, Col.
9. After Dark, K. Wells, Dec.

### New Orleans

1. I'll Be There, R. Price, Col.
2. Back Up Buddy, Carl Smith, Col.
3. Slowly, W. Pierce, Dec.
4. You Better Not Do That T. Collins, Cap.
5. Jilted, R. Foley, Dec.
6. Rose Marie, S. Whitman, Imp.
7. Good Deal Lucille, A. Terry, Hic.
8. A Fooler, A Faker, H. Thompson, Cap.
9. I Really Don't Want to Know E. Arnold, V.
10. Secret Love, S. Whitman, Imp.

## M-G-M Packages

Continued from page 13

Believe Me?" by Fred Astaire; "The French Lesson," by June Allyson and Peter Lawford; "Ol' Man River," by William Warfield; "No Business Like Show Business," by Betty Hutton and Howard Keel; "Aba Daba Honeymoon," by Debbie Reynolds and Carleton Carpenter, and "I'll Build a Stairway to Paradise," by George Gueary.

## • Folk Talent and Tunes

By JOEL FRIEDMAN

6000 Sunset Boulevard, Hollywood

Nashville's Grandpa Jones from WSM, along with Stoney Cooper and his Clinch Mountain Boys and the "Cliff Rodgers Jamboree," headlined at the Akron Armory last week, playing to capacity houses. . . . Folk star Tony Russ bowed on the "Swanee River Jamboree," originating via WNER, Live Oak, Fla., and drew top attention. Show is carried by a 14-station network thru Florida and Georgia. . . . Audie Andrews, recently signed by RCA Victor, leaves on a three-month tour of parks and theaters, breaking in at Grants, N. Mex., this week. Along with motion picture star Tom London, Audie will work dates thru Arizona, New Mexico, Oklahoma, Texas and east. . . . Oakie Oaks and Verle Clapper, former members of the Sunset Rhythm Boys, teamed at Rambelear's, Canton, O., and are now working clubs in that area.

The RCA Victor country-western caravan is off to a flying start, kicking off last week in Asheville, N. C., with first reports indicating a whopping success for the entire tour. Troupe conclude in Little Rock on May 9 after playing 14 key cities in the country belt. . . . Hawkshaw Hawkins working with Claudie Brown, veteran steel guitar man with whom he has worked in the past. The Hawk's latest on RCA Victor, "Rebound," continues to make lots of noise in the Midwest and South. . . . Mary Robison's Dandelion Music Company working overtime filling requests for "Looking Back to See." Mary says she'll send copies of the song to all artists and disk jockeys who make requests. . . . Mitchell Torok reports that he is not being handled by Harry Voight. He continues under the aegis of Fabor Robison of Abbott Records. . . . Neal Jones' first release for Columbia is on the market, co-penned by Sonny James and Bernie Harville. . . . Merle Travis makes the big hop up to Anchorage, Alaska, for five dates starting May 28. . . . Lefty Frizzell booked for Seattle May 21 and the American Legion State convention in Colorado, June 4-5. . . . Homer and Jethro inked into the Thunderbird, Las Vegas, May 13 in a return engagement. . . . Kay Brady, WLS, Chicago continuity director, and Martha Crane, who conducts the WLS Home-maker shows, attended the convention of American Women in Radio and Television in Kansas City last week.

Bud Isaacs will continue to work with many of the top notch WSM artists in Nashville, in addition to the planned transcription series he'll be doing with Red Foley for RadiOzark. . . . Tom James, WSM d.j., sending out printed replicas of the release of "Sample of Your Love" to his friends in the country field. . . . Host of recording stars, headed by Kenny Lee, helped Uncle Eb Brown celebrate his fifth anniversary at WGST, Atlanta. . . . Rex Allen's latest on Decca, "I Could Cry My Heart Out," being talked about as his greatest since "Crying in the Chapel." Rex recently opened a six-night stand at the annual Vernon, Tex., Rodeo, with a capacity of 7,100 sold out for opening night. . . . Bobby Williamson working dates in Texas, having recently played to approxi-

## • Reviews of New C & W Records

### WADE RAY

**The Best Man Must Smile** . . . 80  
V 20-5696—Ray just has to break thru one of these days. Here he's got some truly fine weeper material and he delivers it with complete sincerity and that wonderful sound he has in his pipes. The tune is really powerful. (Fairway, BMI)  
**Easy Pickin'** . . . 74  
Jocks and ops should like this rhythm ditty reading by Ray. It's cute material and danceable, too. (Hill & Range, BMI)

### REX ALLEN

**Bringing Home the Bacon** . . . 79  
DECCA 29111—Rex Allen comes thru with a sock rendition of the novelty effort, singing every word with much brightness and charm. The record is a mighty happy one and the tune is infectious. Side could break thru as a real coin-grabber quickly. A potent disk. (M. M. Cole, BMI)  
**I Could Cry My Heart Out** . . . 78  
A fine new weeper is projected with much feeling here by Allen who sells the tune in his best style. Side is a good one and it could do right nicely with exposure. Keep your eye on this one. Two strong sides. (Valley, BMI)

### GOLDIE HILL

**Liquor and Women** . . . 79  
DECCA 29045—Goldie lifts her voice in a lament on how the title vices broke up a romance or marriage. A real weeper, it's sung with appealing sincerity and the side could bring in a fair amount of loot for handlers. (Old Charter, BMI)  
**Am I Still Your Baby?** . . . 75  
Bouncy item is rendered with happy spirit by the thrush. Good for a brisk two-step. (Forrest, BMI)

### The Morgan Sisters

**Just As Long As I'm With You** . . . 78  
KING 1348—Here's a first-rate waxing by the Morgan Sisters of a catchy novelty item that is both listenable and whistleable. Good wax by the girls and a disk that could get action. Watch it, it has possibilities. Tune is cute enough to go pop too. (Goday, BMI)  
**Chalk Talk** . . . 75  
The Morgan Sisters, a vocal trio who can sell a tune, come thru with a bright recording here of a light novelty effort. They sing the item with sparkle and it could get many deejay spins. (Montclare, BMI)

### THE SLEW FOOT FIVE

**Short Dog Stomp** . . . 76  
DECCA 29098—Slicing by one of the bands Decca is using in its current hot string band pitch is bright and cheerful. The beat is irresistible and the disk, slotted in juke, ought to pull plenty of nickels. (Tree, BMI)  
**My Adobe Hacienda** . . . 75  
A fine, danceable western reading of the tune. The ork plays it in its expected slightly hokey style with the sax projecting the melody effectively. (Peer, BMI)

### GINNY WRIGHT

**My Chihuahua Dog** . . . 75  
FABOR 105—Cute novelty about the diminutive canine is warbled gayly by Miss Wright. Tune is retentive and the beat buoyant. Should win some attention. (Dandelion, BMI)  
**I Saw E'sau** . . . 72  
Another cute effort that will bring smiles to spinners. Both faces of this coupling ought to gain deejay spins. (Dandelion, BMI)

### TOM ANDERSON

**Sweet Love** . . . 74  
M-G-M 11740—Anderson is one of the best new country vocalists around. He proves it again with this disking of an okay piece of material.  
**My Heart's in a Whirl** . . . 74  
More good stuff from Anderson.

mately 10,000 in Lubbock, with follow-up dates in Gainseville and Waco. Bobby manages to get back to Dallas each week tho for his appearances on the "WFAA Shindig." . . . Blackwood Brothers Quartet continues its tour, playing Mobile, Ala., and Charleston, S. C., last week. Group travels to engagements in a twin Beechcraft plane, and is inked in for a big date in Memphis on May 21, along with Jimmie Davis, the Statesmen Quartet and the Homeland Harmony Quartet.

Martha Carson recently played a series of dates in Texas and Oklahoma, working Beaumont, Tulsa, Oklahoma City and Norman. Martha is scheduled to appear on the Prince Albert "Grand Ole Op'ry" from WSM, Nashville, this week (1) and takes off on a two-week tour of the Western Canada Arena Association towns with Little Jimmy Dickens on May 16. They'll also play Fargo, N. D., and Butte, Mont. . . . Betsy Gay has been added to the regular cast of the "Town Hall Party" from Compton, Calif., each Saturday night. . . . Jimmy Simpson now handling d.j. chores at WDBL, Springfield, Tenn., airing four hours of c.&w. music daily. . . . Jim Wilson, WHOO, Orlando, Fla., d.j., visiting in Jacksonville on a promotion tour of Eddy Arnold's "My Everything." Jim guested with Toby Dowdy at WMBR and also with Glen Reeves at WPDQ.

### THE SWANEE RIVER BOYS

**Married Life** . . . 73  
KING 1349—Humorous patter ditty about a guy no longer convinced of the desirability of the married state has a couple of smiles in this infectious reading. Boxes and jockeys will use. (Mar-Kay, BMI)  
**Because I Love You So** . . . 68  
Effort has split potential and is perhaps weaker since it brackets pop and country idioms. Still listenable ballad singing, tho. (Mar-Kay, BMI)

### JESSE ROGERS

**You're Sorry for Yourself** . . . 71  
M-G-M 11742—Rogers has a way with a lyric as is demonstrated on this disking of a fairly good piece of country material.  
**Foldin' Money** . . . 71  
The chanter delivers a preachment on the need for lots of money. He does okay, too.

### THE MAYTIMERS

**Song of India** . . . 70  
CAPITOL 2781—The melody, of course, is Rimsky-Korsakov's "Song of India." It's done in a hoked-up style here via a batch of trombones, rhythm section and prepared piano. Sounds very much like the stuff which used to be issued on the label by Jerry Shard. Ops could use it. (Beechwood, BMI)  
**I Can't Leave Myrtle Alone** . . . 70  
More of the same here. (Beechwood, BMI)

### JIMMY THORPE

**A Sinner I Will Be** . . . 69  
Jimmy Thorpe turns in a warm vocal reading here of a better-than-average weeper. He sells the tune with emotion. (Lois, BMI)  
**Are You Sure** . . . 65  
A routine weeper receives a passable vocal from the warbler. (Lois, BMI)

### SMOKEY REASON

**Little Miss Muffet** . . . 69  
FOUR STAR 90—Reason has penned a cute little opus that quotes liberally from familiar nursery rhymes. Should get some air play. (4 Star, BMI)  
**A Boy and a Girl** . . . 65  
Ballad about how nice everything is when you're in love is sung pleasantly. (4 Star, BMI)

### CLIFF GROSS AND HIS TEXAS COWBOYS

**Hog Pen Hop** . . . 69  
Dixiana 105—Cute rural jig tune about fun in the pig pen and on the dance floor is sung with a smile by Gross. Waxing should pull some juke coin. (Dixiana)  
**Smokin' and Jokin'** . . . 61  
He's carefree and unburdened by responsibility and wants to remain that way. Easy listening here, tho potential is slight. (Dixiana)

### ALLEN PLATT

**Vacant Lot** . . . 67  
MERCURY 70372—Platt sounds like a capable chanter as he delivers this blue item in a heartfelt manner.  
**Counterfeit Baby** . . . 67  
The gal's a phony says Platt in a sad tale of his trouble with a woman. Okay for spins. (Acuff-Rose, BMI)

### THE GORDONS

**St. Louis Blues** . . . 65  
OKEH 7028—The family group takes off on the Handy epic with a somewhat cool and somewhat Modernaires-styled rendition that moves. It's for the jazz and Northern r.&b. marts. Group might grab more attention with original material. (Handy, Brothers, ASCAP)  
**Swanee River** . . . 60  
The Gordons, a family of singers, bow on the label with a rather cool version of the traditional favorite, backed by a jazz combo. May interest some jazz fans as a few r.&b. fans too. (P. D.)

### HECK HARPER

**Danny the Dancing Donkey** . . . 64  
NORTHWESTERN 2338—The warbler sells this weak novelty effort nicely as he tells about the dancing donkey. Side could get some attention from the kids if exposed to this market. (Maywood, BMI)  
**The Cowboy From Mars** . . . 62  
Another novelty effort about a Martian cowboy receives a pleasant rendition from Harper. This side too has some potential for the kiddie market. (Ridgeway, BMI)



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**BEST BUY FOR SPONSORS:** Live programming, deejay activities and audience loyalties point to this engaging form of entertainment as a profitable buy for radio and television sponsors.

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Published to coincide with the . . .  
**National COUNTRY MUSIC JUBILEE**  
MAY 22-26  
Meridian, Miss.



The Billboard Music Popularity Charts

COUNTRY & WESTERN RECORDS

Reviews of New Sacred Records

**MR. TEXAS**  
 Are You Willing? .....73  
 CAPITOL 2779—Mr. Texas is the nickname of billing Redd Harper, a good sacred singer. This is typical of the kind of material which seldom breaks for a hit, but sells nicely for a long time. (Fiesta, BMI)  
 Jesus Cares .....70  
 This is another pop-country-styled religious item and Harper does it with sincerity. (Fiesta, BMI)

Reviews of New Latin American Records

**TITO PUENTE**  
 Confucious Mambo .....77  
 TICO 206 — Puente has some novel material in this Orientalized arrangement of standard mambo material. It makes pretty listening, and the fabulous precision beat of the ork hard to beat for dancing pleasure.  
 George Woods Mambo .....75  
 The ork achieves a bright modern sound on this side. Brass and rhythm are flashy and exciting. Two top-notch instrumentals for this market.

**NEIL LEWIS**  
 Long Gone .....71  
 GEE 2—A pleasing mambo based on a very simple but effective riff. The instrumentation focuses attention on the rhythm, which is excellent for dancing.  
 Signal Mambo .....70  
 Piano and rhythm combine effectively in this relaxed mambo. A good beat sustains interest all the way.

Reviews of New Jazz Records

**ILLINOIS JACQUET**  
 Jacquet Jumps .....75  
 CLEF 89107 — Jacquet and his sax sparkplug a group of first-rate instrumentalists in a dazzling side here. The harmonics of the group are a little complex but well knit. The tempo is fast and unfailingly exciting. (JATAP)  
 JATAP Conga .....73  
 Jacquet takes back seat here, giving his excellent rhythm section and trumpet man opportunities to lead off the group in a modernized Latin dance opus. After a fancy opening the group settles on a beat in a comfortable dancing groove. (JATAP)

Other Records Released This Week

Country & Western

Absolutely Free; Take Me Back—Charlie Gore, King 1346  
 At the Fiesta; Montana Moon—The Copper Kings, Gilt Edge 18  
 A Brand New Heart; Steamboat Boogie—Ricky Riddle, M-G-M 11741  
 Crying for You; I Keep Forgetting—Virginia Hill Ork, 4 Star 87  
 Don't Monkey Round My Widdler; Part of My Heart Is Missing — The Carolina Drifters, Four Star 78  
 Doubtful Heart; Why Did I Leave Cloutchville—Buddy Attaway, Imperial 8238  
 Give Me a Hundred Reasons; You're the One—Heck Harper, Northwestern 2337  
 I Know About the Bees; Never Let Me Go—Tommy Sands, V 20-5697  
 Johnson Rag — The Rhythm Outlaws, Columbia 48005  
 Just a Friend to You; Do You Love Me Anymore?—Joe Bill, Imperial 8240  
 Lucky in Kentucky; I'll Never Lose This Feeling—Roy Scott, M-G-M 11733  
 Making Believe; More Than a Man Can Stand—Bill Carter, Four Star 91  
 Mama, Don't Cry at My Wedding; You Don't Live Here No More — Jinnie Rogers, M-G-M 11732  
 On Top Of Pikes Peak; Send Me Some Love—Billy Briggs, Imperial 8239  
 Rose of Tijuana; That's How I'll Love You—The Miller Bros., 4 Star 88  
 So Close; All the Time—Jo Ann Tolley, M-G-M 11728  
 Yesterday; Long Ago — Helen Crawford, Imperial 8241

International

Pol Na Pol; Gwizdacy Kupiec—Walt Solek Ork, Dana 819

Sacred

Rock of Ages; God Be With You—The Country Choir, Columbia 21235  
 Trusting in Jesus; I'm So Glad Jesus Lifted Me—Voices of Victory, Decca 48316

Spiritual

My Precious King; Send Down Your Spirit From on High — The Cincinnatians, Brunswick 84029

Polka

Hippity Hop Polka; Dime a Dance Polka—Johnnie Bomba Ork, Dana 3165

Rhythm & Blues

Chocolate Drop; Wild Fire—Lloyd Glenn, Aladdin 3236  
 I've Got a Feelin'; You'll Never Know—Big Maybelle, Okeh (45) 4-7026  
 Louise; Lost Jawbone—Sonny Terry, Groove 0015

Reviews of New Spiritual Records

**THE SKYLARKS**  
 Baptism of Jesus .....77  
 NASHBORO 545—The familiar Bible story is related with emphasis on the comfort that believers can take from their own baptisms. The group works up to a very fast tempo, while holding to a solid beat. A good commercial offering for this market. (Excellorec, BMI)  
 I Stepped in the Water One Day...74  
 Another beautifully harmonized effort, briskly paced and sold with feeling and conviction. (Excellorec, BMI)

**PROF. CHARLES TAYLOR**  
 He's a Wonder .....76  
 TUXEDO 896—An exciting, impassioned reading of this great Alex Bradford material. A solid, driving rhythmic backing by the Gospel All Stars gives punch to his sincerely felt message.  
 I Am on the Battlefield...75  
 A rousing, militant expression of the fight that believers carry on in the Lord's name. The fiery conviction in Taylor's voice is infectious, and will find good reception in this market.

Review Spotlight on... RECORDS

**LEFTY FRIZZELL**  
 A King Without a Queen (Wills, BMI) — Columbia 21241—Here's a touching reading of a lonely weeper by the stylized chanter. It could keep him well on top with his fans. Flip side is "You Can Always Count On Me" (Hill & Range, BMI).

**WEBB PIERCE**  
 Even Tho (Acuff-Rose, BMI)  
 Sparkling Brown Eyes (Forrest, BMI)—Decca 29107  
 Webb Pierce, who has zoomed to the top of the field in two short years, proves again that he intends to be up a long time. He sings these items powerfully. Two sure winners.

SACRED

**STUART HAMBLEN**  
 This Ole House (Hamblen, BMI)—RCA Victor 20-5739  
 —Stuart Hamblen looks like he has a hit his first time out on the label. The tune is a powerful religious item with a message and an infectious beat. Hamblen sells it with fervor. Tune could easily break thru into country and pop. Flip, also in the sacred groove is "When My Lord Picks Up the Phone" (Hamblen, BMI).

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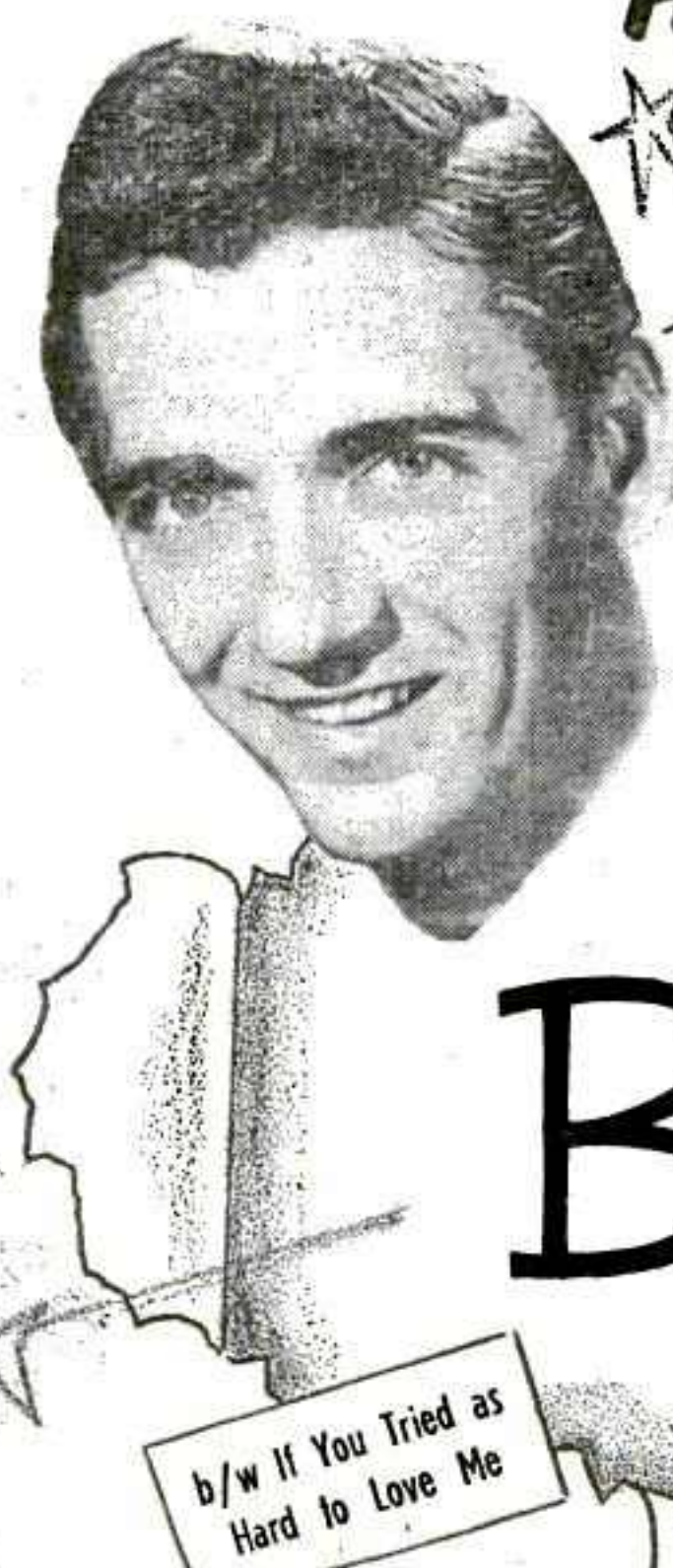
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Eugene Fox, on Checker 792, does the neatest job of the year on "Sinners Dream" that rated him a good 77 in Billboard's reviews. Reports from Nashville point the way to a top seller here. Back side "Stay at Home." A new Little Walter hit is "Oh, Baby" and "Rockin'" on Checker 793. Out less than a week, sales are already making this a member of the hit class. For top profits, these should be in stock right now.

"It's All My Fault" and "Women and Money," by John Lee Hooker, on CHES 1562, is a top number on many juke boxes. Disk jockey reports indicate a growing demand for it.

Keep your eye on this one. Rated a big 83, with advance sales coming in strong—UNITED #173 "FLIGHT 3-D," with Jimmy Forrest Ork doing a terrific job, and on the back side another good bet, "SOPHISTICATED LADY."

States #137 "BLESSED AND BROUGHT UP BY THE LORD," a new sacred release with the CARAVANS, is coming up. Reverse side "JESUS IS A ROCK." A real fine soloist job is done on both sides by BESSIE GRIFFIN. United #172 is beginning to show good reports. "WHOOVEE BABY" backed up with "TELL ME," with the Five C's."

Dealers everywhere are stocking these "picks." Call your distributor today. (Adv.)

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# The Billboard Music Popularity Charts

## RHYTHM & BLUES RECORDS

### This Week's Best Buys

According to sales reports in key markets, the following recent releases are recommended for extra profits:

**THE STORY OF MY LIFE** (Venice, BMI)  
**A LETTER TO MY GIRL FRIEND** (Venice, BMI)—Guitar Slim—Specialty 490  
 Coming up steadily since time of release, this disk is now on the New Orleans territorial chart and is rated strong in other Southern areas like Durham and Nashville. Other territories reporting good sales included St. Louis, Cleveland, Pittsburgh and Upstate New York. Both sides are showing action, but "Story" has the edge at this stage. A previous Billboard "Spotlight" pick.

**BABY, PLEASE—Fats Domino—Imperial 5283**  
 There has been an immediate enthusiastic response to this disk, just released this past week. While parts of the country had not yet been delivered, those that had this disk, saw it take off at once. New York, Philadelphia, Cleveland and Durham were among the territories that reported immediate acceptance. Flip is "Where Did You Stand?"

### R & B 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. Work With Me, Annie—Midnighters, Fed.
  2. Little Mama, Clovers, Atl.
  3. Lovey Dovey, Clovers, Atl.
  4. Shake, Rattle and Roll, J. Turner, Atl.
  5. You'll Never Walk Alone—R. Hamilton, Epl.
  6. Things That I Used to Do—Guitar Slim, Spe.
  7. I Didn't Want to Do It, Spiders, Imp.
  8. It Should've Been Me, R. Charles, Atl.
  9. I Understand, Four Tunes, Jub.
  10. Gee, Crows, Rma.
- Charlotte**
1. Lovey Dovey, Clovers, Atl.
  2. You'll Never Walk Alone—R. Hamilton, Epl.
  3. I Didn't Want to Do It, Spiders, Imp.
  4. Little Mama, Clovers, Atl.
  5. Shake, Rattle and Roll, J. Turner, Atl.
  6. Things That I Used to Do—Guitar Slim, Spe.
  7. It Should've Been Me, R. Charles, Atl.
  8. You're the One, Spiders, Imp.
  9. Darling, Dear, Counts, Dot.
  10. Work With Me, Annie—Midnighters, Fed.
- Chicago**
1. You'll Never Walk Alone—R. Hamilton, Epl.
  2. Gee, Crows, Rma.
  3. Such a Night, C. McPhatter, Atl.
  4. Lovey Dovey, Clovers, Atl.
  5. It Should've Been Me, R. Charles, Atl.
  6. Money, Honey, C. McPhatter, Atl.
  7. Little Mama, Clovers, Atl.
  8. I Understand, Four Tunes, Jub.
  9. Answer Me, My Love—Nat (King) Cole, Cap.
  10. Shake, Rattle and Roll, J. Turner, Atl.
- Cincinnati**
1. Work With Me, Annie—Midnighters, Fed.
  2. Things That I Used to Do—Guitar Slim, Spe.
  3. Lovey Dovey, Clovers, Atl.
  4. You'll Never Walk Alone—R. Hamilton, Epl.
  5. My Friend, Strangers, Kng.
  6. I Didn't Want to Do It, Spiders, Imp.
  7. You're Still My Baby, C. Willis, Okc.
- Detroit**
1. Work With Me, Annie—Midnighters, Fed.
  2. Lovey Dovey, Clovers, Atl.
  3. You'll Never Walk Alone—R. Hamilton, Epl.
  4. Watch Dog, L. Reed, Kng.
  5. Oh, Baby, Little Walter, Che.
  6. Darling, Dear, Counts, Dot.
  7. It Should've Been Me, R. Charles, Atl.
  8. Such a Night, C. McPhatter, Atl.
- Los Angeles**
1. You're the One, Spiders, Imp.
  2. A Thousand Stars, Rivileers, Btn.
  3. Gee, Crows, Rma.

- New Orleans**
1. You'll Never Walk Alone—R. Hamilton, Epl.
  2. Shake, Rattle and Roll, J. Turner, Atl.
  3. I Didn't Want to Do It, Spiders, Imp.
  4. Story of My Life, Guitar Slim, Spe.
  5. Oh, Baby, Little Walter, Che.
  6. Honey, Hush, J. Turner, Atl.
  7. Money, Honey, C. McPhatter, Atl.
  8. Such a Night, C. McPhatter, Atl.
  9. Lovey Dovey, Clovers, Atl.
  10. I'm Your Hootchy Kootchy Man—M. Waters, Chs.

- New York**
1. You'll Never Walk Alone—R. Hamilton, Epl.
  2. Work With Me, Annie—Midnighters, Fed.
  3. Goodnight, Sweetheart, Spaniels, VJ.
  4. I Should've Been Me, R. Charles, Atl.
  5. Such a Night, C. McPhatter, Atl.
  6. Things That I Used to Do—Guitar Slim, Spe.
  7. I Didn't Want to Do It, Spiders, Imp.
  8. Gee, Crows, Rma.

- Philadelphia**
1. Work With Me, Annie—Midnighters, Fed.
  2. Goodnight, Sweetheart, Spaniels, VJ.
  3. Lovey Dovey, Clovers, Atl.
  4. Gee, Crows, Rma.
  5. You'll Never Walk Alone—R. Hamilton, Epl.
  6. I Didn't Want to Do It, Spiders, Imp.
  7. I Understand, Four Tunes, Jub.
  8. Sweet Sue Mumbo, C. Powell, Gra.
  9. Such a Night, C. McPhatter, Atl.

- St. Louis**
1. You'll Never Walk Alone—R. Hamilton, Epl.
  2. Lovey Dovey, Clovers, Atl.
  3. You're the One, Spiders, Imp.
  4. Things That I Used to Do—Guitar Slim, Spe.
  5. Tough Times, J. Brim, Par.
  6. Goodnight, Sweetheart, Spaniels, VJ.
  7. I Didn't Want to Do It, Spiders, Imp.
  8. It Should've Been Me, R. Charles, Atl.

- Balti-Wash.**
1. Goodnight, Sweetheart, Spaniels, VJ.
  2. Shake, Rattle and Roll, J. Turner, Atl.
  3. Little Mama, Clovers, Atl.
  4. You'll Never Walk Alone—R. Hamilton, Epl.
  5. Watch Dog, L. Reed, Kng.
  6. Until Sunrise, D. Washington, Mer.

### Best Sellers in Stores

For survey week ending April 28

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.

Week This	Week Last	Chart	Week	Chart
1	1	12	1	12
2	2	8	2	8
3	3	3	3	3
4	6	7	4	17
5	5	12	5	12
6	4	17	6	7
7	7	9	7	9
8	—	1	8	5
9	10	5	9	2
10	9	2	10	5

### Most Played in Juke Boxes

For survey week ending April 28

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.

Week This	Week Last	Chart	Week	Chart
1	5	10	1	16
2	4	7	2	6
3	2	6	3	9
4	3	9	4	16
5	—	1	5	1
6	—	1	6	9
7	10	4	7	4
8	—	17	8	17
9	—	1	9	1
10	—	1	10	1

### Rhythm and Blue Notes

By BOB ROLONTZ

Epic Record's Roy Hamilton is holding down the No. 1 spot on both The Billboard's best-selling r.&b. charts and most played in juke boxes chart this week. The record is Hamilton's first for the label and the first Epic Record to make The Billboard's r.&b. charts. Also notable on the charts this week is Atlantic's continued domination of the field, with four records on one chart and three on another. Another important fact about this week's charts is that only male singers and groups are featured. The girl singers, at the moment anyway, are being swamped by the warblers and the quartets.

The Harptones open at the Howard Theater, Washington, on May 7 and then play the Royale, Baltimore. Joe Loco's ork plays a week at the Apollo, New York, starting May 7. . . . The Orioles are set for the Apollo on June 4 and Joe Turner plays it on June 11. . . . Johnny Hodges starts at the Hollywood Royal Room, Los Angeles, on May 18.

On Sunday (25) the unit featuring Charles Brown, Amos Milburn, Chuck Willis, Guitar Slim, Margie Day and the Paul Williams ork, drew a gross of \$5,700 in at a dance in Kansas City, Mo. . . . Paul Williams and His Hucklebuckers are now on the Groove label. . . . Guitar Slim's one-nighter trek thru Florida and Texas was so successful that he has been booked back for both territories. He plays one-nighters in Texas from June 16 thru 28, plays the Southern territory including Florida from June 30 thru July 5, and then heads back to Texas for a month-long road trek.

B. B. King and the Bill Harvey ork packed them in at a dance in Houston's City Auditorium Easter Day. Thousands were turned away, and the hall was jammed. Earl Forrest will accompany (Continued on page 33)

### Reviews of New R & B Records

**THE CROWS**  
 Baby . . . . . 85  
 RAMA 29 — The group could have another big one in this rhythmic reading of a bounce item. The vocal gimmicks so evident on "Gee" are on this one too. Looks like a smash, and could move pop, too.

**Untrue . . . . . 79**  
 A ballad reading on this side. And it's good, too, tho not quite as strong as the top side. Could pull coins, too.

**YOUNG JESSIE ORK**  
 I Smell a Rat . . . . . 84  
 MODERN 921—This could break out for a real big hit. The ork and chanting are both of the driving, hectic school. A big rhumba-blues beat and some first-rate lyrics total up to a fine hunk of wax by the new singer. Potent Disk.

**Lonesome Desert . . . . . 74**  
 Good blues item on this side makes for a strong, two-sided disk. Jessie gets backing from a vocal group, too. (Modern, BMI)

**FAYE ADAMS**  
 Crazy Mixed Up World . . . . . 81  
 HERALD 429 — The woes of the (Continued on page 33)

"GOING IN YOUR DIRECTION"

b/w "RED HOT KISSES" TR #216—78's and 45's

A SMASH HIT—BY THE GREAT

## SONNY BOY WILLIAMSON

TRUMPET RECORDS

DIAMOND RECORD CO., JACKSON, MISS.

BRAND NEW SONG—BRAND NEW GROUP—BRAND NEW LABEL

ALL EXPLODING FOR A HIT TOGETHER!!!

# SH-BOOM

"CROSS OVER THE BRIDGE"

## THE CHORDS—Cat-104

CAT RECORDING CORP.

234 WEST 56th St. NEW YORK 19, N. Y.



• Reviews of New R & B Records

• Continued from page 32

world have become unbearable, second-hand loving, etc., and Faye Adams wails her lament with strong impact. A solid blues entry that could attract much action. Watch it. (Angel, BMI)

**Somebody Somewhere...75**  
She's always been careful of her actions and has been the happy recipient of an unknown's prayers. A strong performance by Miss Adams, on a spiritual kick. (Danby, BMI)

**AMOS MILBURN**  
**Milk and Water...81**  
ALADDIN 3240—Could be that Milburn will follow his recent clicks with this addenda to his string of drinking records. It's good material and Milburn invests it with his best effort. (Aladdin, BMI)

**I'm Still a Fool for You...75**  
Okay blues reading of some fairly routine material. (Aladdin)

**BIG JAY McNEELY**  
**Real Crazy Cool...80**  
ALADDIN 3242 — Big Jay's combo pounds out a riotous instrumental reading in the style of "All Night Long" the honking, screaming tenor solos should make this quite a thing for the operators with this kind of location. (Aladdin)

**Let's Split...77**  
At a slower tempo but with that beat much in evidence, McNeely and the boys dissect a riff item based on "Turkey in the Straw" a favorite ingredient for this kind of reading. (Aladdin)

**BUDDY JOHNSON**  
**Ain't Cha Got Me...80**  
(Where You Want Me).....80  
MERCURY 70377—Ella Johnson says she is helplessly in love, in this attractive piece of material. While the ork swings up a storm over a powerful beat, the singer delivers one of her smoothest interpretations heard in quite a while. Good for operators. (Sophisticated, BMI)

**Let's Start All Over Again...78**  
Vocalist Nolan Lewis pleads with his girl not to leave him in this emotional, and somewhat dramatic song. Conceived in a pop vein, the material is obviously designed to appeal to both pop and r.&b. customers, as it certainly will.

**OTIS BLACKWELL**  
**Don't Know How I Loved You...78**  
JAY DEE 791 — Blackwell shouts a familiar lament in this blues of female deception, but it has great ap-

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• Rhythm & Blue Notes

• Continued from page 32

King and the Harvey crew into the New York Apollo next month. . . . Thrush Dolores Gibson has been signed by Aladdin Records. . . . The Lynn Hope crew will be at the El Rancho, Chester, Pa., from June 16 to 20 and June 23 to 27.

Ted Johnson opens his Cotton Club, Lawnside, N. J., for the new season, with **Kenneth Billings** at the organ, to be followed by **Johnny Sparrow and His Bows and Arrows**. . . . May parade at Pep's Musical Bar, Philadelphia, has **Ray Charles**, followed by **Herbie Fields** on May 3; with **Sarah Vaughan**, May 10; **Louis Jordan**, May 17; **Dinah Washington**, May 24, and **Wild Bill Davisson**, May 31. . . . **Red Prysock** takes in Weekes' Cocktail Lounge, Atlantic City, on May 3, and the same night finds **The Do-Ray-Me** trio opening at the Riptide at Wildwood, N. J. . . . **Freddie Cole**, brother of Nat, closing at Horseman's Inn, Willow Grove, Pa., goes to The Lounge, Allentown, Pa.

flock of new talent. New artists include blues shouter **Nappy Brown** from Charlotte, N. C. He was formerly the lead singer with the **Selah Jubilee Singers**. Another new group on the label is the **Hot Shots**. This group has done a lot of backing of vocalists for audition records.

While waiting for a singer to appear, they jammed away themselves and so impressed the Savoy brass that they were signed to the label. The **Dreams**, another new Savoy group, consists of teenage youngsters from Philadelphia who sang together in school. **Deejay Ramon Bruce** of Philadelphia recommended them to the label.

More good blues material and chanting. (Aladdin)

**HELEN THOMPSON**  
**Troubled Woman...71**  
STATES 138 — The big voice and interpretive skills of Miss Thompson do not get much of a work-out in this routine blues. (Pamlee, BMI)

**My Baby's Home...70**  
A tear-jerking blues sung with feeling by Miss Thompson. Material is lightweight, however. (Pamlee, BMI)

**BILL HEYMAN**  
**I'm Doin' Good Now...71**  
HERALD 427—Since their separation things have been riding high, and the chanter shouts of his present happiness. A joyful side with a good beat. Juke boxes can use. (Angel, BMI)

**You'll Cry Some Too...65**  
The theme is reversed here. A fairly effective blues. (Angel, BMI)

**DOTTIE JOHNSON**  
**It's a Shame...69**  
GEE 5 — Backed by the Leroy Kirklind ork, the thrush delivers a blues item in fine fashion. The new label bows impressively with this kind of material.

**Thank You Daddy...67**  
Gal and material are not quite as strong on this side.

**WILLIE HEADEN**  
**I Love You Bobby Sox...67**  
DOOTONE 1203—This is an all-too-obvious attempt to follow items like "Hey, Little Schoolgirl." Headen does okay and the combo maintains a good beat. (Dootsie Williams, BMI)

**Stop Drinking...65**  
Headen impresses as a pretty good singer, but the material here, his own, is just routine. (Dootsie Williams, BMI)

**BEN HUGHES**  
**Someday, Somewhere...67**  
HOLLYWOOD (45) 1014 — With a tear in his voice Hughes mourns a former romance and asks for another chance. Should get some spins. (Golden State, BMI)

**I'm So Crazy About You...60**  
Hughes' baritone warbling is able in this presentation of a so-so ballad. (Golden State, BMI)

**DUCKY DRAKE**  
**1992...64**  
TREND 2500 — Routines blues effort is handed an okay reading by the warbler with fair support from the Dimples Harris combo. (Amestay, BMI)

**DIMPLES HARRIS COMBO**  
**Hey, Mr. Jelly...60**  
Dimples Harris handles the lyrics adequately on this side, while her combo supplies a steady beat. (Amestay, BMI)

RATINGS—COMMERCIAL POTENTIAL

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

90-100, **Tops**  
80- 89, **Excellent**  
70- 79, **Good**  
60- 69, **Satisfactory**  
50- 59, **Limited**  
0- 49, **Poor**

• Review Spotlight on . . .

RECORDS

**WILLIE MAE (BIG MAMA) THORNTON**  
**I Smell a Rat (Lion, BMI)—Peacock 1632—**This is the original version of the tune and with the sensational way Willie Mae Thornton sings it on this disk it could be one of the strongest records of the season. Flip is "I've Searched the Whole World Over" (Lion, BMI).

**LLOYD PRICE**  
**Jimmie Lee (Venice, BMI) — Specialty 494 —** Price should do it again with this new platter on which he sings with emotion of his yearning for his girl. The beat builds and builds. Flip is "Walkin' the Track" (Venice, BMI).

TALENT

**NAPPY BROWN**  
**That Man (Crossroad, BMI)**  
**I Wonder (Savoy, BMI)—Savoy 1129—**Here's a fine new singer, with a real voice and a solid style. He could get a lot of attention with this disk and he bears watching.

SPIRITUALS

**THE PILGRIM TRAVELERS**  
**Shake My Mother's Hand (Venice, BMI)**  
**In My Heart (Venice, BMI)—Specialty 862—**This new record should mean money in the bank for those who handle gospel disks. The group sings with the deep sincerity and the harmony for which they have become known throuout the country.

News Review

• Continued from page 14

"Listen to the Mocking Bird" on the steel guitar.

Charline Arthur was nice to hear and look at. She sang "Waltzing" and "Anything Can Happen When I Am With You" with crowd pleasing ease.

Curtis Gordon, a Mobile musician and singer who is a member of the Caravan, won endorsement by the bushel full from his fellow admirers. His top number was "Leave My Baby Alone."

The Davis Sisters enjoyed plenty of approval from the crowd, which called for repeats from these two girls, smartly dressed and good looking. "Get Going" and "I Forgot" were both well-liked.

Minnie Pearl, popular in the Deep South, particularly with her wise cracks and superb hillbilly acting, had the crowd in stitches with "How to Catch a Man With the Minnie Pearl Plan." "Man," interspersed with really funny sidelines, brought unanimous endorsement. She was called back twice for a bow.

Hank Snow and the Rainbow Boys' top number was "Keep Moving On." Their "Orange Blossom Special," "Blue Bird Island" and "Milk Cow Blues" just suited the crowd which was made up of mostly hillbilly music lovers from Mobile's countryside and nearby rural towns. The mechanical effects were perfect.

Eddie Hill plugged RCA records Friday morning at a RCA store downtown. The majority of tickets to the show were bought with the RCA records as an added inducement.

G. J. Flournoy.

ET'ers and AFM

• Continued from page 13

the first two years and 15 per cent for the last three years.

Increase in contributions to MPTF would work this way: After computing the amount of contributions to be paid into the fund, the transcription firm would add 7½ or 15 per cent of that sum to the contribution.

Present arrangements call for transcription firms to pay 3 per cent of 60 per cent of the gross revenue. Forty per cent is taken off the top of the gross to cover operational costs other than music.

Difference

Under that agreement, a firm doing \$1,000 gross would pay into the Fund 3 per cent of \$600—or \$18. Under the new contract the transcription firms would pay an additional 7½ per cent of \$18 for the first two years and 15 per cent for the remaining three years of the contract.

All other terms of the new contract are said to match the existing agreement.

Meeder's illness is also reported to have stalled negotiations with TV film firms and to have delayed the signing of the agreed contracts with the radio and television networks.

Jockey Club

• Continued from page 14

for more public service programming; (3) to work to discourage records that are derogatory or in bad taste; (4) to work for the employment of more Negroes in all phases of the music industry; (5) to keep abreast of musical trends.

The club will be a social as well as a professional club. All jockeys and broadcasters who work in the metropolitan area are invited to join. Members of the club pointed out that their objectives were shared in by their employers on the local stations.

Members of the club to date are: Hal Jackson and Bill Jenkins, of WLIB, N. Y.; Jack Walker and Leigh Canon, of WOV, N. Y.; Bill Cook, of WAAT, Newark; Tommy Smalls and Phil Landwehr, of WWRL, Long Island City; Hal "Doc" Wade, of WNJR, Newark; Sheldon Lewis, Johnny Bradley and Vince Domingo.

HEADING FOR THE HIT PARADE

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"I GET THE BLUES WHEN IT RAINS"

and

"A Kiss in the Dark" #101

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## 1953 Disk Sales Hit \$205,000,000

### MPTF Breaks Income Down by Speeds; Tax Report May Put Figures Higher

Continued from page 13

Griffin noted that equally important as an index for determining total record industry sales is the statistical information on excise tax payments which is issued quarterly by the Treasury Department.

#### May Be Higher

Altho the tax collection figures for the last three months of 1953 have not yet been issued by the government, the reports for the first nine months of last year indicated that, percentage-wise, the increase in record sales may be somewhat higher than that shown in the Trust Fund figures.

The RIAA believes, incidentally, that the Trust Fund statistics based on AFM reports account for 85 per cent of the actual total retail record volume.

The line-up of industry sales at retail, and not including foreign sales, for the past seven years is as follows:

1947	\$204,200,000
1948	172,620,000
1949	157,875,000
1950	172,700,000
1951	178,950,000
1952	189,460,000
1953	205,000,000

#### Foreign Sales

Griffin also estimated that records pressed and sold abroad from masters owned by American record companies have recently accounted for sales at retail amounting to approximately \$20,000,000 annually.

The break-down of unit sales for the various speeds over the past five years shows the steady decline of the 78 r.p.m. disks from a 94.3 per cent share of the market in 1949 to 66.5 last year.

The 45 r.p.m. speed increased from 4 per cent of the total in 1949 to 28 per cent (including EP) last year. The 33 1/2 disks went from 1.7 per cent of the total in 1949 to 5.5 per cent in 1953.

The very same pattern holds for the dollar volume statistics.

## Columbia Has New '360' Mod For Dealers

NEW YORK, May 1.—Columbia Records will introduce a demonstrator model of the firm's "360" phonograph for dealer use on May 15. The demonstrator will be very similar to the regular "360" except that it will be a manually operated machine, and that both speakers will be in front of the set rather than on the sides.

The reason for moving the speakers to the front of the set is to make it possible for dealers to use it in any type of room or position. With the speakers in front, the set can be used with the back and side against the wall of a listening booth or in a small blocked-in compartment at the counter. It will have a double sapphire needle and will be available in mahogany finish only.

The set will sell to dealers for well under \$100, tho' the price had not been settled as of this week. The firm will put a big promotion behind the demonstrator "360" in order to get it into as many stores as possible.

## M-G-M Signs Up 'Threepenny' Cast

NEW YORK, May 1.—M-G-M Records yesterday signed a contract for the original-cast album rights to "The Threepenny Opera," the Kurt Weill-Marc Blitzstein opus now in its third month of performance here.

The first of three recording sessions will be held Monday (3), and the project will be pushed to a release date target of June.

The diskings will mark the first time M-G-M has cut a live show for album production.

## NEWS REVIEW

### Kapp Records' 'One God' Has Broad Appeal

Class record shops, educational and religious organizations, and schools will welcome Kapp Records' first album, "One God—the Ways We Worship Him." Here, on a 12-inch LP running 53 minutes, is a wealth of good will, good taste and high moral purpose. In producing this distinguished package Dave Kapp, one of the important names in the record business, has truly shown how wide are the horizons bounded by the narrow groove.

"One God" was given its debut on the Ed Sullivan TV program several weeks ago. It has now reached the dealers' shelves. It is an understatement to say that it merits most attentive merchandising, for it is a class product that cannot fail to have impressive impact in areas not generally reached by the record business. The sources of greatest possible sale are obvious, and dealers should examine their consumer listings in order to bring it to the attention of the most likely prospects—whether individuals or organizations. The work—which has the stature of a carefully-wrought documentary—should have a steady sale and become a standard catalog item.

#### Interests All

Briefly, "One God" tells of the spiritual bond existing among Catholics, Protestants and Jews. Eddie Albert, in an illuminating series of narrations, highlights interesting points of each faith. The script, based on the book by Florence Mary Fitch, is testimony to the fact that all of us, in our different ways, have a similar goal: the worship of one God.

Supporting Albert in this solemn purpose are the University Interfaith Chorale, directed by Dr. Harry Robert Wilson, and actors Dickie Allen, Lyn Loring, Vartin Huston, Theodore Osborn, Berry Kroeger, Luis Van Rooten, Miriam Wolfe, Sybil Trent and Michael Mann. The dramatized passages were done by Jerome Lawrence and Robert Lee. Ervin Drake and James Shirl, writers of "I Believe," have contributed a beautiful theme song, "One God." This album, which attaches a new level of excellence to the artist & repertory function, is attractively packaged—with notes and photographs tying in with the script.

Paul Ackerman.

## London Adds 2 International Series to Expansion Moves

NEW YORK, May 1.—London Records, which recently took over United States distribution of L'Oiseau-Lyre Records and next week begins marketing the Telefunken line under its auspices, is readying further expansion which soon will see distribution here of two new international series.

The company will launch a Spanish program consisting of disks bearing a new green label. All these will be cut in Spain by Spanish Columbia, an affiliate of London's parent company, British Decca. First records will be released next month.

A French program will follow in the fall. The latter project, ambitious in scope, will cover opera, poetry, dramatic works and continental pops.

London's Spanish series is aimed at Latin-American consumers here and below the border. It is expected that many will be exported to Mexico and South America. To fill the needs of both markets, liner notes and promotional material will be printed in Spanish and English.

Most of the disks released will

be zarzuelas (Spanish operettas), altho guitar albums, orchestral sets and folk material from various sectors of Spain will also be included. The LP's will list at \$5.95 and carry the "ffrr" imprint. Musical director of the series will be conductor Apaulafo Argenta.

Some of the literary works featured in the French series are from the pens of Rimbaud, Baudelaire, Racine and Daudet. Artists include the French actors Jean-Louis Barrault, Sascha Guitry and Fernandel.

Two complete operettas will be done with Maurice Chevalier, and the project also calls for the first recording of the Darius Milhaud opera, "Christophe-Colomb," introduced here two years ago by the New York Philharmonic.

## Cap Kicks Off 12" LP Price Line Via Cole

HOLLYWOOD, May 1.—Capitol Records has introduced a new 12-inch LP price line, first of which is the forthcoming Nat (King) Cole "10th Anniversary Album." New series, pegged at a consumer list of \$4.75 plus excise tax, augments LP merchandise sets.

Capitol will add to the new series, with additional releases scheduled to be in the hands of dealers by August 1. New price line is for 12-inch LP merchandise only. Previous LP lines will be continued as heretofore, Capitol stressed, with the first release marking the initial effort by Cole to be used in the firm's 12-inch LP series.

## Owen Elected Webcor Prexy

CHICAGO, May 1.—Norman C. Owen, formerly vice-president in charge of sales for the Webster-Chicago Corporation, was elected president by the directors following the annual stockholders' meeting.

Owen succeeds R. F. Blash, who retains the position of chairman of the board. E. J. Moritz, formerly with the Laminations Division, was promoted to vice-president in charge of manufacturing.

## London Launches DeeJay Campaign On Heath Album

NEW YORK, May 1.—London Records has set in motion an ambitious campaign to launch its latest Ted Heath album, marshaling resources rarely placed in support of a new LP.

The new 12-incher, called "The music of Fats," is a tribute to the late Fats Waller and packages 12 scores by the composer-pianist in newly-recorded treatments by the large Heath band. Included is the complete "London Suite," once a strong seller on 78 r.p.m. disks.

The manufacturer will send 1,500 disk jockeys a package containing all the etchings on single records, plus another disk that holds a specially-recorded message by Heath. Another 500 copies of the LP will be sent to key dealers and reviewers. Blow-ups of the laminated cover art, plus other display and merchandising aids are also moving out to dealers thru distributors.

The album will also be issued as a three-disk EP set, available singly as well, in addition to EP.

## Columbia Announces Bridgeport Expansion

BRIDGEPORT, Conn., May 1.—Columbia Records, Inc., here has announced plans for the immediate construction of a one-story building for the expansion of the plant's manufacturing area here.

The building will be on the site of a driveway between the office and factory buildings. It will be of fireproof construction and will make available 8,000 additional square feet of manufacturing space.

## Webcor Sales Meet Display Amphitheater

CHICAGO, May 1.—Norman C. Owen, vice-president in charge of sales for the Webster-Chicago Corporation, manufacturer of phonographs and tape recorders, announced this week that the firm is constructing a special terrace-like amphitheater in the Grand Ballroom of the Sheraton Hotel here to assure maximum visibility for all who attend the seventh annual Webcor National Sales Conference.

Approximately 400 distributors and their sales executives from all parts of the country will attend the affair, which begins May 21. The theme for this year's conference is "This Is a Year for Selling."

## Two Agencies Set For Hallicrafters Product Divisions

CHICAGO, May 1.—The Hallicrafters Company, Chicago electronic manufacturer, announced this week that two agencies had been engaged by the firm to handle advertising and product promotion. The entire Hallicrafters account has previously been handled by MacFarland, Aveyard & Company, Chicago.

The new set-up was made in order to give the two separate product divisions of the company, television, home radio and communications the proper advertising support.

The Burton Browne Advertising agency, Chicago, will handle the communications field, and the TV and home radio field will be handled by Sheriff-Le Valley, Inc., Chicago.

## 2 Models Added to Jensen Duette Line

CHICAGO, May 1.—The Jensen Manufacturing Company announced this week the addition of two new furniture models to their "Duette" line of two-way high-fidelity speaker systems.

Both models will retail at \$79.50 and are designed for small space. Units can be had with or without wrought iron legs at an additional charge of \$4.25.

## Warncke New Mercury Distributor for Houston

CHICAGO, May 1.—Morris S. Price, vice-president in charge of sales, Mercury Record Corporation, announced this week that the R. Warncke Company is the new Mercury distributor in Houston.

The new firm replaces the firm of Southern Mercury, which formerly serviced the area. Southern has closed its Houston office. Roy Gardner, manager of the Warncke firm, was formerly a Capitol distributor in the territory.

## Dec. Jackpot In Department Store Sales

WASHINGTON, May 1.—Nearly a fourth of all of last year's department store sales of phonograph records, sheet music, pianos and other musical instruments took place in December, the Federal Reserve System revealed in a final tally this week.

Moreover, nearly half of all the sales for the entire year were concentrated in the last three months of 1953, Federal Reserve reported. Sales were fairly steady during the first nine months of the year but took a sizable leap in October, showed bigger gains in November, and the heaviest gain in December. Annual sales of these items last year amounted to only three tenths of one per cent of total department store sales.

December was also the best month of the year for department store sales of radios, phonographs and TV sets, which chalked up 15.4 per cent of annual sales of those items in that month. Better than average sales for those items were also made in January and September, with nearly 10 per cent each, October with 11 per cent, and November with better than 13 per cent. These items accounted for 1.3 per cent of total department store sales that year.

## Dealer Doings

By JOE MARTIN

Dealers who sell high fidelity components are looking for some aid towards excise tax relief thru a special confab set up by the Radio-Electronics-Television Manufacturers Association. The RETMA hi-fi equipment committee will meet in Chicago on May 18 in hopes of coming up with some answers to the problem which places a higher tax on component parts since the tax burden is placed on parts jobbers, and not on the manufacturers.

The excise on the manufacturer price, of course, would be lower than that on the jobber price. Then too, the government now considers the jobbers as manufacturers for tax purposes. Since the tax applies only to complete systems—not components—the whole excise situation is, to say the least, confusing.

#### Detroit

Following the trend indicated by other cities, the Angott Music Distributors, Detroit, dropped the trade-in value on 45 r.p.m. records to 15 cents to operators. This 5-cent decrease here has been attributed to a flood on the market. Another juke box company here has been indicated as joining in this new low price, but it is yet unconfirmed.

#### Midwest

Bob Jones, popular record buyer at the Dayton Company, largest department store in the Twin Cities, reports that Frank Weir's "Happy Wanderer" on London is one of the biggest hits of the year, with demand for the platter exceeding anything that has come along in quite some months. . . . Scott's Music Store, Grand Forks, N. D., is highly satisfied with results being obtained from the Jack French disk jockey show over KNOX, Grand Forks, emanating from the Scott store. . . . Mel Cardinal, of Lew Bonn Company, Minneapolis, reports his firm has taken over distribution for this area of Label X.

Harvey Goldstein, of Campus Camera & Record Store, says the University of Minnesota students who patronize his establishment are going great guns for Perry Como's "Wanted" on the RCA Victor label. . . . Dick Leary, Minneapolis record shop owner, is happy over the fact that "Retailing Daily" publication recently did quite a feature story, with pictures, of his operation. . . . McGowan's Music Store in St. Paul has an interesting window display on kidisks which is attracting attention of passersby.

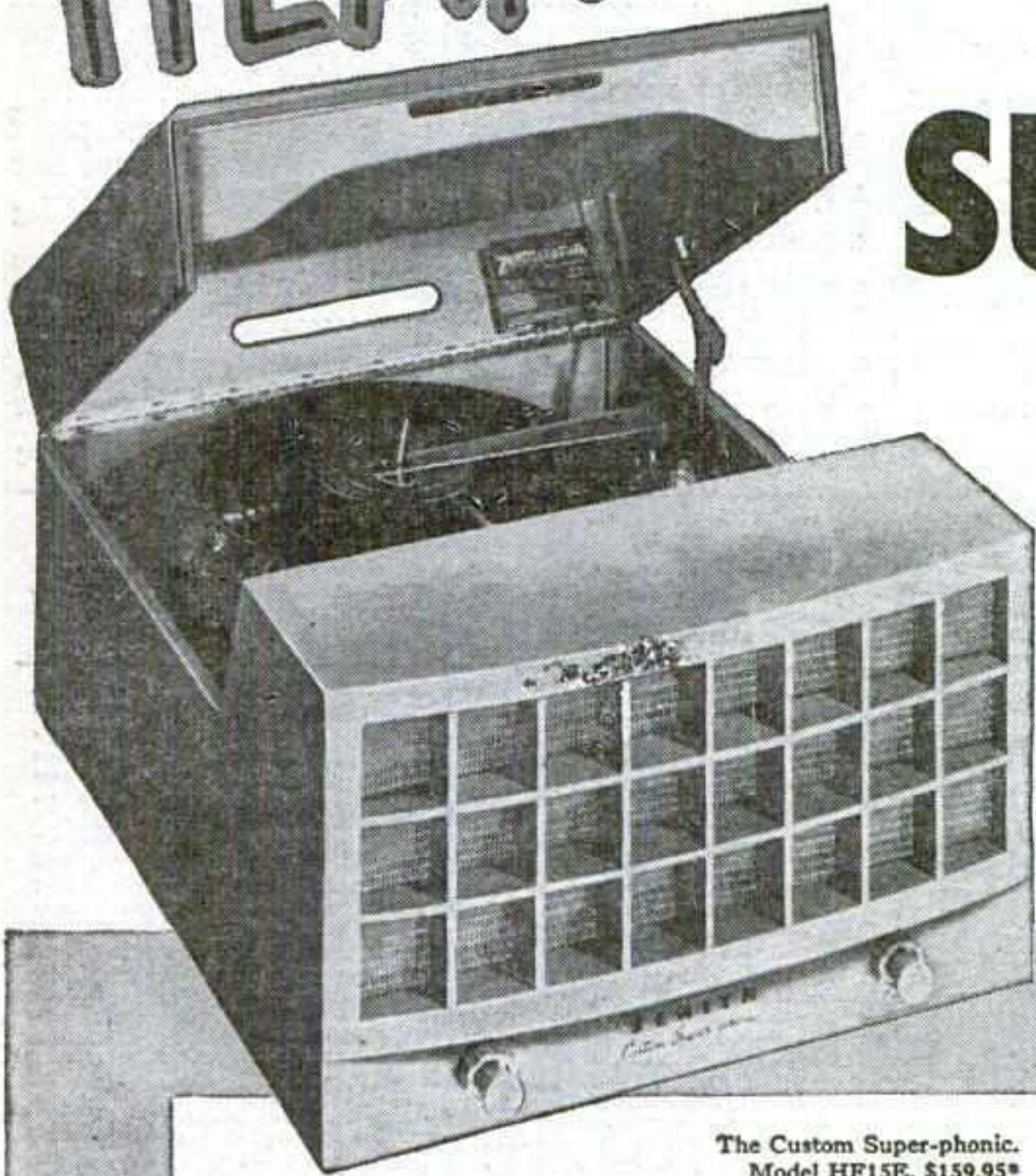


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If ever a High Fidelity phonograph was engineered for sales, this is it. Every last component of the Zenith Super-Phonic is brand new, designed especially for High Fidelity in the same sound laboratories that won Zenith's leadership in FM, the High Fidelity of broadcasting.

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Here's High Fidelity you can demonstrate more effectively than any other hi-fi on the market today. Your customers can hear for themselves the superb realism of the new Zenith Super-Phonic. And you can show them how Zenith's variable speed Cobra-Matic® Record Player lets them play every record at exact recorded speed... takes the "chance" out of High Fidelity!

The Custom Super-Phonic.  
Model HF15E, \$159.95\*  
In Mahogany, HF15R, \$149.95\*

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Zenith Dual-Speaker System with 7 1/2" woofer.



Bass and Treble Controls give infinite variation of tone shadings.



Wide-Angle Sound Dispersion with front emission lets you hear actual "highs", not just reflections.



High Fidelity Amplifier gives essentially flat response from 20 to 20,000 cycles.



Vented Speaker Enclosure uses entire cabinet for sound chamber.



Cobra® Tone Arm features ultra-sensitive barium titanate pickup cartridge, 25 to 20,000 CPS.



Cushion-Sealed Lid with Sound Lock provides effective acoustical seal.



Sponge Rubber Weighted Turntable prevents record slippage, assures non-varying speed.

**BE SURE TO DEMONSTRATE ZENITH'S PRECISION TURNTABLE SPEED**



Let your customer hear the record played at exact recorded speed, as shown by the Stroboscope speed indicator. Then move the control a little fast or slow, making the music flat or sharp. Explain that turntables alone can't be relied on to maintain constant speed. But Zenith adjusts for turntable error... takes the "chance" out of High Fidelity at the start!

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Any Comparison Proves Zenith Superiority!**



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\*Manufacturer's suggested retail price (subject to change). Slightly higher in Far West and South.

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The Billboard Music Popularity Charts PACKAGED RECORDS

Classical Catalog Sellers

All records listed have been available to the trade for more than six months and are considered in the catalog category. Results are based on a survey of the key classical dealers throughout the country. Musical categories change weekly.

EXTENDED ORCHESTRAL WORKS

(Listed Alphabetically)

- DEBUSSY: LA MER; MENDELSSOHN: MIDSUMMER NIGHT'S DREAM (NBC Symphony-Toscanini) ... RCA Victor LM 1221
GERSHWIN: AN AMERICAN IN PARIS; RHAPSODY IN BLUE (Oscar Levant, Philadelphia Orchestra-Ormandy) ... Columbia ML 4026
GRIEG: PEER GYNT SUITE NO. 1; LISZT: HUNGARIAN RHAPSODIES NOS. 1 AND 2 (Philadelphia Orchestra-Ormandy) ... Columbia ML 4132
GROFE: GRAND CANYON SUITE (NBC Symphony-Toscanini) ... RCA Victor LM 1004
MOUSSORGSKY: PICTURES AT AN EXHIBITION (Chicago Symphony-Kubelik) ... Mercury MG 50000
MOUSSORGSKY: PICTURES AT AN EXHIBITION; STRAVINSKY: FIREBIRD SUITE (Philadelphia Orchestra-Ormandy) ... Columbia ML 4700
OFFENBACH: GAITE PARISIENNE (Boston Pops Orchestra-Fiedler) ... RCA Victor LM 1001
RESPIGHI: PINES OF ROME; FOUNTAINS OF ROME (Minneapolis Symphony-Dorati) ... Mercury MG 50011
RESPIGHI: PINES OF ROME; FOUNTAINS OF ROME (NBC Symphony-Toscanini) ... RCA Victor LM 1788
RIMSKY-KORSAKOFF: SCHEHERAZADE (Minneapolis Symphony-Dorati) ... Mercury MG 50009

CHAMBER MUSIC

(Listed Alphabetically)

- BACH: BRANDENBURG CONCERTOS 1, 2 AND 3 (Prades Festival Orchestra-Casals) ... Columbia ML 4345
BACH: BRANDENBURG CONCERTOS 4 AND 5 (Prades Festival Orchestra-Casals) ... Columbia ML 4346
BEETHOVEN: STRING QUARTET NO. 14, OP. 131 (Paganini Quartet) ... RCA Victor LM 1736
BEETHOVEN: PIANO TRIO IN B FLAT MAJOR, OP. 97 ("Archduke") (Rubinstein, Heifetz, Feuermann) ... RCA Victor LCT 1020
BEETHOVEN: PIANO TRIO IN B FLAT MAJOR, OP. 97 ("Archduke") (Fournier, Janigro, Badura-Skoda) ... Westminster WL 5131
DEBUSSY: QUARTET IN G MINOR; RAVEL: QUARTET IN F (Budapest Quartet) ... Columbia ML 4668
RAVEL: INTRODUCTION AND ALLEGRO FOR HARP AND STRINGS; DEBUSSY: DANSES, SACREE ET PROFANE (Stockton, Hollywood Quartet) ... Capitol L 8154
SCHUBERT: PIANO QUINTET IN A MAJOR, OP. 114 ("Trout") (Badura-Skoda, Quartet) ... Westminster WL 5025
TCHAIKOVSKY: PIANO TRIO IN A MINOR, OP. 50 (Rubinstein, Heifetz, Piatigorsky) ... RCA Victor LM 1120
VIVALDI: THE SEASONS (Stuttgart Chamber Orchestra-Munchinger) ... London LL 386

Classical Recent Release Sellers

All records listed have been released within the past six months. Results are based on a survey of the key classical dealers throughout the country. Musical categories change weekly.

EXTENDED ORCHESTRAL WORKS

(Listed Alphabetically)

- ADAM: GISELLE (Paris Opera Orchestra-Blureau) ... London LL 869
BARTOK: CONCERTO FOR ORCHESTRA (Philharmonia Orchestra-von Karajan) ... Angel 35003
COPLAND: APPALACHIAN SPRING; EL SALON MEXICO (Boston Symphony-Koussevitsky) ... RCA Victor LCT 1134
HOLST: THE PLANETS (Philharmonic Promenade Orchestra-Boult) ... Westminster WL 5235
OFFENBACH: GAITE PARISIENNE; STRAUSS: WALTZES (Royal Opera Orchestra-Susskind) ... Bluebird LBC 1065
SCRIABIN: POEM OF ECSTASY; LISZT: LES PRELUDES (Boston Symphony-Monteux) ... RCA Victor LM 1775
R. STRAUSS: DON QUIXOTE (Piatigorsky, Boston Symphony-Munch) ... RCA Victor LM 1781
TCHAIKOVSKY: NUTCRACKER SUITE; SLEEPING BEAUTY BALLET (Philadelphia Orchestra-Ormandy) ... Columbia ML 4729
TCHAIKOVSKY: SWAN LAKE; SLEEPING BEAUTY BALLET (Philharmonia Orchestra-von Karajan) ... Angel 35008
WALTON: BELSHAZZAR'S FEAST (Philharmonic Promenade Orchestra-Boult) ... Westminster WL 5248

CHAMBER MUSIC

(Listed Alphabetically)

- BEETHOVEN: SONATAS FOR VIOLIN AND PIANO, COMPLETE (Heifetz, Bay) ... RCA Victor LM 6701
CORELLI: CONCERTI GROSSI, OP. 6 (Societa Corelli) ... RCA Victor LM 1776
FRANCK: SONATA IN A MAJOR FOR VIOLIN AND PIANO; R. STRAUSS: SONATA IN E FLAT MAJOR FOR VIOLIN AND PIANO (Heifetz, Rubinstein) ... RCA Victor LCT 1122
GRIEG: SONATA NO. 3 IN C MINOR FOR VIOLIN AND PIANO; SONATA NO. 5 IN A MAJOR FOR VIOLIN AND PIANO ("Duo") (Kreisler, Rachmaninoff) ... RCA Victor LCT 1128
PROKOFIEFF: SONATAS, OP. 80 AND OP. 94 FOR VIOLIN AND PIANO (Stern, Zakin) ... Columbia ML 4734
RACHMANINOFF: SONATA IN G MINOR FOR CELLO AND PIANO, OP. 19 (Schuster, Pennario) ... Capitol P 8248
SCHUBERT: CELLO QUINTET IN C MAJOR, OP. 163 (Stern, Schneider, Casals, Katims, Tortelier) ... Columbia ML 4714

Modern, Flair Add To Talent Rosters

HOLLYWOOD, May 1. — Saul Bihari, president of Modern and RPM Records Inc., this week announced the signing of four artists to the firm's labels. Bihari added Clayton Love and Dennis Binder to his Modern label, and "Lover Boy" and Lonnie the Cat to their RPM label. Joe Bihari, president of Flair Records, added Bill Gales and Matt Cockrell to the Flair roster, with releases scheduled to be on the market this week. Both returned from a month-long trip thru the South and Midwest on a tour of distributors and talent hunt.

Directors Elected To Braille Board

NEW YORK, May 1. — James B. Conkling, head of Columbia Records, Inc., and a veepee of Columbia Broadcasting System, Inc., has been elected to the board of directors of the Louis Braille Music Institute of America. According to Albert B. Gorson, veepee of the institute, Stanley Adams, president of the American Society of Composers, Authors and Publishers; Carl Haverlin, president of BMI, and Farny R. Wurlitzer, chairman of the board of the Rudolph Wurlitzer Company, have been appointed to the board of the advisory council of the institute.

LINER NOTES

IS HOROWITZ

In a week the first Telefunken LP's to be issued under London Records auspices will begin moving out to dealers. The German label has at various times been marketed in the United States by Mercury and Capitol, but for well over a year has been absent from the domestic record scene.

There will be 11 disks in the first release, and both 10- and 12-inch LP's will be featured. Artists include such names as the conductors Arthur Rother, Hans Schmidt-Isserstedt and Rolf Reinhardt, violinist Christian Ferras, and singers Martha Modl and Emmy Loose. The repertoire is varied and comprises opera, chamber music and orchestral works.

London will release Telefunken disks regularly, probably alternating the issues with L'Oiseau-Lyre entries, while continuing to turn out its regular line in the accustomed generous numbers. With the addition of two new international series, as well (see separate story), London activity reaches a new high.

FUTURES . . .

Westminster will issue a collection of Bartok songs performed by soprano Magda Lasso. . . M-G-M has a first LP recording of the Mendelssohn Sextet, Op. 110 due out soon. . . Vox has recoupled two Jacques Thibaud recordings for early release as a memorial to the violinist who died in an airplane crash last September. The works are the Mozart Concerto No. 3 and the Chausson Poeme.

Angel is deep in a recording project to mark the 25th anniversary of the death of Serge Diaghilev. Naturally, it will be a ballet package, and the multi-disk set will contain many of the familiar works he created for the Ballet Russe. The conductor will be Igor Markevitch, who as a young man worked very closely with Diaghilev.

POP PATTERN . . .

RCA Victor has ready to go an album of standard ditties by Frank Sinatra. The etchings, collected as "Fabulous Frankie," date back to the early 1940's. . . Three impressive albums being readied by Decca are "Hollywood Rhapsodies" by Victor Young, "Songs of Inspiration" by Fred Waring, and Danny Kaye in selections from his new Paramount movie "Knock on Wood." . . Angel will debut its first Edith Piaf album early in May. It will be called "Bravo Pour Le Crown." . .

PASSING NOTES . . .

George Mendelssohn, president of Vox, is back in New York after a long stay in Europe. . . Westminster president James Grayson has left for England where he will spend the next seven months. An extensive recording schedule awaits his implementation there. . . Soprano Maria Callas will make her American debut at the Chicago Opera next fall. . . Metopera soprano Hilde Gueden left this week for Europe. She is to record "Der Rosenkavalier" and "Rigoletto" for London Records, before returning to the United States next season.

Decca has prepared its own list of LP's, "Especially Recommended for Hi-Fi," which it is now distributing to dealers. . . Tibor Kozma, who figures as a pianist on Bartok Records, has been engaged to conduct at the Stadium Concerts in New York this summer. . . Contralto Marian Anderson left this week for a South American concert tour. . . Haitian guitarist Frantz Casseus, featured on Folkways Records, makes his New York debut at Town Hall May 10.

NEXT WEEK

★ SHORT ORCHESTRAL WORKS

★ VOCAL (NON-OPERATIC)

★ ALL POP ALBUMS

Best Selling Popular Albums

Albums are ranked in order of their national sales strength at the retail level according to The Billboard's weekly survey of top dealers in all key markets.

LP'S

- 1. THE GLENN MILLER STORY—Sound Track . . . Decca DL 5519
2. GLENN MILLER PLAYS SELECTIONS FROM "THE GLENN MILLER STORY" . . . RCA Victor LPT 3057
3. MUSIC FOR LOVERS ONLY—Jackie Gleason . . . Capitol H 352
4. SONGS FOR YOUNG LOVERS—Frank Sinatra . . . Capitol H 488
5. ROSE MARIE—Ann Blyth, Howard Keel . . . M-G-M E 229
6. TAWNY—Jackie Gleason . . . Capitol H 471
7. MUSIC TO MAKE YOU MISTY—Jackie Gleason . . . Capitol H 455
8. KISMET—Original Cast . . . Columbia CL 6273
9. I BELIEVE—Perry Como . . . RCA Victor LPM 3188
10. CALAMITY JANE—Doris Day, Howard Keel . . . Columbia ML 4850

EP'S

- 1. THE GLENN MILLER STORY—Sound Track . . . Decca ED 2124-5
2. GLENN MILLER PLAYS SELECTIONS FROM "THE GLENN MILLER STORY" . . . RCA Victor EPBT 3057
3. MUSIC FOR LOVERS ONLY—Jackie Gleason . . . Capitol EBF 352
4. SONGS FOR YOUNG LOVERS—Frank Sinatra . . . Capitol EBF 488
5. ROSE MARIE—Ann Blyth, Howard Keel . . . M-G-M X 229
6. TAWNY—Jackie Gleason . . . Capitol EBF 471
7. I BELIEVE—Perry Como . . . RCA Victor EPB 3188
8. MUSIC TO MAKE YOU MISTY—Jackie Gleason . . . Capitol EBF 455
9. THAT BAD EARTHA—Eartha Kitt . . . RCA Victor EPB 3187
10. I REMEMBER GLENN MILLER—Ray Anthony . . . Capitol EBF 476

Reviews and Ratings of New Popular Albums

A MAN AND HIS MUSIC . . . 75 Skitch Henderson, Piano (1-10") Capitol L 502

A lot of people will be interested in this new set. It features the well-known musician and radio personality in a program of light classics just as featured on his late evening radio seg. Henderson conducts the orchestra and plays the piano on such items as Ravel's "Habanera," a Shostakovich polka, "To a Wild Rose," and his own composition "Courtship." Good, lush listening and background music.

TCHAIKOVSKY: LOVE THEMES . . . 71 Jesse Crawford (1-12") Decca DL 8059

Clever packaging and parlaying of the Crawford name with ultra-lovely melodies should make this a worthwhile package with a long future in the standard category. Organist Crawford is assisted by a harpist on a few selections. Material, all by Tchaikovsky, includes themes from "Romeo and Juliet," the Fifth and Sixth symphonies, First Piano Concerto, etc. Most are quite familiar sounding to non-classical fans. Good mood music.

CALYPSO CARNIVAL . . . 68 (1-10") Decca DL 5505

This is one of the best Calypso disk packages to have been issued in a very long time. Featured performers are Lord Beginner, Lord Kitchener, the Lion and the Iron Duke. The eight selections vary greatly in lyric content and in basic melody lines. The result, in any event, is a fine half-hour of entertainment.

Jazz

LEE KONITZ AND THE GERRY MULLIGAN QUARTET . . . 77 (1-10") Pacific Jazz PJLP 10

This is a powerful package for modern jazz aficionados, featuring the one and only Gerry Mulligan and the one and only Lee Konitz. They complement each other neatly and they get a chance to show off their cool musicianship on this new release. Tunes include standards such as "Too Marvelous for Words," "These Foolish Things," "My Old Flame" and the jazz epic "Four Brothers." The waxings were made at The Haig, the Los Angeles jazz spot, and Chet Baker helps out on trumpet with the combo. A strong item for the cool jazz collector.

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DJANGO REINHARDT MEMORIAL VOL. I . . . 71 (1-10") Period SPL 1010

This is the post-war Hot Club of France combo fronted by and featuring the late Django Reinhardt (he died just last year) and with Hubert Rostang on clarinet (much as Grappelly used to back Reinhardt on violin). The selections are all original Reinhardt instrumentals and serve once again to remind jazz fans that the French guitarist was never at a loss for musical ideas. Collectors should want this if for no other reason than because it's one of the few Reinhardt packages which also boasts good recording quality.

CHET BAKER SINGS . . . 65 (1-10") Pacific Jazz Records PJLP 11

Chet Baker has built up a sizable following among modern jazzies via his releases on the label. On this new set, Baker's vocalizing rather than his trumpet work is the feature, tho he does not completely neglect his horn. Unfortunately, his vocal ability is nowhere near his trumpet work, and tho some diehard fans will want the set most will prefer Baker for his trumpet work rather than for his unemotional and limited vocal technique.

Reviews and Ratings of New Classical Releases

SYMPHONY

BRAHMS: SYMPHONY NO. 4 IN E MINOR (1-12")—Stadium Concerts Symphony Orchestra of New York; Leonard Bernstein, Cond. Decca DL 9717 . . . 73

Yet another version of the "Fourth" might occasion some raised eyebrows. But the record business today can stand duplication, it has been repeatedly shown, if the new entries have intrinsic value. And this quality the Bernstein reading has in abundance. The still youthful conductor has won a reputation in many areas of the musical scene and a goodly number of disk buyers should be curious about his Brahms.

BEETHOVEN: SYMPHONY NO. 1 IN C MAJOR; LEONORE OVERTURE NO. 3 (1-12")—Austrian Symphony Orchestra; Conductor X. Remington R 199-156 . . . 64

The mysterious conductor X is no other than Artur Rodzinski, as many will guess who remembers the three-way hassle a year or two back between Rodzinski, AFM President Petrillo and Remington. In any case, we have a good performance of the symphony and overture, competently put to vinyl. What it can do against strong competition on all price levels is something for dealers to weigh individually.

INSTRUMENTAL

RUBINSTEIN PLAYS BRAHMS (1-12")—RCA Victor LM 1787 82

This is the first of a new composer series featuring Artur Rubinstein in shorter piano masterpieces. It is an impressive disk on all counts. Programming for instance. The three rhapsodies, a capriccio and six intermezzi may be listened to in the order presented with utmost pleasure. The performances convey their intimate and introspective nature compellingly. Also

(Continued on page 38)



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## ON EXTENDED PLAY

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### MUSIC OF FATS WALLER — Vol. 2

Piccadilly — Whitechapel (from 'London Suite') — I've Got a Feelin' I'm Fallin' — Blue, Turning Gray Over You **BEP. 6170**

### MUSIC OF FATS WALLER — Vol. 3

Honeysuckle Rose — Ain't Misbehavin' — Alligator Crawl Jitterbug Waltz **BEP. 6160**

## OTHER TED HEATH LONG PLAY HITS

### TED HEATH AT THE LONDON PALLADIUM

Eloquence; Pick Yourself Up; The Champ; Dark Eyes; Blues for Moderns; Do Nothin' Till You Hear From Me; Solitude; The Hawk Talks; I Got It Bad; Rhapsody For Drums; Etrospect; Fourth Dimension **LL-302**

### STRIKE UP THE BAND

Strike Up The Band; Obsession; Clair De Lune; Piper's Patrol; Vanessa; Hot Toddy; On the Bridge; Yours Is My Heart Alone; Alpine Boogie; La Mer; Alouette; Hawaiian War Chant **LL-750**



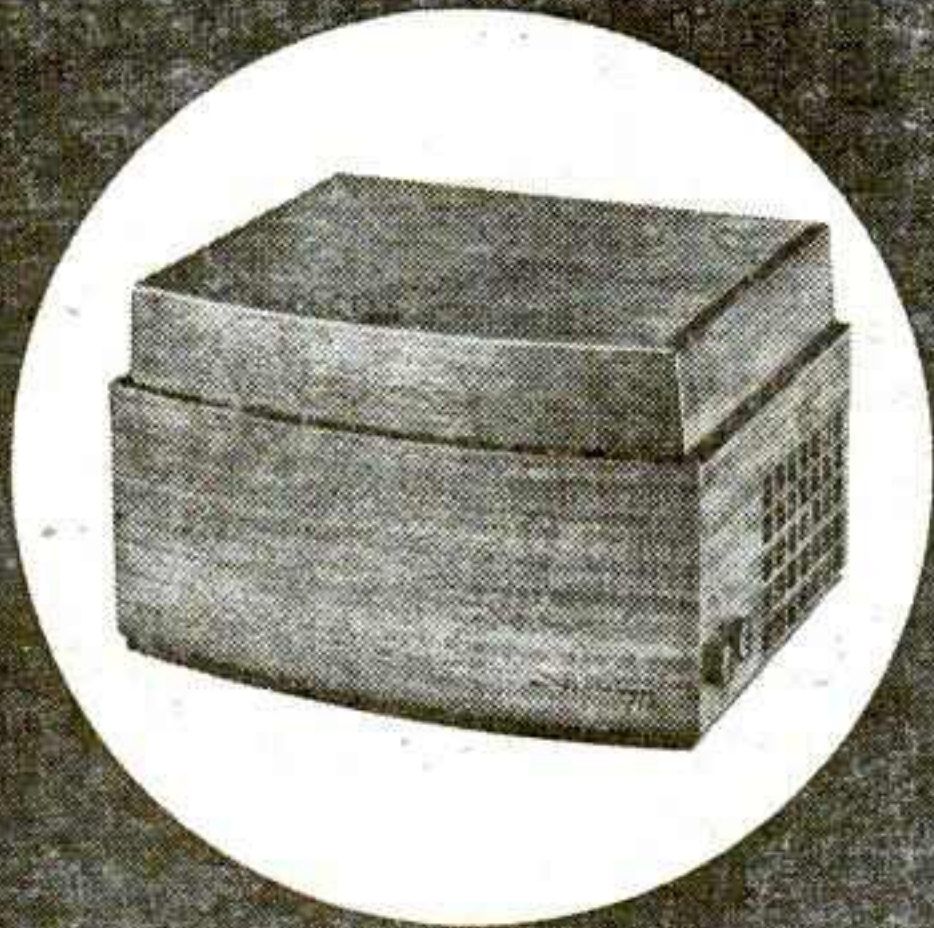
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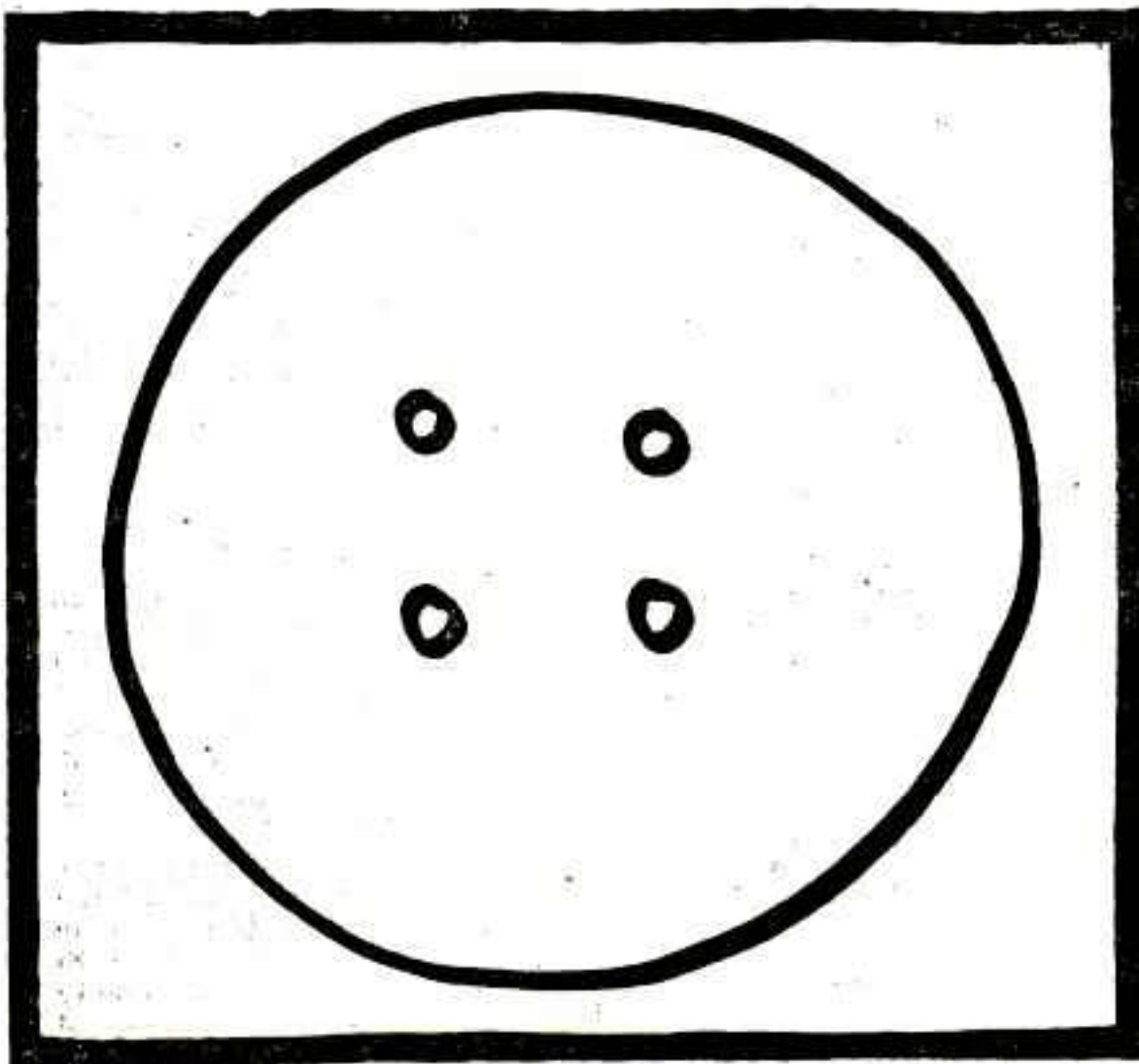
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## Reviews and Ratings of New Classical Releases

Continued from page 36

### IMPROVISATIONS ON OFFENBACH AND STRAUSS (1-12")

—Alec Templeton, Remington R 199-158 . . . . . 73  
Alec Templeton, who has delighted audiences via radio, TV and concert appearances, does it again on this new release featuring selections from the works of Offenbach and Strauss. Basically these are improvisations by the pianist using the infectious melodies of the two composers, and all in all it makes for delightful listening. Seems to be little doubt that the combination of the pianist's name power, the selections and the low price make this a strong set for the market.

### BARTOK: FOR CHILDREN, VOL. 1, AND VOL. 2 (2-12")

—Tibor Kozma, Piano, Bartok 919-920 . . . . . 67  
More sensitive Bartok from pianist Kozma. The short pieces on Hungarian (Vol. 1) and Slovakian (Vol. 2) folk themes bring immediate pleasure, for old as well as young. There's an educational potential here too.

### SPANISH GYPSY AIRS AND RHYTHMS (1-12")

—Carlos Montoya, Guitarist and Ensemble, Remington R 199-171 . . . . . 66  
One of the more interesting guitar packages on LP, this could have a special attraction for folk music collectors. The Flamenco singer Jose Moreno is heard in several of the selections using the "cante Jondo" style of singing, which must be experienced to be believed. Anyone interested in the authentic Spanish Gypsy sound should be steered to this entry.

### ORCHESTRAL WORKS

#### BIZET: L'ARLESIENE SUITES 1 AND 2; FAIR MAID OF PERTH SUITE (1-12")

—Orchestre National de la Radiodiffusion Francaise; Andre Cluytens, Cond. Angel 35048 . . . . . 78  
Music that anyone with even a passing acquaintance of serious music knows and probably likes. Popular in the best sense, it is especially suited for the newer collector or young convert. The reading under Cluytens makes the most of the sunny and occasional passionate passages and must be rated quality-wise with the best of several versions available. Dealers should know that modest package claims of a single movement of the "Fair Maid" suite are exceeded on the record. Actually, three movements are on the disk, a bonus that should pull extra sales if noted. Good gift merchandise.

#### FRAZ LEHAR: THE MERRY WIDOW; STRAUSS: ONE NIGHT IN VENICE (1-12")

—Rias Symphony Orchestra; Gerhard Becker, Cond. Remington R 199-170 . . . . . 75  
It has often been proven in the disk industry that it is near-impossible to satiate the public want for music by Strauss and Lehar. So then, combining a medley of tunes written by each on a single, 12-inch, low-priced LP obviously makes this a good bet. Performance by the American Sector ork of Berlin is good, packaging is excellent and recording quality is more than acceptable.

#### GLAZOUNOV: SCENES DE BALLET OP. 52; VALSE DE CONCERT, NO. 1 AND NO. 2 (1-12")

—Bolshoi Symphony Orchestra; A. B. Gauk, Conductor. Period SPL 596 . . . . . 69  
This is an LP first for the label since none of the three Glazounov works have been previously released on LP. They are played satisfactorily by the Bolshoi Symphony under Gauk. Set should interest balletomanes.

### CHAMBER MUSIC

#### MOZART: FOUR VIOLIN AND PIANO SONATAS (1-12")

—Nap de Klijn, Violin; Alice Heksch, Piano, Epic LC 3034 . . . . . 71  
The inclusion of four sonatas make this a bargain package. Readings of the husband-wife team are musicianly and stylistically correct, if not inspiring. The piano used is a replica of one used by Mozart and its antique sound, which blends so pleasantly with the violin, might attract extra sales if demonstrated.

#### FRANZ DANZI: SONATAS FOR FRENCH HORN AND PIANO (1-12")

—Franz Koch, Horn; Lola Granetman, Piano, Spa 29 . . . . . 55  
The two sonatas by Danzi (1763-1826) are pleasant to listen to in these good performances. But only horn players or avid collectors are likely to evince much interest.

### VOCAL

#### ANTHOLOGY OF RENAISSANCE MUSIC (1-12")

—The Primavera Singers of the New York Pro Musica Antiqua; Noah Greenberg, Director. Period SPL 597 . . . . . 69  
Hardly an anthology, this is nevertheless an extremely interesting collection of 15th and 16th Century motets taken from the works of Dufay, Des Pres, Lassus, Morley and others. Greenberg's six singers have already established quite a reputation in the concert hall and on records and there should be a ready, if moderate, market for this latest effort.

### 50th Birthday

Continued from page 13

for a half-hour session of laughs. Morgan was presented with a scroll by all present, and a silver loving cup affectionately inscribed, but no: before he had been subjected to considerable good-natured ribbing and heckling from the men at the tables and on the dias.

Double-talker Al Kelly, introduced as Senator Stacey threw logic and grammar to the winds as he delivered a feverent encomium on Morgan, the music business and mankind in general. Morgan, it was agreed, had been a rough customer for the music men to handle, but everybody loved him. Liquid cheer was everywhere.

### Capitol Moves

Continued from page 13

the Atlanta branch manager replacing Bob Burrell. Burrell was appointed last week as Capitol's country and western promotion manager with offices in Nashville; Bob Camp, formerly San Francisco branch manager, takes over as head of the Los Angeles branch, and Jim Peterson, formerly a Detroit salesman, will manage the San Francisco branch. Capitol's plians for a Memphis branch have been in the works for many months. The firm has

been anxious to set up its own distribution in this territory for a number of reasons.

The firm felt that it could use more strength in this area on an over-all sales level. In addition, the firm is now going out full tilt for a bigger share of the c.&w. record market, and is going on a big promotion drive to build new country warblers.

The firm believes that an active company-owned distribution branch in the heart of the country area will be of immense value in helping to grab off a larger part of the market.

### Merc Pressing

Continued from page 14

a week. Previously, masters of local talent were made in the United States and involved about three to four months before the records hit the local market in Hong Kong.

Mercury numbers being pressed now on the new facilities are Patti Page's "My Restless Lover" and "Cross Over the Bridge"; Vic Damone's "Stranger in Paradise," and several others current on the American scene. The plant will soon start production on 12-inch and 10-inch LP's on both classics and pops, and both 45's and 45 EP's. Distribution will also extend into Singapore.

Mercury Records also will supply the new firm with color negatives so that they can issue the same artwork and illustrations as Mercury Records here.

## Iturbi Near Set

Continued from page 13

major labels, but who are out-ranked commercially by one or more brother instrumentalists on the same label.

When Elman left Victor it was known that his defection was due primarily to the reluctance of the company to assign important violin works to his recording schedule. These are reserved, in most cases, for Jascha Heifetz, who was given first crack at the standard violin repertoire. And duplications were few.

It was also for the same reasons that Nathan Milstein left Victor shortly after Elman's exit. Milstein went to Capitol where he is the featured violinist on the label. His first disk for Capitol, released last month, coupled the popular Mendelssohn and Bruch concertos.

Top seeded pianists on Victor are Vladimir Horowitz and Artur Schnabel, and to them goes the cream of the piano repertoire. It is understood that Iturbi will figure as soloist in a number of standard piano works for EMI-Angel.

## MPCE and Gale

Continued from page 13

union contract with the Gale firm would be met.

The council then told the committee that if Gale would approve the basic salary and accept it as part of any future agreement, the negotiations would continue. If, on the other hand, Gale refuses to accept this condition as basis for further talks, the committee is instructed to cease all negotiations. The union will then proceed to press the charges of violating the MPCE contract filed against Gale in recent months.

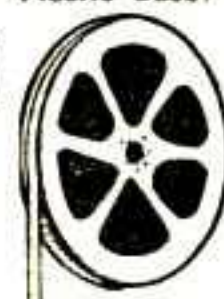
Should the union get to that stage, it might impose a fine upon the Sheldon firm. Gale, of course, could appeal the fine and seek to take the hassle before an arbitration group.

Gale, who left for Europe yesterday (30), was unavailable for comment. He is asked to reply to the union by next Wednesday (5).

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# Burlesque's Talent Cradle Tips Over

Continued from page 1

non-vocal art of the strippers of various types — the devotees of the bump, the grind, the so-called parade strip and those simply known as peelers. But a good talker—and even rarer, a passable singer — always commanded consideration.

## The "Lookers"

A "looker" with nothing more to offer than a parade strip was apt to be against a rough competitive market — particularly with so many of the women principals skilled in dressing up their acts with birds, snakes and other odd props.

In burlesque's good years the Columbia Wheel operated 48 houses ranging from New York to Kansas City, Mo. A rival circuit, known as the Empire (which later operated under such names as the American, Progressive and Mutual Circuit), ran 44 houses. This period, from 1910 to 1928, also witnessed the lush blossoming of numerous independent houses across the country.

The independents ran stock, as against the one-week stands of the circuits. New York had eight independents, Brooklyn had seven and every sizable city with the requisite manly population generally supported two circuit houses and two independents presenting stock.

From this halcyon period came so many of the great show business names who achieved fame in vaudeville, musical comedy and even radio and television.

The careers of Leon Errol, Bobby Clark, Fannie Brice, Bert Lahr and Red Buttons—to name only a few — owe much to the rough and ready training provided by the once-vigorous medium.

## Other Fields

Vaudeville, films and even radio and television have all been named as contributing to the decline of burlesque. Irate mothers and strait-laced city fathers have also been blamed as contributing to the diminuendo of the double entendre.

Many, however, name as the chief contributing cause the sameness of the shows. Nowadays, performers rarely attempt to alter the traditional bits or routines. In better days the field had its own script writers, lyric writers and producers.

The producers franchised their shows to the wheels and to independent operators. Competition resulted in brisk production, lively humor and skilled dance lines.

Some cities are still lucrative burlesque spots. Close to New York, for instance, are Union City and Newark, both in New Jersey. Fans not only from Manhattan but from all parts of Long Island, upstate New York and New Jersey flock to the Hudson in Union City and the Empire in Newark, particularly on weekends.

Attendance has been so good that, in order to prevent mass turnaways, each house changed its Saturday night policy from two shows (an evening and a midnight) to three (at 7:30 p.m., 10 p.m. and midnight). Results have been gratifying.

## N. J. Houses

For many years, in fact since the decline of the prosperous Columbia and rival wheels, only one house catered to patrons in cities like Union City and Newark.

This season, however, two more houses entered these territories—

## Gen. Sarnoff

Continued from page 4

diating the responsibility for a balanced program."

## "Fair" Says ACCF

To this, General Sarnoff replied that he agreed that "broadcasters have a responsibility for proper programing balance and fair play, and we hope you agree that NBC has faithfully discharged its responsibility." ACCF has announced that General Sarnoff's position "seems to us proper, and we commend it to all radio and television stations."

It seems unlikely now that Hunt will be able to place his proposed show with either CBS or ABC, since both those webs also maintain the same policy of control over news and commentary shows.

Minsky's Adams in Newark, and the Colony, which just opened in Union City. In Newark, both the Adams and the Empire have been showing good profits, and it is expected that the same conditions will prevail at Union City.

Generally, tho, burlesque business has been spotty. At the outset of the season, the Hirst Circuit pruned some of its houses. The Kane and Midwest circuits fared somewhat better. On the West Coast, in houses not located in areas not reached by the three circuits, business has been more flourishing.

Here good funsters and straight men are retained for many weeks, stage personnel is of better quality and stronger showmanship is displayed in stock presentation. This area of comparatively better burlesque includes California, Oregon and Washington.

## Night Clubs

Just as many vaudeville performers moved into radio and television, many burlesque artists, particularly women, have gone into the night club field. Numerous club operators, faced with mounting talent and labor costs, have managed to survive by booking in exotic dancers originally from burlesque.

Salaries and production costs of such shows, of course, are much less than an operator would have to pay for name or standard acts. But these night spots, while affording a haven to burlesque performers, cannot be regarded as carrying on the tradition of true burlesque. The genuine art form had its own color, flavor, material and pace—none of which is offered by the bistro seeking to cut corners with a less expensive show

\*Uno is the pen name of Charles Feldheim, who conducts The Billboard's Burlesque Department.

## Music as Written

Continued from page 16

a time-lag tape recorder to achieve an echo effect, is out on the Nor Vajak Label. Norm designed the echo gimmick himself for use in clubs.

Jimmy Featherstone and his orchestra are set at the Cavalier Beach Club, Virginia Beach, Va., for three weeks beginning June 11. . . . Ray Pearl into Peony Park, Omaha, July 9 to 11. . . . Russ Carlisle and his orchestra into Walled Lake Casino, Walled Lake, Mich., July 2-4. . . . Bernie Cummins into Walled Lake August 13 to 15.

Dick Lapalm, local promoter and personal manager, filing suit in Illinois and California against Jeri Southern for back commissions, cash loans and transportation expenses. . . . Janet Brace, Decca recording artist, currently appearing at the Cafe Society. . . . The Mary Kaye Trio currently appearing at the Chez Paree. Norm Kaye has placed several tunes with various publishers and is waiting for their release.

**Cincinnati**  
Dick Noel, Decca recording baritone under the personal management of Harry Carlson, local photographer-songwriter, moves into Vogue Terrace, Pittsburgh, May 10 for a week, to be followed by a fortnight's stand at Alpine Village, Cleveland, beginning May 31, both dates set by GAC. He split last week between the Stage Coach Inn, Hackensack, N. J., and the Enchanted Room, Yonkers, N. Y., set by the same office. Noel is not the Dick Noel working on the staff of a New York TV station.

**Philadelphia**  
Don Nicholas, maestro at the Marlton (N. J.) Manor, has been named a.&r. chief for Paramount Records, new local label. . . . Arcade Records, local label in the Western field has Glenn Taylor with maestro Al Scotoline backing a pair of pops in "Without You" and "I Want a Little Lovin'." . . . Max Dickman, in setting up a new label, Melman Records, concentrates on rhythm and blues. . . . Johnny Farrow, New York publisher-songwriter, is in Einstein Medical Center here with ulcers. This is the home-

**CAIN—Robert,** 67, actor in legit, motion pictures and more recently in radio and TV, April 27 at the Hospital for Special Surgery, New York. He was a member of the Lambs, Actors' Equity and the Actors' Fund of America. Survived by a daughter, Mavis, Beverly Hills, Calif.

**COLEMAN—Charles,** 80, pianist and composer who was known 20 years ago as the "Man of a Million Melodies" on WHN and other radio stations, April 22 in Woodhaven, N. Y. He had composed more than 1,000 songs for piano, musical comedy and band performances, perhaps his best known being "The Charge of the Roosevelt Rough Riders." As a radio pianist with a request program, he was never known to fail to play a song requested. Other of Coleman's activities included concert work, appearances in Tony Pastor's 14th Street Theater, turns in vaudeville and the conducting of a military band and of an orchestra in the old Columbia Theater, Brooklyn. He had also been music director for the Brook-

lyn theaters of Marcus Loew and in the 1890's headed a Brooklyn music publishing firm under his own name. A son and a daughter survive.

**CORNOCK—Sidney W.,** 68, songwriter and actor also known as Billy Curtis, April 28 in Fair Haven, Mass. He had appeared in vaudeville with his wife, formerly known as Lou Lawrence, and wrote songs for such stage personalities as Sophie Tucker, Eva Tanguay, Bert Williams, Frank Crumit and Julia Sanderson. Among his songs are "Doing Business at the Same Old Stand," "There's No One With Endurance Like the Man Who Sells Insurance," "Figure It Out for Yourself," "The Return of Abdul Ameer" and "Cut-Cut-Cut Get a Haircut." His widow and a daughter survive.

**CREIGHTON—Bertha,** 81, former Shakespearean actress, April 14 in Flint, Mich. She appeared as leading woman opposite such prominent Shakespearean stars as Richard Mansfield, Henry Miller, Sol Smith Russell, Louis James, Sir Herbert Beerbaum Tree and Henry Irving. In the early 1920's she organized the Little Theater in Flint and served as its director for 11 years. Cremation in Rochester, Mich.

**DEVEREAUX—Mrs. Louise Drew,** 72, actress-daughter of John Drew, April 23 in New York. She made her debut in 1901 in "Second in Command," followed by roles in "Iris," "Lady Rose's Daughter," "Whitewashing Julia," "Strongheart," "Caught in the Rain," "Her Sister," "Trelawney of the Wells," "Alice Sit by the Fire" and "It Pays to Advertise." She retired 36 years ago. Her husband, Jack, a retired actor, and a son, John Drew Devereaux, also an actor, survive.

**DE VERDIER—Anton,** 75, Swedish actor, in Copenhagen, Denmark, April 21.

**ENDERS—George,** 36, Swedish orchestra leader and composer, in Stockholm April 20. He was leader of the China Theater, Stockholm, and led orchestras in cabarets in Stockholm and Copenhagen. He wrote scores for operettas, films and revues, and composed many pop tunes.

In beloved memory of  
**EDDIE GOLDMAN**  
a beloved husband and father,  
passed away May 9, 1952.  
"Dad, we miss you so."  
Ray, Estelle, Harold and Beverly

**HANNAH—Verda May,** 75, wife of Albert Hannah, formerly associated with Eddie's Exposition Shows, and mother of Cleon Hannah, co-owner of H. & M. Amusements, recently in General Hospital, Petersburg, Va. A native of Brownsville, Pa., she and her husband were known in show business as Mom and Pop Hannah. In addition to her husband and son, she is survived by a daughter, Mrs. Iris Lange, and two sisters, Mrs. Mary Farmer and Mrs. Mahalia Smith. Burial in Memorial Park, Brownsville, Pa.

**HORWIN—C. Jerome,** 48, April 24 in Cedars of Lebanon Hospital, Los Angeles, from a cerebral hemorrhage. A native of New York, Horwin went to Hollywood in 1928 as a story editor and producer for motion pictures. He also was a well-known writer. More recently he had been associated with the Ingo Preminger Agency, representing writers and TV players. Survived by his widow, Eris Parker Crowe Horwin, and two children by a previous marriage, Michael and Elizabeth. Interment in Beth Olam Cemetery, Hollywood.

**HUGENOT—Harry A.,** 71, actor and stage manager, April 27 in New York. He made his stage debut in 1907 in musical stock in Memphis, after which he appeared in Richard Herndon's productions and in "East is West" in 1919. More recently he had been associated with summer stock companies, USO Camp Shows and in radio and TV.

**IVES—Mrs. Cordelia,** 72, mother of Burl Ives, folk singer and radio, screen and stage personality, April 28 in Newton, Ill.

**KENNEY—Clifford,** 45, attorney and television producer, April 24 in New York. He had been with the advertising concern of Robert A. Bortles Company. His widow and three children survive.

**KNOX—Berace N. (Ned),** 81, one-time vaudeville performer, April 6 in St. Albans, Vt. For over thirty years he was a member of the Knox Brothers Vaudeville team, later known as the Knox Brothers and Helene. Survived by his widow, Mamie.

**MAY—Joe,** 74, one of the most famous of early motion picture directors from Europe, April 29 in Los Angeles. Born in Vienna in 1880, he had been associated with the late Ernst Lubitsch, a director, and Producer Eric Pommer in helping to build up the German film industry after World War I. He migrated to the U. S. early, joining Pommer in this country to direct "Music in the Air" with Gloria Swanson for the Fox Film Corporation in the 1930's. In Europe he directed important films with Conrad Veidt, Jan Kiepura and his wife, Mia May, noted actress, who survives. In Hollywood he also made such pictures as "Confession," starring Kay Francis; "The House of the Seven Gables," "The Invisible Man Returns" and "The Invisible Woman," at Warner Bros. Universal and other studios. He gave up directing a number of years ago but continued writing. Interment in Hollywood Cemetery.

**MILLER—Fred Curley,** 59, veteran trouper, April 26 in Grace Hospital, Hutchinson, Kans. For many years he traveled with the show troupes throughout the United States and South America. After his retirement from the road, he was employed as a stagehand at the Fox Theatre, Hutchinson, and at the time of his death, he was custodian of Convention Hall and Arena, that city. Survived by his widow, and his mother, Mrs. Harve Miller.

**MURRAY—Fred C.,** 84, veteran outdoor amusements figure who had spent more than 60 years in the fireworks field, in New York April 25. (Details in Outdoor Section.)

**NOYAK—John,** 45, production expeditor for Van Praag Productions, April 28 in New York. Previously he had been associated with the Du Mont television network. There are no immediate survivors.

**RAIF—Torsten,** 53, Swedish opera tenor, April 27 in Stockholm, Sweden. He had sung in London; Vienna, Austria; Budapest, Hungary; Prague, Czechoslovakia; Zurich, Switzerland, and other European opera houses, and had made his debut with the Metropolitan Opera, New York, in 1945. Debuting at the Met in "Lohengrin," he also appeared in "Aida," "Tannhauser," "Meistersinger," "Die Walkure," "Othello" and "Parsifal."

**RODGERS—Thomas W.,** 65, circus hostler and long-string driver, in Canton, O., April 26. He had driven horses in this country and Europe for many circuses and during recent years was with Dalley Bros. Circus. Burial in Canton.

**ROWLAND—Edwin W.,** 70, actor, stagehand, box-office treasurer and manager of stage companies and theaters, April 28 in New York. He made his debut at five in Proctor's 125th Street Theater, at 14 became a stagehand apprentice in Chicago and at 20 was the youngest road company manager in the country. He had managed many Broadway shows and in 1937 was in charge of theater management for the Federal Theater Project. He also managed tours for such stars as Sigmund Romberg, Markova and Dolan, Paul Whiteman and Victor Borge. A son and a sister survive.

**SCHANKE—Ingolf,** 77, Norwegian actor, in Oslo, Norway, April 16. He made his debut in 1897 as a member of the Norwegian National Theater Company. Recently he gave up acting to direct stage productions.

**SCHWENSEN—Harold,** 59, Norwegian actor, for many years president of the Norwegian Actors Federation, April 17 in Oslo, Norway. He spent his entire career as a member of the National Theater Company.

**SEYMOUR—Evelyn Francis Edward,** 71, distinguished soldier, magician and 17th Duke of Somerset, April 28 in London. Besides a long, impressive military career in World Wars I and II and the Boer War, he had borne the royal scepter at the coronation of King George VI. He was an accomplished magician and for many years was president of the Magic Circle, the association of exponents of the sleight-of-hand, where he became known as the Magical Duke. He had been a member of the Magic Circle since 1910 and had nearly 100 tricks in his repertoire. His son survives.

**SMITH—Ray M.,** 48, circus contracting agent, March 22 in Napa, Calif. At the time of his death he was with Clyde Beatty Circus. The past two seasons he worked under Paul Eagles on the Ringling Bros. and Barnum & Bailey Circus. He had also been associated with the Siebrand Shows and Crafts 20 Big Shows. Survived by his mother and a sister, Wanda Near, Edmonton, Alta. Burial in London, Ont.

**WEBER—Clifford F.,** 64, pianist, April 26 in Detroit. A member of the Detroit Federation of Musicians, he was with the William Finkel orchestra for two decades. Survived by his widow, Louise, and a daughter, Mrs. Theodore Brown. Interment in Forest Lawn Cemetery, Detroit.

## Joe Laurie Jr.

Joe Laurie Jr., veteran vaude performer and comedian, and an authority on the indoor show business, died April 29 at St. Clare's Hospital, New York, at the age of 62. He had been ill many months.

Born on New York's lower East Side, he claimed to have held 80 jobs by the time he was 16. He teamed with Aileen Bronson in a comedy act wherein she was one of the original "dumb blondes." Later he toured as a single and eventually billed himself as the "Pint-Sized Comedian." On the side he wrote skits for other acts.

He entered radio in Chicago in the early '20's as an emcee and had been in and out of it a number of times. Among stagershowers in which he appeared were "The Gingham Girl," "Plain Jane," "Over the Top" and "Swing Your Lady."

Laurie was a prolific writer, particularly about the theater, and for some years contributed a column to Variety. With Abel Green, editor, he wrote "Show Biz," a compilation of reflections about the entertainment world "From Vaude to Video." A later single work was "Vaudeville: From the Honky Tonks to the Palace." He collaborated on several movie scripts as well.

In recent years he appeared as a panelist on the radio show, "Can You Top This?" until illness forced his retirement last fall.

His widow, June, a son, Bryant; a brother, Julius, and a sister, Mrs. Joseph Roberts, survive.

## MARRIAGES

**COOPER-KRAUSE—**Jackie Cooper, actor, and Barbara Krause, non-pro, April 29 in Washington.

**DAWSON-PFOFF—**Joseph M. Dawson, ex-professional roller skater on the Cella & Wilson and Pella's Broadway shows and later concessionaire on various other shows, and Patricia Ploff in Allentown, Pa. May 1.

**HULSE-PHIFER—**Sgt. Daniel O. Hulse Jr., son of Dan Hulse, of the Herber Theater Supply Company, Dallas, and Paula Phifer April 2 in El Paso, Tex.

**THOMAS-HARDIE—**Gary Eldon Thomas, son of Art Thomas, of the Art B. Thomas Shows, and Margaret Sheila Hardie April 19 in Long Beach, Calif.

## BIRTHS

**GALBRAITH—**A daughter April 14 in North Hollywood Hospital to Mr. and Mrs. John Galbraith. Father is a KNXT staff announcer.

**STURMACK—**A son, Michael Joseph, to Mr. and Mrs. Arthur Sturmack in Norton's Infirmary, Louisville, April 25. Father is former owner of Biller Bros. Circus. Mother is former aerialist on the show.

**THOMPSON—**A son, David Arthur, April 25 to Mr. and Mrs. William F. Thompson in Hollywood Presbyterian Hospital. Father is office supervisor at KTTV.

## Diskeries Vie For Doris Day

HOLLYWOOD, May 1. — The record companies are wasting little time in talking to Doris Day about a recording pact even tho her contract with Columbia still has about a year to run (The Billboard, May 1).

This week rumors were prevalent that Capitol had the singer in the fold, but no confirmation could be obtained that a deal had had been consummated. However, an exec of the firm indicated that they were working hard to sign the singer. RCA Victor has also been giving the thrush a solid sales talk, it is reported. Both firms are bidding high.

Columbia Records does not consider itself out of the running and is doing its best to keep Miss Day in the fold. In 1950 Columbia re-signed the singer to a new contract after a long period of negotiations during which it appeared that she was ready to head for another record firm.

## Bostic Coast Tour With 9G Guarantee

HOLLYWOOD, May 1. — The Earl Bostic orchestra has been set for a lengthy series of dates along the West Coast with guarantees totaling \$8,750. Bostic is set with a total of 21 dates thru May 29, including six days in Portland, Ore. Ork is booked at nightly guarantees of \$500 against a figure of 50 per cent over \$1,000 gross. Unit will work Olympia, Wash.; Seattle, Portland, Chico, Calif.; Vallejo, Calif.; San Luis Obispo, Fresno, Santa Barbara, Long Beach, Las Vegas, San Bernardino, Sacramento, Stockton and San Francisco.

Dates were set by the Ben Waller Agency here.

town for the writer of "Changing Partners." . . . Vickie Tano, former trumpet man with Tommy Dorsey, is heading his own outfit at the Club Boulevard. . . . Ross Raphael brings his and into Ken Barry's, new roadhouse nitery which opens this week at nearby Gloucester Heights, N. J.



## New Ky. State Fair, Exposition Center Construction Set

Work on \$15,400,000 Plant to Start This Year; Coliseum to Be Included

LOUISVILLE, May 1.—Construction of the new, long-planned Kentucky State Fair and Exposition Center to cost an estimated \$15,400,000 will be started this year. The announcement was made by Governor Wetherby at a meeting attended by representatives of some 100 organizations in the State.

Construction bids will be sought in the near future, Wetherby said. Of the total cost, \$6,500,000 will be financed by bonds, the remainder from holdings of the State Fair Board and money provided by the State Property and Buildings Commission.

The center will include a Coliseum, an exposition building, pavilions for dairy cattle, beef cattle, sheep, swine, horses and poultry, a restaurant, a cafeteria and a stadium for both football and baseball. The exposition is to be designed to provide the latest in facilities for canning, cooking, sewing, horticultural and other exhibits at the State Fair and at other events.

### Seating Capacity

The indoor arena will have 14,532 permanent seats and a seating capacity of 16,572 for basketball. The stadium is to have 21,209 permanent seats and 10,000 temporary seats. Design of the stadium will make it possible to expand it ultimately to 70,000 capacity. The exposition building will cover 223,500 square feet, the livestock pavilion 184,600, and the sheep and swine building 77,400 square feet.

Situated just off Preston Highway, opposite Standiford Field, in South Louisville, the center will have five entrances and 68 acres of hard-surfaced parking space for 11,000 cars. The site adjoins Louisville's proposed north-south expressway and the Henry Waterson Expressway, only a short distance from an interchange on the new Louisville-Elizabethtown Turnpike.

The decision to go ahead with construction was made after a

## Sam Hamid Passes at 64 In Worcester

ATLANTIC CITY, May 1.—Samuel J. Hamid, 64, a resident of this city for the past year, died in Worcester, Mass., Tuesday night (27) at Memorial Hospital of a heart ailment. The brother of George A. Hamid, New York agency head and owner of multiple show properties, Sam had managed White City Park, Worcester, a Hamid property, for many years.

He is survived by his widow, Suzanne, and brothers, George, Michel and Nahim. The last two are currently residing in Lebanon where Sam was born. He immigrated to this country as a young man.

Sam had been ill for a couple of years and had undergone an operation. Within the past year he had moved from Worcester to Atlantic City where he had built a new home. White City has been on the market for several years, in part because of Sam's failing health, and a sale was reported ready for consummation this week. The Hamids were reported in Worcester for that purpose.

Widely known in park circles, Sam was also well known at many Eastern fairs. Before his health started to fail he frequently made a number of fairs, aiding his brother George after the park season was over.

The body was on view at the Jeffries & Keaths Funeral home here Thursday night (29). Burial was yesterday in Laurel Memorial Cemetery.

feasibility study had been completed by a New York engineering firm, Parsons, Brinkerhoff, Hall & McDonald, over a six-month period. The study, Governor Wetherby said, showed the site to be the best in the State for the center. It also revealed the project to be a sound one to be partially financed by bonds, the governor said.

### Bldg. Designs

The indoor arena and exposition buildings are so designed that during the winter months at such events as farm shows, home shows, basketball and hockey the exposition building can be used for indoor parking.

Wetherby said that the State Fair attendance increased from 120,000 to 320,000 last year and that the old grounds in the west end of the city were no longer adequate. The old grounds are to be sold before the new center is activated.

Besides the fair, the center will be used for trade, farm equipment, industrial, horse, home, sports, livestock and flower shows, farm meetings and conventions, football, baseball, basketball, wrestling, bowling, conventions, dances, ice shows, musical shows and band concerts.

## M. Traversino Preps Ice Show For Fair Dates

HOLLYWOOD, May 1.—A 60-minute ice show package designed for fairs is being produced here by Mark Traversino with bookings handled by Bobby Earle.

The show, "Ice Classics," features 14 to 26 people, being held flexible to accommodate the fair's budget. Traversino carries his own 22 by 22-foot plate tank that can be installed on grandstand platforms, in cafes, night clubs and hotel rooms. The tank, designed by Traversino and the late Irving Thorns, is guaranteed not to damage floors and a written guarantee to this effect is also offered. Show equipment can be set up and ready for the skaters overnight.

Traversino has been producing ice attractions since 1948. His units have played the Hawaiian Islands, the Philippines and Guam, in addition to local night clubs and theaters.

## TOLEDO BUYS, WILL OPERATE PARK; ITS TAXES SHUTTERED

TOLEDO, May 1.—An amusement park which was forced out of business by city-imposed taxes five years ago now has been acquired by Toledo for operation as a municipal park. The city paid \$50,000 for the old Willow Beach Amusement Park, which was built in 1929 at a cost of \$500,000. The 15-acre property was purchased from the estate of Frank A. Lux, who had closed the spot in 1949 in protest against city taxes. Only the ballroom has been operated since then.

Included in the purchase were the ballroom, skating rink and waterfront property. Concessions and stands are privately owned. Projects for restoration of the park include building of new roads, picnic grounds, ball diamonds and other facilities.

Willow Beach was built at the site of the old Casino Park. In 1932 a fire destroyed the Funhouse and other park structures. In 1947 a Coaster car jumped the track, and in 1949 the ride was razed.

Lux, in closing the park in 1949, said it was doomed to failure right from the start. He blamed the heavy load of city taxes on the various types of amusements in the spot. Closing of his spot left the Toledo field open to Waldbridge Park, located on the opposite side of town.

## EVERYBODY TO PAY?

### Mull Tight Gate Policy For Illinois State Fair

SPRINGFIELD, Ill., May 1.—The Illinois State Fair Advisory Board is mulling a plan for an all-paid gate.

If adopted, the plan could not become effective this year because several enabling statutory requirements would be necessary. Stillman J. Stanard, State Agriculture Department director, pointed out. War veterans are admitted free under the existing law. Their families also are admitted free on Veterans' Day. In actual practice, little proof, has been required in the past.

Children under 5 by law are admitted free but the practice has been to admit children under 12 free.

Last year, the admission was free after 6 p.m. Previously, the paid gate had been knocked off at 9 p.m.

Stanard and Strother G. Jones, fair manager, said that some politicians favor turning the annual into a free fair event but that they oppose this. Stanard and

Jones maintain it would not be equitable to county fairs which are obliged to charge admission.

In 1953, James E. Tays, then fair manager, said total attendance topped the one million mark. In that year, the fair operated more than \$1,000,000 in the red.

## Longer, Drier Summers Seen Outdoor Boon

NEW YORK, May 1.—The American Marketing Association heard last week how weather changes can be taken advantage of and how, also, these changes are having a gradual but definite effect on business.

Walter A. Lynch Jr., an economic researcher, said at the group's two-day convention that a long-range warm-weather cycle is in progress. He described it as a steady shortening of winters, with summers becoming hotter and drier.

Among industries which should naturally benefit from this, Lynch added, are ice cream, soft drinks, outdoor amusements, air conditioning and beer.

Frank Romaine, of Weathercasters of America, said that forecasting of weather has developed tremendously as an industry since World War II. He cautioned the businessmen to employ reputable forecasters, adding that many improperly trained persons are active in the field.

The New York magazine has tentatively scheduled for May 8 a story on Palisades (N. J.) Amusement Park.

## Fred Herrin Inks Nacogdoches, Tex., 175th Jubilee

TULSA, Okla., May 1.—Fred Herrin Jr., of the Paramount Fireworks Company, announced this week that he had signed to furnish fireworks displays at the Nacogdoches (Tex.) 175th Jubilee Celebration May 3-8. Feature will be a depiction of the atomic bomb tests, Herrin said.

Other contracts announced by Herrin include those for the South Texas Blow-out at Alice, Tex., May 14, which will be highlighted by set pieces of oil fields and refineries; the Topeka Centennial Celebration May 22-25 at Topeka, Kan., and the Atchison (Kan.) Centennial June 21-26.

## GETTING OUT OF PENNY BUSINESS

### Park Prices Moved to Nearest Nickel; Some Up, Some Down Since Tax Drop

CHICAGO, May 1.—Prices for rides in amusement parks are moving to the nearest nickel since removal of the federal excise tax on admissions of less than 51 cents. That means that within single parks some ride prices are going up and some are coming down.

These findings resulted from a survey made since removal of the tax. The study was made by a source which declined to be identified.

Park ride operators are getting out of the penny business, the spot check of 30 major parks revealed. Tickets which used to be odd-priced at 14 cents, 17 cents or 26 cents, including tax, are going now at 10, 15 or 25 cents.

For the first time since 1941 there is such a thing as a 15-cent ticket, it was pointed out. While the old tax law applied, the only way to arrive at a 15-cent price was to charge 13 cents plus 3 cents

tax, for a 16-cent total, and then "reduce" this to 15 cents. That way, the operator collected tax for 13 cents but actually took in only 12 cents. Now, with the tax eliminated, 15 cents is 15 cents.

### Set Lower Prices

The source said that where it has been practicable, operators have cut back to lower prices, generally for amortized rides. But in other instances, high prices and replacement costs mean simply that the operator must charge more to make it. Parksters have had no other "raise" in 15 or 20 years, it was pointed out. Thus a ride which cost \$7,900 several years ago now costs \$13,000, but tickets for it still go at approximately 15 cents.

Savings in tax bookkeeping are seen as highly important to park ride operators. It has been estimated that it costs a parkman 5 cents to collect \$1 in tax money

for the government.

Upcoming are a new set of rules and regulations concerning tax reports and these are expected to be simplified. The government has been working about two years on plans for easing the operator-tax collector's chore.

One change which is anticipated but not yet confirmed is that it will be necessary to retain used ticket stubs for only 30 days rather than a year or more.

Also shown by the replies from the 30 parks was an increasing popularity for strip tickets, especially for kiddie rides. While operators often feel they cannot cut back their one-ride price, they do see a clear way for giving bargain prices on multiple tickets. Thus, if an operator's kiddie ride tickets went for 12 cents each, that rate probably still holds. But now he is more likely to be offering strip tickets at perhaps 50 cents for six rides.

## Death Claims Fred Murray, Pyro Veteran

NEW YORK, May 1.—The outdoor amusement world lost one of its popular and colorful personalities last weekend in the death of Fred C. Murray, veteran pyrotechnician. Murray, 84, was found dead in his New Windsor Hotel room on Monday (26) by Ethel Weinberg, executive secretary of the National Showmen's Association, for which Murray had long been chaplain.

Living in semi-retirement recently, Murray had been employed by Palisades (N. J.) Amusement Park. Joe McKee, general superintendent of the park, is NSA president and a long-time friend of Murray.

Murray had worked during the opening Easter week, but failed to report on Sunday (25). McKee's wife, Maggie, called Mrs. Weinberg the following morning after which the discovery was made.

Murray lay in repose Wednesday night (28) at Riverside Memorial Chapel and services were held Thursday morning with burial in the NSA plot at Ferncliff Cemetery, Hartsdale.

Altho best known for his achievements in the fireworks field, Murray had been associated in other phases of outdoor show-business. During his earlier years, in the off-season he occupied himself in the legit field, handling suppers for the theatrical trust controlled by Charles Frohman, Klaw, Erlanger, Nixon and Zimmerman.

He had been associated also with medicine shows, circuses, motion pictures, carnivals and a showboat. For a time he owned nine rides which operated on several carnival midways.

Fred C. Murray was born in (Continued on page 52)

## Horan Reports Prospects Okay For 1954 Tour

AKRON, May 1.—Irish Horan, who had some of his Lucky Hell Drivers auto jockeys here April 28 to stage a series of tire tests at Municipal Airport for Firestone Tire & Rubber Company, indicated that the 1954 season is shaping up well for his show.

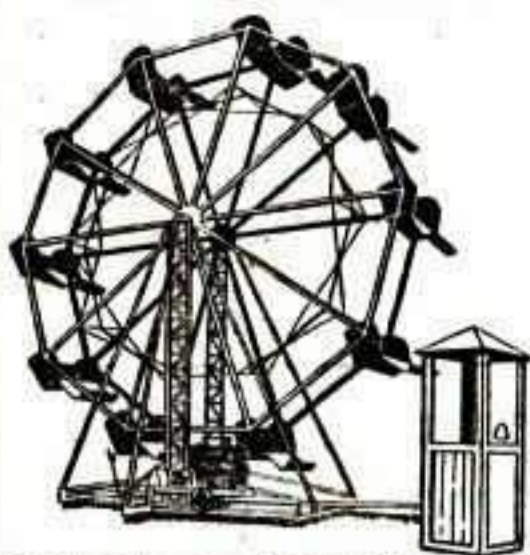
Horan reported that he has secured a number of deals better than he had in former years and that some new fairs have been added to the route. Most of the fairs formerly played by Horan have been re-signed. The established route includes State fairs at Syracuse, Detroit and Indianapolis, and annuals at Hamburg, N. Y.; Danbury, Conn.; Allentown, Pa., and Richmond, Va. In addition the show has a long list of county fairs. The fair season starts July 21 with the Selinsgrove, Pa., event. The show will be in Indianapolis on Labor Day, in addition to two other days during the season.

The tour starts in early June following the 500-mile Decoration Day race at Indianapolis where Horan will serve as announcer. This year the show is using all new Dodge equipment. Already 16 cars and four trucks have arrived at Dodge's Detroit drive-away lot for transport to Horan's Syracuse quarters for painting and lettering. This year the show is using Firestone tubless tires on its cars. They are expected to provide greater stability to cars.

Automotive editors from New York, Chicago, Indianapolis, Cleveland, Akron and Youngstown, O.; newsreel company representatives and NBC-TV personnel were present at the Akron tests. Bill Horton and Whitey Reece, two of Horan's top drivers, put the car and tires thru familiar paces over high rampways and introduced some new stunts in fast cornering with low tire pressures. Horan reported the tests highly successful. Following the tests the Horan drivers returned to Syracuse to complete preparations for the season.



**NEW, PORTABLE ALL-STEEL FERRIS WHEEL**



Outstanding for Portability, Public Appeal, Earning Power and High Quality All-Steel Construction.

Also Builders of Adult and Kiddie Chairplanes, Kiddie Space Planes, Atomic Jet Fighters and Boat Rides, Trailer Mounted Auto Rides.

**SMITH AND SMITH**  
INC.  
SPRINGVILLE, NEW YORK

**NEW! Equipment**

- \* Rodeo Ride
- \* Choo Choo Ride
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- \* Kiddie Auto Ride
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**LOOPER RIDE, in Good Condition**  
**1947 HURLBUT MINIATURE TRAIN WITH 4 COACHES**

This train has been completely re-built and is like new in all respects. These rides can be seen at the Nu Pike, Long Beach, Calif. For information contact

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"I have owned several BIG ELI Wheels; consider a Wheel one of the BIG money-getters of Show business." Considering re-entering the ride business, this experienced amusement man joins many others in recommending the profit-earning **BIG ELI WHEEL**. Learn how YOU can own and operate a profit-earning BIG ELI. Write for Price List A-68 TODAY.

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**Coney Report Discusses Views of Past, Present**

NEW YORK, May 1.—An exhaustive report by the capable and painstaking executive secretary, William A. Nicholson, of the Chamber of Commerce, detailing activities during 1953 and what is anticipated for 1954, reached the hands of members attending the annual meeting in the Seven Seas restaurant recently. The outside cover of the 23-page document bore the names of Moe S. Silberman, president, and Thomas H. Tesuro, chairman of the board of directors. The prexy's message on page 1 referred to the new Coney Island General Hospital, the Aquarium, the William C. Grady High School Library, the new post office, two new public housing projects and the Trump Luna Park development, as improvements to be looked forward to.

Page 2 showed a facsimile of a letter from Robert Moses, park commissioner, who touched on the Aquarium data, plus beach and Boardwalk improvements, additions to Manhattan Beach Park, reconstruction of the Esplanade of the Brighton Beach development and the progress of the privately financed housing project on the site of the old Luna Park and the Velodrome, together with facts about the Gravesend housing project and the one for the Coney ocean front between West 29th and West 32d streets. Moses also goes on record to state that this year work will start on the new Coney Maintenance Building to be located between West 25th and West 27th streets. A part of this building will include a three-quarter-acre playground and a parking field with a capacity for 160 cars.

Fairfield Osborne, prexy of the New York Zoological Society, in his letter on another page, wrote about being able to open the doors of the first unit of the Aquarium in 1955.

**Zurmuhlen Reports**

Next came an article by Frederick H. Zurmuhlen, commissioner of the Department of Public Works, referring to the work of the proposed filling in of the upper end of Coney Island creek and reclamation of 175 acres of the adjacent land; the removal of the Cropsey Avenue and Stillwell Avenue bridges which would mean a saving of \$77,000 a year in operating costs, and a few lines about the current construction of a new 500-bed Coney Island hospital on Ocean Parkway near Avenue Z which will provide for tuberculosis and contagious service. Also that the existing hospital, built in 1910, would be converted into a hospital for chronic disease patients.

John J. Bennett, chairman of the City Planning Commission, touched on the housing projects, the rezoning of public beach areas and fringes of the amusement area and retail and residential sections, the redecking of the Boardwalk, the sewage treatment plan in Staten Island, what benefits would derive by the addition of the Aquarium and a new pedestrian overpass from the West Eighth Street BMT station to the Boardwalk entrance, repairs to existing school buildings, a new health center at West Street and Avenue U, and the new Culver Line connection with the Independent subway for an improvement in rapid transit facilities.

Benjamin Saltzman, borough superintendent of housings and buildings, thanked and commended the membership for co-operation on the subject of the inspection of rides. One paragraph included, "Your members are to be congratulated upon the part they played in making these attractions so safe."

Another letter of praise was

from Edward T. McCaffrey, commissioner of licenses.

**Miscellaneous Matters**

In the statement of the executive secretary were references to the bathhouses admission-tax, to the use of parking meters, to the deaths in 1953 of members Jerome Shifrin and Patrick D. Shea, to the acceptance of new members including Philip R. Bass, Rosalia Realty Corporation, Sam S. Shatzkin, Martin H. Lentchner, Abe Einhorn, George Boudry, Nat B. Hahn, John G. Miner and Allan F. Kramer; a list of receipts and disbursements for 1953, Coney property owners' contributions toward the Aquarium project to the amount of \$10,000, the studying of a rezoning pattern, the widening of West Eighth Street, the clean-up of waters adjacent to Coney, the proposed assessment for storm and sanitary sewers; the federal admissions tax on amusements, civil defense, traffic safety recommendations, promotional activities in 1953 and to come in 1954, a comprehensive review of Mardi Gras work and a resume anent the Brooklyn Public Library's Coney branch plus the filling in of the Coney creek.

Director of Publicity Monroe Ehrman's letter reporting on publicity gained thruout the year mentioned newspapers, magazines, radio, TV and the screen. Also from the Steeplechase press department, Nathan's "Famous, Inc." via a fishing contest, a Coney night at Ebbetts Field and the TV presentation of the Mardi Gras parade; advertising campaigns of Feltman's and Bat-a-Way baseball range, Red Barber's frequent mention of fireworks in his TV and radio baseball broadcasts, the beauty contest sponsored by The Journal-American; the pic. "The Little Fugitive," and the two stage presentations, "Mardi Gras" and "By the Beautiful Sea" that featured many Coney scenes and doings.

**A. C. Event Asks \$75,000**

ATLANTIC CITY, May 1.—The Centennial Association has applied to the City Commission for an emergency appropriation of \$75,000 more to help stage the resort's 100th birthday celebration this year, especially during the "100 golden days" to begin Memorial Day.

Included in the appropriation would be \$20,000 for operation of centennial lights on the avenues and \$30,000 for fireworks.

**MINIATURE TRAINS for EVERY LOCATION**

**MINIATURE TRAIN CO.**  
RENSELAER, INDIANA

**KIDDYLAND OPERATORS**  
**Think Now About New Life in old Kiddylands**  
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**HODGES AMUSEMENT & MFG. CO.**  
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Allan Herschell has the most modern and efficient Merry-Go-Round for your need:

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"world's largest manufacturer of amusement rides"  
NORTH TONAWANDA, NEW YORK

**CUSHU**  
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- \* JET AIRPLANE
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- 1 Safe
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ADULT RIDES — 3-Abrest Merry-Go-Rounds, KIDDIE RIDES — Ferris Wheels, Rocket, Airplane, Chair-o-Plane, Auto, Flying Horse, Pony Cart Ride, C O I N-OPERATED — Cow Pony, Moon Rocket. Write for Catalog. Two Seasons to Pay—Bank Terms.

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"Best Buy in Rides Today"

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We are now working 10 hours a day, 6 days a week, and are starting 2-10 hour shifts to get our orders out on schedule. Can still accept a few more orders for late spring delivery. Standard Model, \$5,500.00; De Lux, \$6,675.00. For particulars address

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Take your home and your family with you—and forget high hotel bills! It's easy to enjoy these advantages in an "M" System Mobile Home.\* Each "M" System Mobile Home has modern design, certified construction, all-aluminum exterior, interior of natural birch with high lustre finish, modern kitchen, bathroom,

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**No Matter  
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You'll sell MORE popcorn  
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**Popsit Plus, the liquid popping oil, gives popcorn BUTTERLIKE appearance, flavor and aroma... corn that looks so good, smells so good, each passerby has to buy!**

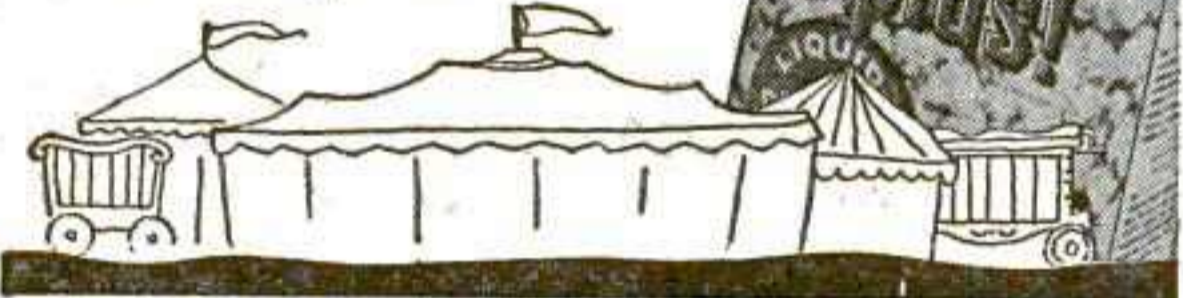
**More Profits, Too**

★ Popsit Plus pops more corn completely—fewer Duds—Less Cost per bag.

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AND local warehouses renew your stock quickly, gallon size cans are easy to handle and carry, easy to use anywhere.

Write for Names of Distributors Along Your Route



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**POPPING OIL SPECIALISTS TO THE NATION**

**Drink Concentrate Market Holds Firm**

**Some Suppliers Look for Increase; Supplies Adequate, Demand Tops 1953**

CHICAGO, May 1.—Prices of soft-drink sirups and concentrates will hold pretty much to levels that prevailed a year ago, supplies are adequate and the good demand thus far this year indicates that users are optimistic regarding the coming season. These findings were indicated in a survey conducted among concentrate makers and suppliers of both powdered and liquid beverage concentrates.

The price situation is firm and unchanged from a year ago. There are some suppliers, however, who believe that prices may go up in the next few months as the result of continued increases in freight rates, and sugar and glass prices. They claim the profit margin they are operating on has slimmed down steadily for the past several years, while prices of sirups and concentrates have not increased appreciably.

**Outlook Good**

Alex Csizsar, of Wonder Orange Company here, reports prices on their orange sirup are the same as they have been for three years and he anticipates no increase. He looks for an exceptional season, noting that business during April perked up considerably after a so-so March.

Sales for the first four months of the year are running 20 per cent ahead of last year, according to Cliff Keefer of the Orange Crush Company. The little tighter economy has prompted the firm to increase its sales pitch but prices are stable. Orange Crush has introduced a new lemonade to its line this year and according to Keefer, demand for this item has exceeded their expectations, with the item getting a big play from theater concession operators.

Citrus Products Company, which sells concentrates to the sirup trade, is holding to firm prices, according to George Howard, sales manager. Demand for their products, which include a wide line of flavors, was slow for the first quarter of the year but during April the sales chart climbed steadily upwards.

Bill Russell, in charge of sirup sales for Dad's Root Beer Corporation, said prices of their sirup were firm and while no change was contemplated in the near future, he felt that due to increased expenses, prices might go up before the season was over. The firm's Frutaste, synthetic fruit flavor introduced last year, has

caught on well both at retail and in the institutional field. No shortages are looked for and the business outlook is good, Russell said.

Real Lemon-Puritan Company, Chicago, has introduced two new frozen concentrates, both of which have been well received. Business on both their frozen and bottled concentrates is well above last year, Ralph Peters reported and from present indications there will be adequate supplies of all types thruout the current season.

With the drive-in theater season getting under way in the Chicago area, Lew Price of Farmer Boy Corn & Equipment Company, reported that demand for orange concentrate has picked up sharply. Supply will be adequate, he said, and prices, which have shown little change for some time, are holding to the same levels that prevailed last year.

No shortages of sirups can be seen by William Evon of Tone Products Company here. Prices are also unchanged, he said and the outlook for the coming season so far as soft drinks is concerned, is good. Firm is holding to its seven flavors of cherry, orange, grape, lemon-lime, lemon, raspberry and strawberry.

**GM MOTORAMA NIXES FOOD**

CHICAGO, May 1.—General Motor's big advertising show, Motorama, which closes its nine-day run in the International Amphitheater here Sunday (2) operated without eat and drink concessions. As a part of the rental arrangement with the building, the motor firm paid to keep the eat stands closed for the run.

**Dad's Root Beer Introduces New Flat-Top Can Line**

CHICAGO, May 1.—Dad's Root Beer Company has jumped on the canned beverage band wagon and will, in the near future, introduce its product in 12-ounce flat top cans, Walter Sala, advertising manager, announced.

The containers will feature a colorful lithograph of the drink being poured, a hamburger sandwich to identify the drink's tie-in with snacks, all superimposed on a gingham background.

The firm also announced new 12, 32 and 64-ounce throw-away bottles for its regular root beer line and a new dietetic beverage that will be sold in 12 and 32-ounce throw-away bottles.

Dad's this week began its own bottling operation here, replacing Dad's Bottling Company of Chicago. First deliveries from the home plant will commence in mid-May.

**Chain of Rocks Bows Up-Dated Food Setup**

ST. LOUIS, May 1.—Chain of Rocks Amusement Park recently opened its season here with a completely new food and drink set-up that includes all new concession stands and a remodeled dining room and bar.

New stands include those for snow cones, cotton candy, hamburgers, popcorn and novelties. These are surfaced with tile both inside and out, have hot and cold running water, aluminum roll-down windows and stainless steel canopies. There is a six-foot red concrete apron around the front of each stand and over \$5,000 was spent on the installation of stainless steel hamburger equipment, wall boxes and storage bins. All counter tops are covered with formica and the basement—where the deep-freeze equipment is located—has been enlarged.

The dining room has been completely refurbished. Five large

picture windows have been installed on the river side, new asphalt tile flooring is in, the walls have been re-done in California redwood and murals decorate the walls.

**Bar Front New**

Chain of Rocks' front bar has been done over. A terrazzo floor has been installed, a new brick bar has a formica top, and a walk-in refrigerator is now in use. A new 32-foot bar has been installed adjacent to the dining room with old time stern-wheel river boats etched into the mirrors.

Restrooms are done in terracotta tile, pink for the women, green for the men. Hot air hand dryers also have been installed.

With the improved facilities, food will become a bigger feature of the park, according to Carl Trippe, president. Steaks and fried chicken are being featured along with bar beverages.

**Chunk-E-Nut Export Biz Up**

LOS ANGELES, May 1.—Chunk-E-Nut Products Company here is making shipments of concession supplies and other items to Alaska, Hawaii and Mexico for summer dates in those areas, Joe Moss, president of the firm, said. The company handles peanut warmers, floss machines and cones, and other items for the midway.

Ed Berg, manager of the local branch, is expected to return here soon following a business trip to Philadelphia. While in the East, Berg contacted manufacturers for new lines that would augment those already on hand.

The local Chunk-E-Nut branch supplied quantities of supplies to both the Clyde Beatty Circus and Polack Bros.' Shrine Circus for their dates here. Gwen Carsey and George Page, of the Polack organization, visited with Joe Moss during the run here.

**Nestle Ups Coffee Output**

NEW YORK, May 1.—Due to increased demand for instant coffee, both at retail and wholesale, Nestle Company, Inc., has again started production at its Granite City, Ill., plant. The firm had stepped up production at its three other coffee plants in recent months but demand has still surpassed the production, it was announced. Improved facilities have been installed in all four plants.

**POPCORN & CONCESSION SUPPLIES**

Supplies and equipment for Popcorn—Cotton Candy—Snowcones—Candy Apples—Cookhouse. Featuring "Star" and "Cretors" Popcorn Machines—"Echols" Ice Shavers.

**UP TO \$100 TRADE-IN**

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**CHUNK-E-NUT PRODUCTS CO.**

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**MODEL 120 FLOSS MACHINE**  
**ONLY \$275.00**

Made by the world's largest manufacturer of floss machines. Guaranteed to outproduce any other standard floss machine on the market... or your money back! There's only one best! **GET YOURS TODAY!**

**CONCESSION SUPPLY CO.**

3916 Secor Rd.  
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Multiplex Faucet Co. Serving the Trade 50 Years

**Mechanical Refrigeration NOW Available—ROOT BEER BARREL**

(45 Gallon Size Only)

Draws 10 to 15 drinks per minute. A delicious solid drink with slight amount of foam when handle is turned to one side, a creamy drink when turned to other side. (No Ice Required.)

**Exclusive!**

8 Gallon Root Beer Barrel (single faucet)  
17 Gallon Barrel (one or two faucets)  
45 Gallon Barrel with Draft Arm for plain soda, plus two faucets for 2 different drinks.



• VARNISHED OAK BARRELS  
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If you operate any of these stands be sure you have our catalogue. Go along with Gold Medal this year and get top quality products at money saving prices and the fastest service in the business.

**GOLD MEDAL PRODUCTS CO.**

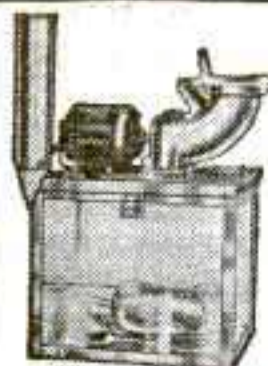
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"All the Snow You Need for Busiest Days"  
Ladle, Scoop, Ice Pick, Funnel, 4 Dispensing Stoppers and Cup Dispenser furnished with each machine. 1/3 H.P., 110 Volt, 60 Cycle, A.C. Motors. Terms: 25% Deposit, Balance C.O.D. F.O.B. Factory.

High Speed Shaver and Plexiglas Case, as pictured — \$137.50. Price of Machine only \$75.00. Stands, \$10.00.  
New Improved Shaver and Plexiglas Case, as pictured — \$312.50. Price of Machine only \$250.00.



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**Machines and Dispensers**  
**FLOSS • POPCORN • CANDY APPLES**  
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Get everything from one source!

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DISTRIBUTORS FOR GOLD MEDAL PRODUCTS



**NEW DEVELOPMENTS**

**Offer Frank Coater, Patty-Making Machine**

NEW YORK, May 1. — Frank-burger Corporation here is now marketing a new machine that bakes, without grease, a golden brown egg roll around either a frankfurter or hamburger. In putting the blanket around the meat a portion is left open to allow the application of mustard or relish.

The mix used is the maker's formula and only cold water is added before baking. To guard against waste a reservoir is attached to the machine which meters the mix into the mold. According to the manufacturer, after the meat is placed in the mold, instant baking produces the sanitary product at the rate of 120 per hour. Each mold is termed a unit and a machine is comprised of several units.

The machine is constructed of polished aluminum and stainless steel and operates on 220 volts, AC or DC current. Maker says it can also produce waffles, cheeseburgers, doughnuts, pancakes and certain types of sandwiches.



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11575 S. Wabash Chicago 28, Ill.  
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WITH SOFT ICE CREAM  
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1348 STADIUM DRIVE • INDIANAPOLIS, IND.

**8¢ PROFIT ON EVERY 10¢ SALE!**  
with **SNO-MASTER** ICE SHAVERS  
Makes Snowcones and Snowballs!  
FREE TRIAL!  
Write for Details!  
**SNO-MASTER**  
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The City of Kansas City, Missouri through its Director of the Municipal Auditorium offers the Food and Soft Drink Concessions including hat check privileges, to an experienced operator on a percentage of sales basis. Contract term will be for ten years. Past experience shows total sales in excess of \$100,000 per year. Your investment in equipment required estimated around \$20,000. Copy of contract covering terms and specifications will be mailed to reliable concessionaires upon written request.

**POPCORN—SNO-KONES—COTTON CANDY—CANDY APPLES**  
and other Equipment and Supplies. Send for free catalog.  
**VICTOR POPCORN SUPPLY CO.**  
107 N. 17th St. Richmond, Va. Phone 7-5538

**HAMBURGER PATTIES SPEEDILY PRODUCED . . .**

CHICAGO—An automatic patty-molding machine that can turn out over 2,000 hamburger patties an hour has been introduced by Holymatic Corporation here. Designed for continuous, high-speed operation, the machine automatically feeds small or large patty papers, while the molding method produces loose knit patties which are claimed to hold their full juice content. Patties can be made any size from sandwich thin to steak thick and in round, square or chop shapes.

**TRAYS SIMPLIFY TAKE-OUT SERVICE . . .**

POMPTON LAKES, N. J. — Pompton Craftsmen, Inc., is now merchandising new handy trays for take-out service. The trays, made of white or colored paper board, provide space for a paper napkin, fork and spoon set, salt, pepper and sugar packets, and will also handle an aluminum dish for serving of hot foods, the firm claims. They are quickly and easily assembled into compact, sturdy and attractive food service units.

**GRIDDLE CLAIMS HIGH SPEED OUTPUT . . .**

CHICAGO — Hotpoint Company here has added a new griddle, known as the Rocket 10, to its line. Firm says it produces 720 hamburgers per hour on its 615 square inches of cooking area. It attains 400 degrees in 17 minutes and thermostats permit the separate operation of either side of the griddle, and at different temperatures.

**CHILI SERVED IN CRACKER CONES . . .**

KANSAS CITY, Mo.—Chili Cone Company has developed a sturdy, cracker-flavored cone in which chili and similar type foods can be served. Serving requires a unit to heat the chili or other product and a dipper. No crackers, condiments, spoons or dishes are involved and there is no clean-up problem. The firm is also producing a chili specialty. A chili is also being produced for the cones by the Rutherford Food Corporation.

**ADDS CHROME FINISH RECEPTACLE TO LINE . . .**

BROOKLYN—United Metal Box Company has added an all-chrome waste receptacle to its Round Top Line. According to the maker, it is sturdy, light in weight and has a self-closing door. Chrome finish is said to be easily cleaned and long lasting.

**FOUNTAIN AIMED TO EASE PEAK PERIODS . . .**

PHILADELPHIA — A fountain, designed to handle peak crowds, is being offered by the Fischman Company here. Known as the Challenger BT84 Bobtail, it features two draft stations, and two separate sets of sirup pumps and crushed fruit facilities—all accessible to two operators at the same time, the maker states. A large refrigerated storage compartment (approximately 15 cubic feet capacity) for bottled and packaged goods is likewise accessible thru large 15 by 15-inch lids on either side. A chipped ice pan is located in the center section of the unit—accessible to the operator thru an 8 by 15-inch lid. Unit also features dual running water dipper wells and waste chutes with sanitary bottoms.

**FULLY AUTOMATIC DOUGHNUT MAKER . . .**

WINSTON-SALEM, N. C. — Krispy-Kreme Doughnut Corporation, this city, has developed an automatic machine with continuous feed that is said to produce from 30 to 60 doughnuts per hour. According to the firm, the unit feeds, fries and turns automatically in full view and easy reach of the attendant. Machine is compact, taking up seven square feet of space.

**ADD SLIDING DOORS TO BEVERAGE COOLER . . .**

DETROIT—Kelvinator Corporation has added sliding doors to its commercial beverage coolers and the units are now being offered with both sliding and lift type doors. According to the maker, the sliding lids offer special advantages to locations that have limited space above the cooler. They are easily removable, providing free access during rush periods, it is claimed.

Made of stainless steel, the lids slide smoothly, are insulated with

Styrofoam and are said to be easily cleaned. The beverage cooler can be operated either wet or dry with thermostat control, made of heavy-gauge sheet steel, rust-proofed inside and out and coated with porcelain enamel. Capacity is 180 eight-ounce bottles.

**Ind. Fair Pact To Hwd. Brands**

CENTRALIA, Ill., May 1.—Hollywood Brands, Inc., manufacturer of a wide line of candy bars, has again been granted the exclusive candy bar concession at the Indiana State Fair, Indianapolis, G. R. Edgar, advertising manager, announced. All food stands will carry Hollywood bars only and several of the firm's salesmen will be at the fair to supervise the operation. Annual runs from September 2-10.

**Helmco Readies New Chicago Plant**

CHICAGO, May 1. — Helmco, Inc., manufacturer of fountain and food concession equipment, expects to open a new \$5,000,000 plant this month in nearby Harwood Heights. The new addition will greatly increase the firm's output, officials said.

**Canned Vegetable Prices Decline**

CHICAGO, May 1.—Food purveyors at outdoor amusements will get a break on prices of canned vegetables this year, according to a survey of big canners. Due to bumper crops of corn, peas, tomatoes, beets, spinach and lima beans last year, canners have cut prices considerably to eliminate the surplus before the new crop is marketed. Prices on institutional size canned corn, for instance, are off \$1 to \$1.50 per dozen compared with a year ago.

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**On Candy Floss**  
Our PERFECTION is just that—Precision built spinnerhead, volt meter, rheostat. No vibration. FREE parts. Write today for free literature.  
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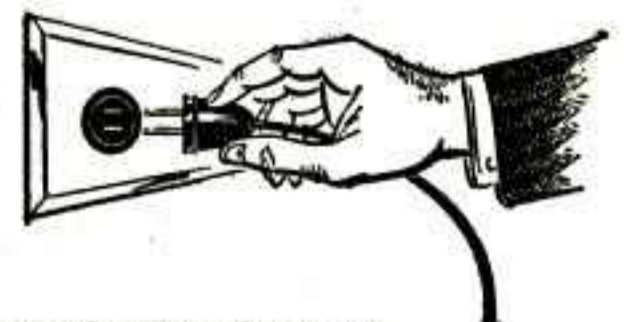
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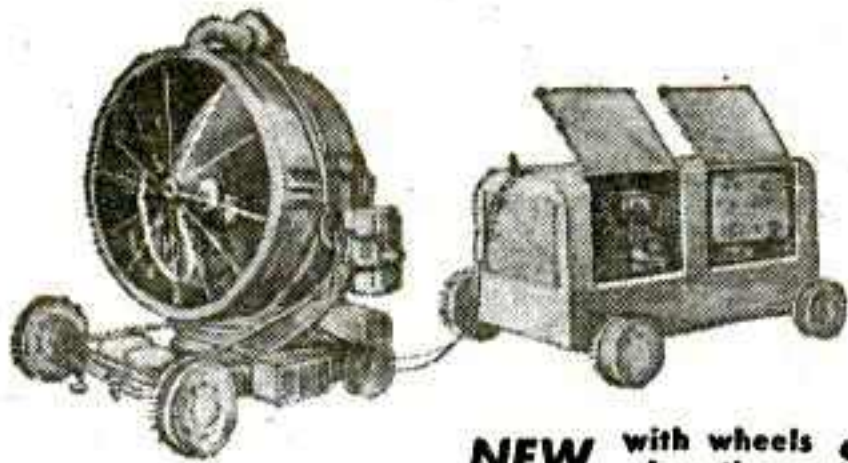


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## COMING EVENTS

- Alabama**  
Birmingham Alabama Home Show, May 11-16. Joe C. Williams, Box 704.
- Arizona**  
Casa Grande—Cotton Week, May 10-15.  
Flagstaff—Southwest Indian Pow Wow, July 3-5.  
Glendale—State Melon Growers Festival, July 9-10.  
Globe—Junior Rodeo, June 26-27.  
Nogales—Cinco de Mayo Celebration, May 3-5.  
Tucson—Shrine-Knights of Columbus Circus, June 3-6.
- Arkansas**  
Bald Knob—Strawberry Festival, May 4-8.  
Portia—Celebration, July 4.
- California**  
Bakersfield—Kern Co. Home & Sports Show, May 5-9.  
Long Beach—International Association of Auditorium Managers Convention, July 18-22.  
Oakland—Spring Garden Show, April 28-May 7. A. D. Dodson, c/o Bank of America, Berkeley.  
Boulder—Celebration, July 4.  
Colorado Springs—Jr. League Horse Show, July 9-11.  
Colorado Springs—Pikes Peak Quarter Horse Show, June 25-26.  
Delta—Delarado Days, July 30-31.  
Denver—Antique Show, July 22-25. L. Verne Slout, Vermontville, Mich.  
Denver—Denver Home Show, May 9-15.  
Fairplay—Gold Days Celebration, July 30-Aug. 1.  
Glenwood Springs—Strawberry Days, June 19-20.  
Greeley—Horse Show, June 26-27.  
La Junta—Koshare Indian Spring Festival, July 16-18.  
Limón—Celebration, July 5.  
Meeker—Meeker Massacre Pageant & Homecoming, July 3-5.  
Salida—Shavano Days of '49, July 4.  
Springfield—Celebration, July 3.
- Connecticut**  
Middletown—St. Sebastian Celebration, May 6-9. Domenick Fantasia, 205 Main St., Thomaston.
- Georgia**  
Atlanta—Southeastern China, Glass & Gift Show, July 18-21. Foster B. Steward, 1401 Peachtree St. N. E.  
Douglas—Centennial, May 16-15.
- Idaho**  
Emmett—Cherry Festival, June 21-26.
- Illinois**  
Avon—Fat Steer Show, Aug. 19-21. Nick Vaaca.  
Bend—Italian Celebration, June 12-13. Albert Bertagnoli.  
Chicago—National Promotional Merchandise Expo., Morrison Hotel, May 3-6.  
Chrisman—Homecoming, July 7-10. Stanley R. Kent.  
Flora—Centennial, July 5-10. George Cooper.  
Galva—Centennial, July 28-Aug. 1. C. F. Bailey.  
Iroquois—Celebration, July 3-5.  
Lexington—Homecoming, July 21-24.  
Olney—Am. Legion Celebration, July 2-5. Vincent Van Cleve.  
Onarga—Princess Onarga Celebration & Centennial, July 2-5. Walter Lick, Am. Legion.  
Palmyra—Terry Park Industrial Fair, July 26-29.  
Polo—Military Days & Homecoming, June 17-19.  
Sumner—Centennial, July 2-5. Phil H. Heyde, Olney.  
Trenton—Annual Homecoming, July 2-4. Chamber of Commerce.
- Indiana**  
Decatur—Spring Festival, May 17-22. Lyle Mallonee, 157 S. 2d St.  
Milan—American Legion Homecoming, June 21-26. Howard Kempfling.  
North Webster—Merrill Festival, June 28-July 3. J. G. Herrman.  
Veedersburg—Am. Legion Fair, July 13-17.  
West Baden—Am. Legion Celebration, July 4.
- Iowa**  
Cedar Rapids—Home Show, May 18-23. Paul Waters.  
Red Oak—Celebration, July 3-5.
- Kansas**  
Dodge City—Boot Hill Fiesta, May 3-9.  
Ogden—Centennial, July 3-5.  
Topeka—Greater Kansas Centennial, May 21-28.
- Louisiana**  
Alexandria—La Market Poultry Show, May 21-23. L. L. Walters.  
Hammond—Southeastern La. Dairy Festival & Livestock Show, May 14-15. C. R. Trahan.  
Natchitoches—La. Broiler Festival, May 14-15. Coleman Martin.  
New Orleans—La. Boat Festival & Pan American Regatta, June 13-14. Paul Schindler, 1468 N. Whit.  
Houston—La. Peach Festival, June 14-19. A. K. Coff.
- Michigan**  
Glenn—Fancake Festival, June 25-27.  
Ishpeming—Centennial Celebration, July 25-31. Howard Varvill, Woolworth Bldg.  
Milwaukee Jet. (Detroit)—Michigan Centennial, June 17-19. Glen W. Bauer, 103 N. Adams.  
Mount Clemens—Amvets Fiesta, July 4.  
New Boston—Sportsmen's Spring Festival, May 10-15. W. T. Hopkins, 1488 South Ave., Toledo 9, O.  
Port Huron—Blue Water Festival, July 12-18.
- Minnesota**  
Caledonia—Centennial, July 16-18. M. A. Duxbury.  
Edgerton—Dutch Festival & Diamond Jubilee, July 21-22.  
Hastings—Celebration, July 3-5. Herbert P. Koch.  
Owatonna—Centennial Celebration, June 11-13.  
Rothsay—Celebration, July 3-5. D. Lindberg.  
Rushford—Centennial, July 3-5.  
St. Cloud—Am. Legion Celebration, July 3-5. Frank Murphy.
- Missouri**  
Albany—Old Soldiers Reunion, July 7-10. Junior Clark.  
Avon—Kiwanis Boy & Girl Livestock Fair, June 4-5. Bill Pettit.  
Camdenton—Dogwood Festival, May 6-9.  
Gallatin—Davies Co. Jr. Lamb Show, June 9. Geo. H. Schmitt.  
Maryville—Pat Lamb Show, June 7. Kenneth Walkup.  
Moberly—Kiwanis Club Jr. Lamb Show, June 15. Carl Henderson.  
Morehouse—VPW Picnic, June 3-5. Post 2174, Sikeston.  
St. Joseph—Apple Blossom Festival, May 12-15.  
St. Joseph—County Dairy Show, June 12. Webb Embrey.  
St. Joseph—Interstate Jr. Dairy Show, June 18. Webb Embrey.  
Maryville—Horse Show, July 21-22. Mrs. Lester Swaney.
- Nebraska**  
Omaha—St. Alfio Festival, June 19-27. A. J. Alexander, 3411 N. 16th.
- Nevada**  
Las Vegas—Elka Helderado & Rodeo, May 13-16.
- New Jersey**  
Hammonont—Feast of the Lady of Mount Carmel, July 12-17.
- New York**  
Haverstraw—Centennial, June 14-19.  
Haverstraw—Centennial, July 26-Aug. 1. Morgan Demarest.  
Haverstraw—Firemen's Convention & Parade, June 14-19. Morgan Demarest.
- North Carolina**  
Winston-Salem—Home Show, May 5-9.  
Douglas Brooks.  
Wilmington—Home Show, May 12-16. Douglas Brooks.
- Ohio**  
Elyria—Grotto Celebration, July 1-5.  
Fort Recovery—Harvest Jubilee, July 5-11. B. B. Burke.  
Garfield Heights—American Legion Carnival, June 15-20. Bill Stredl, 3641 Bosworth Road, Cleveland 11.  
New Riegel—Firemen's Celebration, July 9-5. Harold Burkett.  
Twinsburg—Homecoming, July 7-10.  
Woodville—Am. Legion Celebration, July 1-5. Henry Jerkel.
- Oklahoma**  
Pawhuska—Osage Downs Futurity and Race Meet, May 16-23.  
Pawhuska—Osage Co. Cattleman's Convention & Ranch Tour, June 25-28.  
Pawhuska—Intl. Roundup Club Cavalcade, July 23-25.
- Oregon**  
Portland—Am. Legion Celebration, July 2-5. Monte Brooks.  
Union—Eastern Ore Livestock Show, June 10-12.
- Pennsylvania**  
Arnold—Old Home Week, July 11-17. Arthur F. Fleeger.  
Ebensburg—Am. Legion Celebration, July 4-10. Roland E. Fisher, Selinsgrove.  
Mapleton Depot—Firemen Convention and Celebration, July 2-5. W. E. LaSalle, Saxton.  
Punxsutawney—Old Home Week & Firemen Celebration, July 5-10.  
Tarentum—Paw Township Firemen's Fair, June 13-19. Frank L. Christy.  
Winburne—Clearfield Co. Firemen's Convention & Jamboree, June 7-13. W. E. LaSalle, Saxton.
- Rhode Island**  
Cranston—Bicentennial & Industrial Expo. May 28-June 5. Arthur J. April, 19 Woodland, Pawtucket.
- South Dakota**  
Beresford—Annual Horse & Buggy Days, July 2-3.  
Custer—Gold Discovery Days, July 26-27.  
Elkton—75th Anniversary Celebration, July 27-28.  
Lake Andes—50th Anniversary Celebration, June 11-12.  
Lennox—Diamond Jubilee, June 22-24.  
Madison—Yankee Doodle Days, July 30-31.  
Marion—75th Anniversary Celebration, July 28-29.  
Menno—75th Anniversary Celebration, June 7-8.  
Mobridge—Celebration, June 30-July 5.  
Parker—Diamond Jubilee, June 9-10.  
Pierre—Days of '81, June 14-20.  
Rapid City—Shrine Circus, July 9-11.  
Watertown—Diamond Jubilee, June 20-26.
- Tennessee**  
Humboldt—Strawberry Festival, May 3-8.  
Knoxville—Home Show, May 4-9. Paul Waters, 410 West Church St.  
Memphis—Cotton Carnival, May 8-18.
- Texas**  
Amarillo—Air Force Celebration, May 1-8.  
Beeville—Cinco De Mayo Celebration, May 3-9.

(Continued on page 60)

### CELEBRATIONS

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Middweight Cards, 5 1/2 x 7 1/2: White, Green, Red, Salmon, Yellow ..... 2.00  
Per 100 ..... 2.00  
3,000 Small, Thin "Brownie" Bingo Sheets, 5 colors, loose only, no pads, size 4x5. M. .... 1.50  
Plastic Markers, Red on Green, round or square, 3/4" diam. M. 2.50  
Scalloped Edge, Green only. M. 2.00  
Smaller Size, 3/4" diam., Red or Green Plastics. M. .... 1.50  
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American Beauty: De Soto, Mo.; Fulton 10-15.  
American Midway: Nacogdoches, Tex.  
A.M.P.: Bedford, Va., 7-15.  
Baker United: West Terre Haute, Ind.  
Beam, M. A.: ("D" St. Show Grounds)  
Johnstown, Pa.; Duncansville 10-15.  
Becht, Lee: (Fourth & Cutler) Cincinnati, O., 4-9; (Water Works Park) Norwood 11-15.  
Belle City: Milwaukee.  
B&H: Clover, S. C.  
Big State: Arkansas City, Kan.  
Blue Grass: Evansville, Ind.  
Bogle, F. C.: El Dorado, Kan.; Kansas City 10-15.  
Boone Valley: Boone, Ia.; Perry 10-15.  
Borderland: Victoria, Tex.  
Burke, Harry: Baton Rouge, La., 4-10.  
Burkhardt: Flat River, Mo.  
Byers Bros.: De Queen, Ark.  
Capital City: Dalton, Ga.; Dayton, Tenn., 10-15.  
Cattlet Greater: Kansas City, Kan., 4-17.  
Cavalcade of the West: Dallas, Wash.  
Central States: Dodge City, Kan.  
Cetlin & Wilson: Petersburg, Va.  
Chanos, Jimmy: Richmond, Ind.  
Collins, W. T.: Minneapolis.  
Continental: Kingston, N. Y.  
Crafts Expo.: Lone Pine, Calif.  
Crafts 20 Big: Las Vegas, Nev., 13-16.  
Del Fiore Am.: Youngstown, O., 7-16.  
Desbro: Geneva, N. Y., 3-15.  
Douglas: Hoquiam, Wash.  
Drago Am.: Kokomo, Ind.  
Drew, James H.: Huntington, W. Va.  
Dumont: Winston-Salem, N. C.  
Dyer's Greater: St. Genevieve, Mo.; Mounds, Ill., 10-22.  
Eastern Am. Co.: Auburn, Me.  
Eddie's Expo.: Jeannette, Pa.; Saltsburg 10-15.  
Ferris, Carl D.: Roanoke Rapids, N. C.; Altoona, Pa., 10-15.  
Franklin, Don: Arlington, Tex.; Miami, Okla., 10-15.  
Franklin, Don, No. 2: Karnes City, Tex.; Pryor, Okla., 11-15.  
Frontier: Boulder City, Nev.  
Funland Expo.: Camden, Mo.  
Garden State: Walnutport, Pa., 3-15.  
G. & B.: Buckhannon, W. Va.  
(Continued on page 52)

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Beatty, Clyde: Bakersfield, Calif., 4; Fresno 5; Madera 6; Modesto 7; Redwood City 8; San Mateo 9; San Leandro 10; San Rafael 11; Ukiah 12; Scotia 13; Eureka 14-15; Willits 16.  
Buck, Edgar: Temple, Okla., 5; Walters 6; Cristiani Bros. & Bailey Bros.: Pecos, Tex., 4; El Paso 5-6; Alamogorda, N. M., 7; Los Cruces 8; Silver City 10; Globe, Ariz., 11-12.  
Davenport, Orrin: Winnipeg, 8-15; Brandon, Man., 17-22.  
Gainesville Community: Tyler, Tex., 7-8.  
Gray, Gil: Lincoln, Neb., 3-9.  
Hagen Bros.: Hannibal, Mo., 4; Keokuk, Ia., 5; Fort Madison 6; Muscatine 7; Burlington 8; Moline, Ill., 9-10; Galesburg 11; Ottawa 13.  
Hamid-Morton: Altoona, Pa., 4-8; Chicoutimi, P. Q., 15-16.  
Kelly & Miller Bros.: Fairview, Okla., 4; Cherokee 5; Anthony, Kan., 6; Wellington 7; Winfield 8.  
Kelly-Morris: Portsmouth, Va., 4; Courtland 5; Suffolk 6; Hopewell 7; Richmond 8; Ashland 10; Alexandria 11; Baltimore, Md., 12; Towson 13; New Castle, Del., 14; Lancaster, Pa., 15.  
King Bros.: Terre Haute, Ind., 4; Crawfordsville 5; LaFayette 6; Kokomo 7; Marion 8; Anderson 10; Muncie 11; New Castle 12; Richmond 13; Connersville 14; Middletown, O., 15; Portsmouth 17.  
Mills Bros.: Bellevue, O., 4; Clyde 5; Perrysville 6; Temperance 7; Ypsilanti 8; Polack Bros. Eastern: (Aud.) Canton, O., 6-8; (Armory) Akron 10-15.  
Polack Bros. Western: (Aud.) San Francisco 4-9; Santa Rosa 10-11; (Aud.) Oakland 13-23.  
Ring Bros.: Manchester, Tenn., 4; Woodbury 5; Smithville 6; Sparta 7; Crossville 8; Albany, Ky., 10.  
Ringling Bros. and Barnum & Bailey: New York 4-9; Boston 11-16.  
Von Bros.: Danville, Pa., 4; Shamokin 5; Ashland 6; Minersville 7; Hamburg 8.

## DRIVE-INS

CROSS-KEYES Drive-In, New Oxford, Pa., is now having its buying and booking handled thru the Midway Drive-In Theater Corporation. . . Roy Sullender's National Screen Service Corporation, Philadelphia, is handling the buying and booking for the Sky-Vu, Gratz, Pa., and the Ashley, Ashley, Pa., while Allied Motion Picture Theater Service, Philadelphia, is handling the Sandy Beach Drive-In near Harvey's Lake, Pa.

. . . Gary Rykel, manager of South Loop 13 Drive In, San Antonio, reported to police that thieves had stolen 14 loud speakers from the lot. The speakers were valued at \$150. . . George Glover has been named manager of Starlite Drive-In, Tyler, Tex. He succeeds Elmer Gordon, who has been transferred to Fort Worth. . . Work has been started on a new drive-in at Cotulla, Tex., for M. L. DuBose, who owns the Majestic Theater there. The drive-in is expected to be ready for opening in May. . . Rod Surrey has been named manager of Oaklawn Drive-In and Bentley F. Davis manager of Circle Drive-In, Waco, Tex. Davis comes from Lake Charles, La., where he managed the New Moon Drive-In. . . Construction has been started on a third drive-in at Kingsville, Tex., on a 10-acre tract of land. It will (Continued on page 58)

## ROADSHOW REP

FROM Providence, R. I., J. G. Murphy writes: "While on my regular schedule covering New England, I have tried several times to find someone who knows anything of the famous old Tom show operated by J. C. Rockwell out of Ware, Mass. Except for one old-timer, few knew of it. A few still talk of Rockwell's 'Sunny South' in Ware, but the Tom show is mostly forgotten. I have inquired at Hoosick Falls, N. Y., about Tom Finn, who also had out a Tom show. He is still remembered, but his was a small show (Continued on page 58)

## ROLL OF FOLDED TICKETS

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Above prices for any wording. Each change of wording and color add \$5.00. For change of color only, add \$1.50. Must be even multiples of 10,000 tickets of a kind and color.  
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# BROADWAY gallery operator finds EXTRA WHAMMO in REMINGTON AMMO is SMASH BIZ!



"THE WHAM OF those new Remington 'Spatter-Less' cartridges is a good 'bally,'" says Howard Schork, who often does a 500-tube-a-day business on Broadway in New York City. "We find the louder 'crack' of the new Remington cartridges definitely helps bring in the business," he declares.

Remington gallery cartridges are available in two bullet styles . . . the 15-grain composition bullet with loud report, and the 29-grain lead bullet. Both are "Spatter-Less" for easy break-up, no ricochet. Ask your wholesaler for Remington "Spatter-Less" gallery cartridges. Stock up for spring openings now!

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"Spatter-Less" is a trade-mark of Remington Arms Company, Inc.



## Anaheim Chosen as Cite of Disneyland

HOLLYWOOD, May 1.—Location of the proposed \$9,000,000 Disneyland Amusement Park will be a 160-acre plot in an unincorporated area on the border of Anaheim, about 25 miles south of Los Angeles, and adjoining the Santa Ana Freeway, Walt Disney, president and chairman of the board, said. Options on 15 parcels of land have been acquired for what is believed to be the most fabulous enterprise of its kind ever conceived.

Work on the playland is expected to begin as soon as the property clears escrow. Disney and his associates expect to have Disneyland ready for operation by middle of 1955. About 500 people will be employed.

Associated in the project are Walt Disney Productions, American Broadcasting-Paramount Theaters, and the Western Printing & Lithograph Company, Racine, Wis., exclusive printers of Disney publications for the past 20 years.

The Disneyland project is defined by Disney as "a combination of a World Fair, a playground, a community center, a museum of living facts and a show place of beauty and magic . . . a world of yesterday, tomorrow and fantasy."

The acreage will be divided into different areas, which will be known as True-Life Adventure Land, Land of Tomorrow, Frontier Land, Fantasy Land, Recreation

Land and Holiday Land. Many of the leading corporations in America will participate, especially in the Land of Tomorrow section, where science will demonstrate what the future holds for everyone.

All of the Disney cartoon characters, Mickey Mouse, Donald Duck, Snow White, Pinocchio, Peter Pan, etc., as well as many of the live action features have been liberally projected into the planning of the amusement zone.

Disneyland is expected to draw around 5,000,000 people annually and be one of California's top tourist attractions. There will be parking for 5,000 automobiles.

Disney recently signed with ABC to produce a series of one-hour TV shows, also known as Disneyland, starting on the network next October. The shows are scheduled to continue for seven years. When the park opens, it will serve as the point of emanation.

CINCINNATI, May 3.—Edward L. Schott, president and general manager of Coney Island here, flew to Los Angeles today in connection with the Disneyland amusement park project under way near Anaheim, Calif., by Walt Disney, of Walt Disney film studios. Schott went in an advisory capacity at the request of C. V. Wood Jr., head of Stanford Research Institute, which selected the Disneyland site.

### ADDS WEEKS

## Ocean View Builds Act Bookings

NORFOLK, Va., May 1.—Ocean View Park will present acts every week thru the season this year instead of every other week as in the past. The bookings will also cover a longer period this year, starting on April 26 instead of Decoration Day, May 30.

The attractions will be supplied by the Cooke & Rose Agency. Harry Cooke completed arrangements for the schedule here last week with park operator Dudley Cooper.

The acts and their starting dates are: Billy Barton, cloud-swing, April 26; The Wizard of the Air, double trapeze, May 10; Kay Hearn, sway pole, May 24; Winifred Colleano, aerialist, June 7; The Barretts, high pole, June 21; The Ketmarrs, July 5; The Flying Valentines, July 19; The Great Lalage, trapeze, August 2, and Willie Lamberti, high wire, August 9. Acts remain to be set for the period August 23-September 19.

## Midway Adds New Kid Units At Quassapaug

MIDDLEBURY, Conn., May 1.—George Frantzis is new assistant manager of Lake Quassapaug Park here, according to Michael J. Leon, general manager.

Renovations include a new \$50,000 Kiddieland, featuring a Big Dipper, and a covered picnic and outing pavilion which can accommodate 1,000 persons.

The park comprises some 25 acres of amusements, said Leon. The midway is open every Sunday until Memorial Day when the grand opening will be held. Midway attractions include the miniature railroad, Octopus, Hollywood Carousel, roller skating pavilion, skee ball and other concessions.

Parking facilities have been increased from 1,500 to 2,500. Dancing, bathing, roller skating and athletic activities will be on the 1954 schedule.

## Cooke-Rose Set Talent For Hershey

HERSHEY, Pa., May 1.—An 11-week schedule of free attractions will be supplied Hershey Park by the Cooke & Rose Agency of Lancaster, Pa.

The attractions for all but two of the weeks have been inked in. The acts with their opening dates are: The Aerial Winters, double sway pole, June 14; Winifred Colleano, aerialist, June 22; the Great Drisco, June 29; the Flying Seagrists, July 13; the Kremarrs, July 20; Willie Lamberti, July 27; the Great Lalage, August 10; Malikova, August 17, and the Flying Abbotts, August 31.

## Opener Slated By Compounce

HARTFORD, May 1.—Lake Compounce, Bristol, Conn., amusement park, goes on a regular daily schedule on Memorial Day.

In the meantime, the association is running weekends, with the entire amusement area open on Saturdays at 7 p.m. and on Sundays at 1 p.m.

Features include dancing Saturday nights to music of Russ Schurer and his orchestra, a free entertainment policy on Sundays, starting at 2:30 p.m.

### \$1 STRIP RATES

## Steeplechase Revises Ride Price Structure

NEW YORK, May 1.—Steeplechase Park will open May 15 with a new price structure, substantially reducing the rates for individual rides and allowing a streamlining of the ticket-purchasing process for both the park and its patrons.

Manager Jimmy Onerato said the decision to eliminate the handling of odd pennies will make it more convenient for all concerned, and will also simplify the park's bookkeeping.

The dollar bill will be the key monetary piece this season. The bill will bring 12 rides to kiddies or 10 for adults. On an individual basis this figures out at 8.3 cents apiece this year for kid rides, down from 10.5 cents under the old tax system. Adult rides will be a dime each, down from 12 cents.

### Odd Money Eliminated

The park will sell only strip tickets for a dollar. Last year's strip prices were 8 rides for 84 cents for moppets and 8 for 96 for grown-ups. Now they are 12 for \$1 for kids and 10 for \$1 for grown-ups.

Onerato conceded that the dollar charge might be too high for some youngsters and said a special strip of 5 for 50 cents would be sold for kids during weekdays only. This is expected to stimulate week-day attendance.

Figured on an individual ticket basis, all prices have been re-

duced due to the eliminating of the 20 per cent federal admissions tax. The levy had made it impossible for Steeplechase to come up with a suitable even-money charge.

### Customer Wins

Altho passing the tax cut on to the customer, the increase in strip prices should yield a larger gross if attendance holds even with that of last year. Even if the turnout should be off a bit, the increase would offset any decline in the season's gross. The patron will pay more for his strip but will feel the benefit over the season in his repeat visits.

Four outings have been booked already, and direct mail approaches to groups and businesses for outings will be sent out shortly. About 5,000 are expected for the June 5 Girl Scouts' outing, and others booked in are St. Jerome's School of the Bronx, May 20; Campfire Girls, June 12, and National Association of the Deaf, Brooklyn Division No. 23, August 14.

### Want Merry-Go-Round

For year-round park. Will book or lease or buy at the end of summer. I have 8 Kiddie and 3 Major Rides but need Merry-Go-Round to have a complete Kiddieland. Must be 2-abreast and in good working condition. Phone or write at once.

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## CREWDSON RELATES

### Fredericton on Road Back; Improvements Added for '54

NEW YORK, May 1.—Bringing a fair back to life after a war-enforced idleness is not an easy job, W. R. Crewdson, manager of the Fredericton (N. B.) Exhibition, related here this week.

The Canadian fairman, here on a combination vacation and business trip and the guest of Joseph Hughes, representative of the George A. Hamid & Son agency, said that the struggle for survival had been pretty well accomplished. A full-fledged stock show this year will build the event to first-class status. The replacing of acts with a revue in front of the grandstand will further embellish the presentation.

While the gate potential of upwards of 100,000 is still elusive, Crewdson believes that the event is well on its way to attracting that many persons in its week's operation.

change in the visual quality were needed to keep the interest of the public sharp.

A small revue will be used this year. The grandstand seating has been increased to 2,700 and additional seats will have to be added before the event can start thinking in terms of the biggest Hamid revue, Crewdson said.

While there has been a sharp increase in unemployment in the area Crewdson believes that the economic picture will have brightened by fair time.

## 4-COUNTY EVENT

### Added Details Given for New Staunton Fair

STAUNTON, Va., May 1.—The Augusta County Agricultural Fair, Inc., will hold a six-day fair this September, marking the first county event of any kind to be held here since 1951.

John A. Clem III, president of the organization, gave details this week to elaborate on and correct recent reports of the event. It will be held from Monday thru Saturday, September 6-11, at the local fairgrounds, and will confine its exhibits and displays to the counties of Augusta, Rockingham, Rockbridge and Highland.

Other association officials are Thomas E. Hassett Jr., first vice-president; R. Wallace Rosen, second vice-president; A. N. (Gus) Dull, secretary-treasurer, and Rex Spiece, general manager. Director of the Augusta County representation will be County Agent E. B. Morse.

The fair group, comprising independent businessmen, was recently chartered by the State Corporate Commission. Clem denied this week that the Chamber of Commerce will sponsor the event, as recently noted.

Gate admission for the event will be 50 cents for adults and 25 cents for children. Midway attractions will be supplied by the John H. Marks Shows.

## Conn. Slates Spring Meet

HARTFORD, May 1.—The Association of Connecticut Fairs will hold its spring meeting at Guilford Grange Hall June 19.

The schedule includes an afternoon session, supper served by the Guilford Grange, and evening entertainment.

The fall meeting is slated for the Chesire Grange Hall on November 9, when the annual apple pie contest will be staged to decide the State champion. Area winners from various fairs will participate in the finals.

## Hemet, Calif., Pacts Babcock United, Spec. Events Dir.

HEMET, Calif., May 1.—Starting the ball rolling for its 1954 run of five days starting August 18, Harry Hofmann, secretary-manager, announced that Babcock United Shows had been signed and Phil Howerton named special events director for the Farmers' Fair of Riverside County here.

Hofmann added that the carnival lot this year would be a location near the front entrance of the fairgrounds. Babcock's deal calls for a minimum of four major rides. The fair had no carnival last year. Babcock was unable to book the spot because of his contract for the California State Fair in Sacramento.

Howerton, English instructor at the high school here, plans to feature talent show contests, kids' events, military bands and exhibits, dog obedience classes, square dancing, cake baking contests, pet parade and other events.

## Fair Dates

Copyright 1954  
The Billboard Pub. Co.  
The following changes and additions to the list of Fair Dates were received during the week ending April 30.

The complete list of Fair Dates was published in the issue dated April 10. A copy of that issue may be had by mailing 35 cents to the Circulation Department, The Billboard, 2160 Patterson Street, Cincinnati 22, O. See each issue of The Billboard for changes and additions.

**Arizona**  
Tucson—Pima Co. Fair. Oct. 21-24. John D. Frakes.

**Arkansas**  
Booneville—Logan (South) Co. Livestock Show & Fair. Sept. 16-18. John Holliman.  
Crossett—Ashley Co. Fair & Livestock Show. Sept. 16-18. Ben Posey.  
El Dorado—Union Co. Livestock & Poultry Assn. Sept. 20-25. Guy O. Dunn.  
Forrest City—St. Francis Co. Jr. Livestock Show Assn. Sept. 27-Oct. 2. Jack Porter.  
Harrisburg—Poinsett Co. Agril. Fair Assn. Sept. 27-Oct. 2. A. L. Waddle.  
Heber Springs—Cleburne Co. Livestock Show. Sept. 23-25. J. T. Edwards.  
Hope—Third Dist. Livestock Show. Sept. 29-Oct. 2. Robert Shivers.  
Pine Bluff—South Arkansas Livestock Show. Sept. 20-25. George Hestand.

**California**  
Salinas—Calif. Rodeo, Horse Fair & Stock Show. July 15-18. R. J. Wallace.  
San Francisco—Grand Natl. Livestock Expo. Oct. 29-Nov. 7. Nye Wilson.  
San Leandro—Community Fair. June 21-July 5. John D. White.

**Colorado**  
Cortez—Montezuma Co. Fair Assn. Sept. 23-25. Fred Fitzsimmons.  
Hotchkiss—Delta Co. Fair Assn. Sept. 7-10. Mark R. Clay.  
Kiowa—Elbert Co. Free Fair. Aug. 12-14. Mrs. Homer M. Jessup.  
Manassa—Conejos Co. Fair. Sept. 10-11. Lynn Burt.

**Connecticut**  
Durham—Middlesex Co. 4-H Fair Assn. Aug. 21-22. Gladys Kelsey.  
North Stonington—New London Co. 4-H Fair Assn. Sept. 3-4. Patricia Cushman.  
Old Lyme—Old Lyme Co. Fair and Horse Show. Aug. 7. N. R. Sheffield.  
Woodstock—Woodstock Agril. Soc. Sept. 4-8. Donald B. Williams.

**Florida**  
Bonifay—Holmes Co. Fair. Nov. 1-6. Walter Willett.  
Crestview—Legion Harvest Fair, Inc. Oct. 4-9. H. A. (Bert) King.  
Orlando—Central Florida Fair. Feb. 21-26. C. T. Bickford.  
Quincy—Gadsden Co. Tobacco Festival and Fair Assn. Oct. 14-16. Fred Brinkman.  
Tallahassee—North Florida Fair Assn. Oct. 26-30. Lloyd Rhoden.  
Tampa—Florida State Fair. Feb. 5-19. J. C. Huskisson.  
West Palm Beach—Palm Beach Co. Fair. March 5-12. J. Robert Meachem.

**Georgia**  
Brunswick—Exchange Club Five-Co. Fair. Oct. 18-23. R. B. Henderson.  
Dalton—North Georgia Fair. Sept. 27-Oct. 2. Burt Scroggins.  
Griffin—Spaulding Co. Kiwanis Fair Assn. Oct. 18-23. J. B. Brown.  
Hahira—Hahira Community Fair. Oct. 11-16. C. P. Scroggins.  
Hartwell—Hart Co. Agril. Fair. Sept. 27-Oct. 2. C. W. Campbell.  
Manchester—Tri Co. Fair. Sept. 27-Oct. 2. Welby Griffith.  
Montezuma—Macon Co. Fair Assn. Inc. Oct. 11-16. Clarence H. Hair.  
Thomaston—Upson Co. Fair. Sept. 20-25. W. N. Miner.

**Iowa**  
Chariton—Lucas Co. 4-H Achievement Show. Aug. 16-18. Raymond E. Meyer.  
Cherokee—Pilot Rock Plowing Match. Aug. 23-25. V. Lyle Mason.  
Des Moines—Polk Co. 4-H Fair. Aug. 3-5. R. F. Aronson.  
Meville—Woodbury Co. Fair Assn. Sept. 8-11. Wayne W. Luse.  
Thompson—Winnebago Junior Show Assn. Aug. 18-20. Dean Nerdig.

**Kansas**  
Berryton—Berryton Grange Fair. Sept. 2-4. Ann Worthington.

**Kentucky**  
Scottsville—Allen Co. Fair Assn. Aug. 25-28. Frank G. Pitchford.

**Maine**  
Litchfield—Litchfield Farmer's Club. Sept. 10-11. Charles H. Harney.

**Maryland**  
Annapolis—Anne Arundel Co. Fair Assn. Sept. 29-Oct. 2. W. Garrett Larrimore.  
Baltimore—Pimlico Yearling Show. May 19.  
Centerville—Queen Anne's Co. 4-H Fair. July 24. B. Wayne Kelly.  
Elkton—Cecil Co. Breeders' Fair. Sept. 11. William Sheiton.  
Leonardtown—St. Mary's Co. Fair. Sept. 24-26. John S. Mattingly.  
Port Tobacco—Charles Co. Fair. Oct. 1-3. Peter Vischer.

**Michigan**  
Eagle—Eagle Township Fair. Sept. 9-11. Charles Higbee.  
Ironwood—Gogebic Co. Fair. Aug. 19-22. W. B. Pauli.  
Morley—Morley Agril. Fair Assn. Sept. 24-25. Fred Titcombe.

**Mississippi**  
Aberdeen—Monroe Co. Fair & Livestock Assn. Sept. 21-25. Robert C. Couch.  
Macon—Noxubee Co. Fair. Aug. 16-21. T. S. Boggess.

**Missouri**  
Ava—Douglas Co. Fair. Sept. 9-11. E. L. Hester.  
Farmington—St. Francis Co. Fair Assn. Sept. 9-11. Joe Grandhomme.  
Kansas City—American Royal Live Stock & Horse Show. Oct. 16-23. C. M. Woodward.  
Kenneth—Kenneth Fall Festival. Sept. 13-18. George P. Blibrey.  
Lucerne—Lucerne Stock Show. Aug. 26-28. E. K. Blanchard.  
Warrenton—Warren Co. Fair Assn. Aug. 5-7. Marvin Stickrod.

**Nebraska**  
Omaha—Ak-Sar—Ben Live Stock and Rodeo. Sept. 24-Oct. 3. J. J. Isaacson.

**North Carolina**  
Beaufort—Carteret Fair. Inc. Oct. 4-9. T. E. Kelly.  
Cherokee—Cherokee Indian Fair Assn. Sept. 21-25. Woodrow Welch.

## E. J. Casey Picked to Manage Relocated Winnipeg Exhibition

### Expect Early Construction Start on New 10,000-Capacity Grandstand

WINNIPEG, May 1. — E. J. Casey, of nearby Rendezvous Park and owner of the carnival bearing his name, has been picked to manage the relocated Greater Winnipeg Exhibition in suburban St. Vital. The exhibition is sponsored by the St. Vital Agricultural Society, which has auspiced 43 annual fairs in the past.

Ron W. Gurney, manager of the Imperial Bank of Canada, St. Vital, has been appointed as the exhibition's new secretary-treasurer. He succeeds R. S. McClay.

Construction of a 10,000-capacity grandstand is to start within a few days, exhibition officials said. Long-term plans call for considerably greater grandstand capacity. The old St. Vital fair building was sold recently to the St. Vital

Curling Club for \$17,000 and this money is to be used to build a new administration, horticultural and school exhibits building on the exhibition's new site, the 80-acre Riel Park.

The enlarged exhibition will open August 2 and run a week. The Royal American Shows will be on the midway. A rodeo will be presented for five days under the direction of Cliff Claggett, of Birch River, Manitoba, with Johnny Phelan, of Red Deer, Alta., his chuck wagon outfit and out-riders as the main attraction.

Admissions will be held at the same levels. Adult admissions will be priced at 25 cents and children will be admitted for 10 cents.

It was pointed out that the board may buy 90 acres of land adjoining the new site to bring the total up to 170 acres. There is a chance, President J. H. Graham and Manager E. J. Casey said, that races now held in the summer at Polo Park may be moved to the exhibition plant.

## Dallas Sets '54 Committees

DALLAS, May 1. — Committees for this year's State Fair of Texas have been appointed by President R. L. Thornton.

Hugo W. Schoellkopf is first vice-president. Other vice-pres are Ben E. Cabell, who also heads up the agriculture, livestock and poultry committees; J. J. Kettle, finance and ticket sales; Jordan C. Ownby, publicity and special events; Julius Schepps, athletics and attractions; T. M. Watson, buildings, grounds and concessions; John W. Carpenter, automobile, aviation, industrial and livestock coliseum, and J. Glenn Turner, legal.

Other committee chairmen include Jordan C. Ownby, publicity and advertising; W. E. Mitchell, special events; Denys R. Slater, Negro Day; E. C. English, agriculture; Ben E. Cabell, livestock; Dan C. Williams, poultry; William F. Neale, women's department; Robert L. Clark, distinguished guests; James K. Wilson, retail stores and decorating; Tyree L. Bell, parking and traffic; J. Woodall Rodgers, street planning; John W. Carpenter, livestock coliseum; Ted B. Ferguson, industrial development; J. Bruton Orand, automobiles; Dan C. Williams, antique autos; Alphonso Ragland, aviation; Jack P. Burrus, Pan-American; Harry Withers, layman's advisory; W. G. Vollmer, distinguished Texan award; D. A. Huley, youth; Robert L. Thornton Jr., Rural Youth Day; C. T. Johnson, Rural Youth housing, and Dan Williams, honor award dinner. President Thornton is also chairman of the religious festival.

Hamlet—Richmond Co. Agril. Fair Assn. Oct. 11-16. J. C. Worley.  
Lenoir—Caldwell Co. Agril. Fair, Inc. Sept. 14-18. J. A. Marshall.  
New Bern—Tri Co. Fair. Oct. 18-23. W. A. Godley.  
Warrenton—Warren Co. Fair Assn. Sept. 20-25. Duke Miles.

**New Mexico**  
Alamogordo—Otero Co. Fair Assn. Sept. 17-18. Joseph Roessler.  
Clovis—Curry Co. Fair. Sept. 15-18. John Gaume.

**Oklahoma**  
Chickasha—Grady Co. Fair. Sept. 14-17. Bob Lamar.  
Duncan—Stephens Co. Free Fair Assn. Sept. 13-18. Edward Gregory.  
Madill—Marshall Co. Free Fair. Sept. 16-18. Dale Ozment.  
Okmulgee—Okmulgee Co. Free Fair. Sept. 27-30. Bob Smith.  
Pawnee—Pawnee Co. Free Fair. Sept. 22-25. Merle Johnston.  
Walters—Cotton Co. Free Fair. Sept. 9-11. Jasper Earl.

**Vermont**  
Barton—Orleans Co. Fair. Aug. 18-22. Mildred Baker.  
Bradford—Connecticut Valley Exposition. Aug. 13-15. J. Arthur Peters.  
Norwich—Norwich Fair. July 10. Frederick E. Johnson Jr.

**Virginia**  
Staunton—Augusta Co. Agril. Fair, Inc. Sept. 6-11.

**CANADA**  
Manitoba  
Dauphin—Dauphin Agril. Soc. July 19-21. Emma H. Ringstrom.  
Deloraine—Deloraine Agril. Soc. June 16-18. A. Ready.  
Swan River—Swan River Lake Agril. Soc. July 22-23. S. J. Wray.

## FOR ADVERTISING

### War Surplus 10-Ft. Balloons Go On Sale

LOS ANGELES, May 1.—A 10-foot captive balloon, made of black rubberized cloth and which can be used by carnivals and fairs for advertising, is being offered by the War Assets Division of the Volume Sales Company here, P. J. Frank, general manager, said.

The balloon, 31 inches in diameter, can be inflated and deflated as often as desired, Frank declares. Originally used by the military for holding TV and radar aerials, the item is being offered for civilian use for the first time and at a greatly reduced price.

The company is also offering bladders for the balloons so that a combination of air and helium can be used to achieve lift at reasonable cost. Nylon tow lines are used for anchor.

Messages can be printed on the side of balloon. However, banners may be attached to attract attention to the event or sales message.



Now Playing  
**POLICE CIRCUS**  
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HAL PEARCE PRODUCTIONS  
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JEWELRY—NOVELTY—PITCHMEN  
VERY LIMITED SPACE  
WESTERN CANADIAN  
**SPORTSMEN'S SHOW**  
JUNE 1, 2, 3, 4, 5 DAY & NITE  
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Whether your Fair, Celebration or Event calls for a \$50 display or a \$5,000.00 spectacle, you will find CONTINENTAL equally interested in giving you the most and best for your money. We carry adequate insurance. Send for our free catalog NOW. Write, wire or phone Continental Fireworks Co. R. R. 24 Phone R-4913 or 1351 Jacksonville, Ill.

## Sauter-Finegan Ork Contracted By Del Mar

DEL MAR, Calif., May 1.—With the signing of the Sauter-Finegan orchestra to play two shows on the opening of the 10-day Southern California Exposition and San Diego County Fair Combined on June 25, the number of musical aggregations to be featured was raised to seven. The bands were booked by Paul T. Mannen, secretary-manager, thru Jo and Newton (Carolina) Brunson of the Hollywood Theatrical Agency.

With the Sauter-Finegan group playing the opening day, Les Brown plays two shows the following day. Smokey Rogers and his television entertainers are scheduled to give the two Sunday presentations. Lawrence Welk is booked in for two days, June 28-29, with Spade Cooley on a similar schedule on June 30 and May 1. Benny Lagasse and Chuck Baker, local orchestra leaders, are spotted for the next two days.

Also appearing in the grandstand show will be the Moro-Landis Dancers, Pedro and Durand, Clark's Bears, the Marquis Family chimps, and Rochelle and Beebe.

Fair's theme is "World at Your Doorstep."

## CARNIVAL WANTED

We have not closed with Carnival for Sebastian County Fair

Dates flexible for second, third or fourth week in September. Could use six to eight rides, 20 to 30 Concessions. Write C. O. BELL, Greenwood, Arkansas.



## CARNIVAL WANTED

For one week between July 26 and September 25 for ROCKY MOUNT FAIR, one of the best County Fairs in Virginia.

Contact  
H. F. FRALIN, Mgr.  
Rocky Mount, Va. Phone: 4081

## WANTED

Acts in front of Grandstand Fair dates—August 17-18.

Answer immediately  
B. J. BERBERICH  
Spalding, Neb.



## C&W Preems Okay In Petersburg, Va.

Date Is Timed for Army Pay Day; Personnel Reported in Optimistic Mood

PETERSBURG, Va., May 1.—The Cetlin & Wilson Shows got its season under way here last night in fair weather. The date is timed with a pay day at adjacent Fort Lee, a still heavily populated Army base, and the personnel, headed by co-owners Issy Cetlin and Jack Wilson, is optimistic.

The considerable work done in winter quarters shows up to good advantage and the selling job has been in full swing for about a week, with publicist Herb Pickard again in charge of this department. Bill Moore and Claude Sechrest have the front end in tip-top shape.

Raynell's new revue is sparkling. Some 24 performers will be carried and all props and wardrobe are new. Headliners include Baby Dumpling, comedienne, held over; Jacques Barri, vocalist; Keith Hall, dancer; Linda Lou, exotic dancer; Harry Long, acrobat; Dade Carlos, ballet; Mario and Valdez, Cuban team; Fritzie Barr and an eight-girl line.

### Purtie Has Drome

Earl Purtle has his large drome with the show, replacing a smaller unit he operated for the past several years. Four lions and four riders are featured in the show.

Earl Chambers has added another show to his list, featuring gorillas. The show is presented under a separate top with an air-conditioned all-steel cage. Chambers also recently purchased two new bears which will be included in the show. This unit will replace the former Wild Life presentation, it is reported.

Wilson is looking forward to a very good season. Two factors, good routing and the reduction in admission taxes, are prime factors behind this reasoning.

## Royal Canadian Inks Three-Year Pact With PNE

Face 24 Fairs, Celes In Alta., Sask.; Bow In B. C. to Cold, Rain

VANCOUVER, B. C., May 1.—Jerry and Dick Crawshaw, owners-operators of the Royal Canadian Shows with headquarters here, have closed a three-year contract to supply the midway attractions at the Pacific National Exhibition here.

Dave Dauphinee, PNE's midway superintendent, closed for the PNE. The Royal Canadian has provided the midway features at the exhibition for the last few years but the new contract is the first for a term of more than one year.

The show made its '54 bow April 12 with a split-week stand at Barnaby, B. C., then moved to North Burnaby for the balance of the week. Cold weather and rain prevented the show from racking up better than fair business.

### Provinces Ahead

After a few more stands in British Columbia, the show will move into the prairie provinces to play 24 fairs and celebrations thru Alberta and Saskatchewan before returning to B. C. in the fall.

First week visitors included Dave Dauphinee, Charlie Leek, PNE director; Pop Lewis, Shamrock Shows; William Baddley, Regal Shows, and Jimmie Stephens.

Staff includes Jerry Crawshaw, manager; Dick Crawshaw, assistant manager; Jim McAllister, general agent; Bill Mohan, lot superintendent, and George Crawshaw, managerial aid.

### Ride Personnel

Ride personnel follows: Roll-o-Plane and Octopus, Jerry Rockford; Tilt-a-Whirl, Wally Costinack; Merry-Go-Round, Eddie Lucas; Ferris Wheel, Lloyd Davis; Rocket and Car Ride, Freddie Bishop, and pony ride, Hal Smith.

Concessionaires include Jerry Rockford, glass pitch and duck pond; Betty Crawshaw, candy floss; Bob Parsons, cookhouse; Bee Gorman, cork pickout; Bobbie Robinson, crown and anchor; Del McLellan, bingo; Wayne Robertson, novelties; Grace Robinson, crown and anchor; Bob Gaudle, lead gallery; Virgie Waters, pan game and punk rack; Lou Siebrand, photo gallery; Al Willis, swinging ball; Stan Korn, marbles; Archie and Louie Green, pins; Bernice Crawshaw, over and under; Max Bade, high striker; J. Smith, bat 'em, and Luck Smith, darts.

Shows due on in May are Ray Hilligenn's Melody and Rhythm and Bill Kirby's wax show.

## Royal Midwest Inks Indiana Street Fair

MONTEZUMA, Ind., May 1.—Royal Midwest Shows have been awarded the midway contract for the VFW Street Fair here, June 22-26. Jimmie Birchman signed for the show; Post Comdr. Frank Willhete and Earl Armstrong for the post.

Armstrong, now retired from the road, was the leader of the Armstrong's Bucking Ford troupe. Fair here will feature free attractions, drawings, contests and

parades. The post will handle the advance sale of ride tickets, it was announced.

## \$35 POSTAGE KEEPS CONKLIN UP ON NEWS

NEW YORK, May 1.—J. W. (Patty) Conklin, an avid reader of The Billboard, is not the kind of a guy to get caught without his weekly copy, whatever the cost. And the cost of supplying him with issues on time thruout his 75-day Europe-Africa jaunt included \$35.21 cents for postage. Patty held onto the wrappers and toted them up on his return to his Hamilton, Ont., headquarters. Sent air mail, the top single postage was \$6.50 to Haifa, Israel. Larnaca, Cyprus, cost only 50 cents less. The postage to Southampton, England, was the cheapest, only \$1.46.

## Cold Withers Royal Pine

BANGOR, Me., May 1.—Cold weather has put the chill on Mullins' Royal Pine Shows here in the North country. However, a temperature rise of only a few degrees should bring the hardy natives out and spark the midway. The shows are the first to make the territory and this advantage is expected to pay off as the weather warms up.

Frank (Shrimpy) Rappaport joined with concessions and is handling the front end. This department, he reports, will be in full swing by the time the show hits Waterville, Me., next week.

## Rain Hits Metropolitan But Outlook Is Okay

ATTALA, Ala., May 1.—The Metropolitan Shows, in the second week of its season and playing in this town on the outskirts of Gadsden, has been bucking the weather most of the time and hasn't yet had a fair shot at making money.

Even so, from the working hours sandwiched in between the rains, Art Lewis, manager, opined that business would probably be very good if the weather was better. There is money in this area, Lewis said, and the shows may yet get a share of it since a couple of more weeks in the area remain to be played before the trek north is started.

The major rides, which mostly went for 25 cents last year, are all

now being operated for 20 cents, a reduction made possible when the tax on admissions was cut recently.

### Eliminates Problems

In addition to appealing to the public, the new prices eliminate the odd pennies needed last year and facilitate the handling of change. This will save considerable grief when peak business occurs, Lewis said.

Owners Sam and Shirley Levy have the equipment in good shape with the results of a lengthy winter quarters work program showing up to good advantage. A number of units will be added as the season progresses.

The first stand at Bessemer, Ala., which was hard hit by weather, would have been okay under more favorable circumstances, Lewis said. The date was made by hauling equipment overland, since the lot was adjacent to winter quarters, and a rail move was saved. The first rail move, bringing the equipment in here, was made in excellent time with many of the units ready to go by last Sunday night.

The wind-up business here can still turn the stand into a pretty good date, Lewis said.

## Award Weiss Solo on Bingo At Hagerstown

MIAMI BEACH, Fla., May 1.—Bennie Weiss this week announced that he had been awarded an exclusive contract for the operation of bingo at the Great Hagerstown (Md.) Fair, September 20-25.

This will be the first appearance of a Weiss unit at that event in about seven years during which time the contracting carnival held the privilege. Prior to that Weiss worked the fair for some 35 years.

A Weiss unit, currently operating with Johnny Denton's Gold Medal Shows under the management of Sam Pockowitz, has been doing scant business, as consistently bad weather has held down attendance.

Weiss will join the shows to personally manage this unit when Gold Medal heads into Canada to play the B Circuit of fairs. These events will be held in June and July and Weiss will be able to make them before starting his usual route of American fairs.

A second Weiss unit will open June 9 with the I. T. Show on Long Island.

## Rains Dilute Strates' Grosses at Wilmington

WILMINGTON, Del., May 1.—Weather bogged down the James E. Strates Shows thru much of its 10-day engagement here.

The clearing yesterday and clear sky prospects for today, the finale, prompted Owner Strates to predict that the date would still be all right if the concluding sessions were staged under favorable circumstances.

The show got in a pretty good opening last Thursday (22) but the rain started to take its toll the next day. It reached wash-out proportion on Tuesday and Wednesday (27-28) of this week and as a result the earnings potential of the show dwindled steadily.

Despite the bad break in the weather and some more of the same at the initial stand in Washington, also a 10-day stanza, Strates said his organization

## Gayland Shows Score Good Vancouver Biz

VANCOUVER, B. C., May 1.—Out since April 1, Nichols & Greenway's Gayland Shows scored excellent business here in a week's stand on a lot adjoining Capilano Stadium. Engagement was auspiced by the Vancouver Optimist Club, which will repeat as a sponsor in another stand at a different city lot before the show leaves Vancouver.

The org's next stand will be Edmonton, Alta., 600 miles distant, where it will open May 31. The show will play in the three prairie provinces during the summer months.

Staff follows: Tiny Greenway, general manager; B. Nichols, assistant manager; Bobby Tilman, office manager and The Billboard agent; Freddie Morris, general agent; E. Herstad, concession manager, and lot superintendent; E. Shura, electrician; E. Greenway, mechanical superintendent, and Allen McIvor, ride superintendent.

Shows carried are King and Marleau's Midget Horses, Freak Animals; Roy Cooper's Sea Lions; Monkey Motordrome, Hawaiian Show, featuring Ben Hokea, and a Funhouse. Lea Baldry is canvas boss for the shows.

### Ride Foreman

Rides and their foremen are Tilt-a-Whirl, Don Baldry; Ferris Wheel, Allan Lewis; Octopus, Glen Harvey; Little Dipper, Jay McIvor; Roll-o-Plane, King McIvor; Jeep Kiddie Ride, Boon Hower; Merry-Go-Round, Swing Ride, and Boat Ride, Simon Moyer, and pony ride, Shorty Heath.

Concessionaires are Bubbles Ruthledge, blowers; Joe Spencer, crown and anchor; Freddie Glasgow, balloons and shooting gallery; Chinky Molinsky, Pete Miller, mitt camp; Erin McGhee,

bowling alley; Tom Brown, crown and anchor; J. Bryan, ball game; Vince Willoughby, shooting gallery; Eli Trepannier, Arcade; Bier Bros., cats; Bobby King, hoop-la; Martha Cooper, nickel pitch; May Herstad, over and under; Mrs. McIvor, country store; Alec and Jean Maltezo, grab stand; Mr. and Mrs. Wolf, jewelry; Frank Marsh, candy floss; Butch Goring, Meyer Perlman, and Red May, roll-downs.

Recent visitors to the show included Pop Lewis, Shamrock Shows; Bingo Hauser, Alberta Slim Edwards, Alec Loban, Mr. and Mrs. Fred Christmas, Frank Kappel, Tim Brower, Joe Smith, and Sweeney Shriner.

## Receiver Acts to Move Wagner Show to Mobile

Siding Need Delays Cavalcade's Return For Probable Sale

MOBILE, Ala., May 1.—Richard L. Butt, temporary receiver for the Cavalcade of Amusements, this week was busy trying to work out arrangements to move the show from Pensacola, Fla., to this city for storage and probable sale.

Named receiver by Judge Dan H. Thomas of the U. S. District Court for the Southern District of Alabama, Butt said Thursday (29) he was seeking a railroad siding upon which the show's equipment could be held pending sale. He indicated that once such siding had been secured, the show would be moved here.

### Legal Steps

Meanwhile, in Pensacola, the West Pensacola Civitan Club, which had sponsored the stand of the Cavalcade of Amusements in that city, initiated legal steps to collect \$2,000 guaranteed by the show.

Al Wagner, operator of the show, was shot to death on the Pensacola lot three weeks ago. A week earlier the Internal Revenue Department had obtained a restraining order against Wagner, doing business as the Cavalcade of Amusements and the North America Concessions Corporation, on its claim that Wagner owed the government in excess of \$260,000 in back admission taxes, Social Security and unemployment taxes.

Ed Neville, veteran showman, for many years concession secretary of the Cavalcade of Amusements, and Archie Wagner, brother of the late show owner, and Mrs. Archie Wagner were here this week awaiting, it was reported, the return of the show equipment.

## Conn. Preem Termed Okay For Continental

WINSTED, Conn., May 1.—Roland Champagne's Continental Shows got away to a good season's start here last week despite the loss of Friday (23) to rain. The weather generally was good and the earnings were reported well above expectations for this time of the year.

The special children's matinee on Saturday (24) was a red one for everyone. A special selling-promotion effort, by Paul LaCross had the midway well populated thruout the matinee stanza. All units did well thru the week with shows, rides and concessions sharing.

The mayor put in an appearance on opening night, leading a fireman's parade and officially welcoming the show to the city.

Only one minor mishap marred the trip here from the show's Lowell, Mass., quarters.

### OTHERS, TOO

## Mud Mauls Buck Group In Chester

CHESTER, Pa., May 1.—Rain, followed by lots of mud, bogged down the O. C. Buck-Model Shows here this week in the second stand of its season.

The weather cleared yesterday, however, and the prospects for today are good, weather-wise, with the result that there is considerable hope that the gross will begin piling up.

The opener, at Charlotte, N. C., was reported under expectations with crowds slim. The earnings of the front end, however, were reported okay.

In the same boat in this area, and practically in each other's wake, are the Penn Premier Shows, a scant two miles away, and the Vivona Bros.' Shows, in Eddystone, about three miles distant.

would not be bad off as long as things did not get any worse.

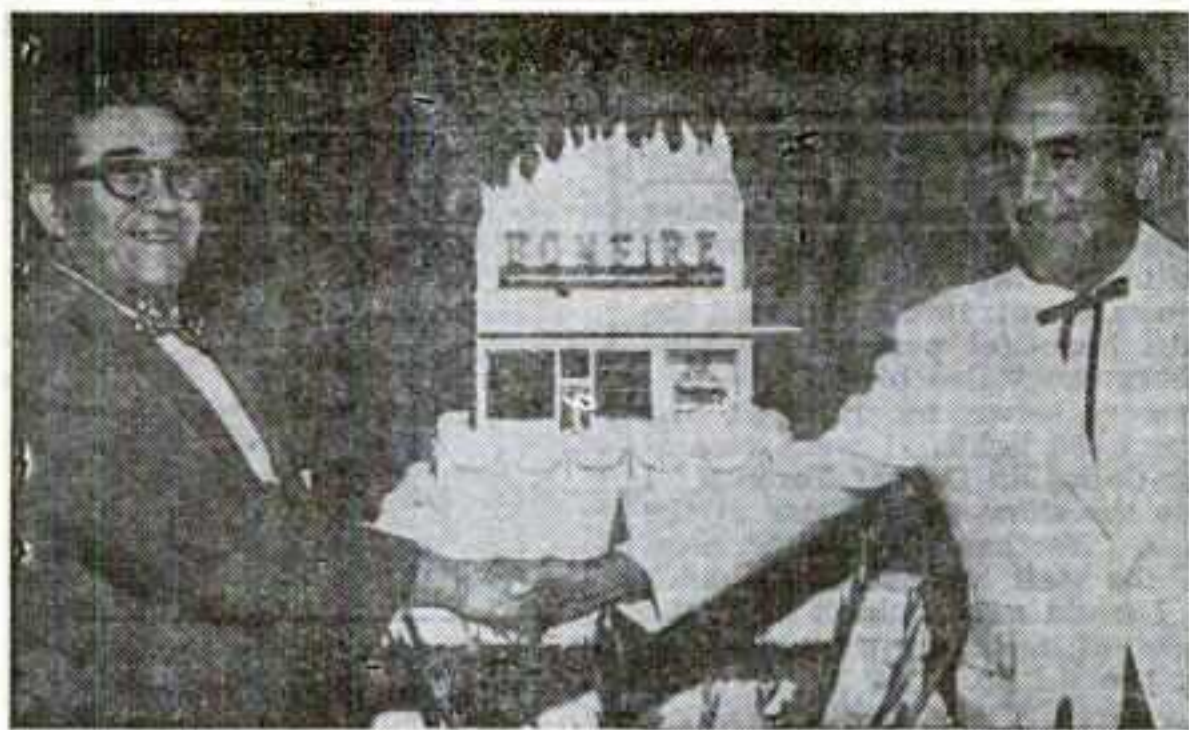
### Conditions Okay

Strates said that he had found conditions good, insofar as his business is concerned, and again ventured the opinion that the season would be all right. He again said the only problem of the moment is the need for good weather.

The show moves into Philadelphia next week, a city that has always given it fair business. The decision was made some time ago to by-pass the date coinciding with the appearance of the Ringling Circus there. Strates will show in North Philadelphia.

Strates was a visitor this week on the O. C. Buck-Model Shows at nearby Chester, Pa. He reported the opening of that show at Charlotte, N. C., well below expectations with crowds sparse.





PHIL COOK, executive secretary of the Miami Showmen's Association, did the honors in congratulating Sam Winer (right) on the occasion of the second anniversary of the Bonfire Restaurant, Miami Beach, familiar to many showfolks, especially MSA members who use it as a site for their annual president's testimonial dinner. "Radio" is an active member of the Miami group.

## MIDWAY CONFAB

W. R. Geren Shows opened recently with 9 rides, 5 shows and upwards of 40 concessions. **Captain Engerer's** lions are the free attraction. Personnel includes **W. R. Geren**, owner-manager; **Mrs. W. R. Geren**, secretary-treasurer; **William Lambert**, special agent; **Norman Rady**, lot man; **Pappy Snyder**, electrician; **Ed Hawkins**, front gate and towers; **Frank Zeko**, billposter; **Charlie Davis**, sound truck, and **M. L. Waterman**, mailman and agent for The Billboard.

**Jay Chaudian** has joined I. T. Shows as Diesel electrician, according to general manager **Phil Isser**.

While playing Baltimore **James Rapple**, billposter with **Vivona Bros.** Shows, visited **Mr. and Mrs. Barney Able**. Able is with the Baltimore Trailer Sales. **Buddie J. Delano** cards that **Pop Sornsen** has booked four concessions with the Oklahoma Exposition Shows. **Charles Eyer**, who formerly toured with **Roth's Blue Ribbon** and the **Joe Turner Rock City** shows, will return to the road in July as **Zandar**, mentalist, under the personal management of **Robert La Rue**.

**Ethel Weinberg**, executive secretary of the National Showmen's Association, took off for Florida last weekend with her niece, **Shirley Kaplan**, of Hartford, for a deserved two-week vacation.

**Gerald Snellens**, general representative of the World of Mirth Shows, will be profiled soon in the magazine section of The New York World Telegram & Sun. Staff writer **Allan Keller** this week was digging material on **Snellens**, a friend of long standing. **Harry Schwarz** visited the O. C. Buck-Model Shows in Chester, Pa., last week. It is reported that he will be active in Connecticut this year with his custard and eating joints. **Frank Bergen**, general manager of the World of Mirth Shows, was in New York for a day last week on business. It is reported he was winding up a few loose ends of early season bookings. **Jeff Harris**, Boston and Revere Beach concession operator, attended the business sessions and banquet of the New England Association of Amusement Parks & Beaches in Boston last week. **Jeff** will handle the midway for **Ed Carroll**, operator of the Great Barrington (Mass.) Fair. Despite the earliness of the season, **Jeff** reports Saturday-Sunday activity at Revere very good. The weekend weather to date has been mostly good altho the night chill drives folks home early.

National Showmen's Association members celebrating their birthdays during the last two weeks of April include **Edward Elkins**, **Daniel Krassner**, **Benjamin Weil**, **James Mills**, **Isidore Rubinstein**, **Gerald Snellens**, **Robert K. Guggenheim**, **Ernest Prosser**, **Charles Schatt**, **Bernie Mendelson**, **Charles Rubinstein**, **Arthur Sicard**, **Louis Light**, **J. W. Conklin**, **Ray Brigham Young**, **Charles Buchbaum**, **George Harris**, **William Mills**, **Sam Peterson**, **Leonard Traube**, **David Alpert** and **Nathan Waterman**.

**Dave (Butch) Cohen** plans to remain around his home in Los Angeles until about July 4 due to ill health. **David Cohen** recently completed his boot camp training with the Marines in San Diego and is assigned to the USMC base at Camp Pendleton, near Ocean-side, Calif.

**Ed Kennedy**, veteran scale man, reports that he will play the California State Fair, San Joaquin County Fair, the San Diego County Fair and the Los Angeles County Fair this year. In the meantime, he will make his headquarters in Los Angeles. **Sam Coomas** expects to leave Los Angeles, where he has been wintering, about May 10 to join the Monte Young Shows for the opening in South Salt Lake City on May 20. This will be **Coomas'** fourth year with the Moe Levine organization.

**Johnny Lopez**, West Coast Shows concessionaire, is reported to have fallen into some good luck. Oil has been found on some acreage that he purchased in the vicinity of Porterville, Calif., where the West Coast Shows play the Armistice Day celebration and close their season.

**C. E. (Candy) Moore**, veteran concessionaire, will play only spots in the vicinity of his home in Los Angeles this year. **W. P. (Steve) Stephenson** expects to pull out of Los Angeles soon with his crime and The Lord's Last Supper donation shows. He plays 29 Palms, Calif., May 5-6, and then heads east.

**Joe Rowan**, veteran promoter-contracting agent, this winter worked the Florida horse racing season in the mutual department at Tropical Park, Hialeah, and Gulfstream Park and is now vacationing at his Miami home preparatory to taking to the road.

**Pat Mahoney**, Vancouver, B. C., Snake Show operator, who in recent years has booked his show with various West Coast shows, has joined the Winnipeg-based **E. J. Casey Shows**. **Blackie Stein** preemed with his A and B shows at Langley, B. C., April 19. **Bingo Hauser** has joined the Stein aggregation with his Jungle Compound, the only show with it.

**Alberta (Slim) Edwards**, out of West Canada, is operating his circus and funhouse with **Jimmy Sullivan's Wallace Bros.** Shows in Eastern Canada. **Cavalcade of the West**, a California show, will be the second show in Cloverdale, B. C., opening there May 24, a Canadian holiday, in the wake of a previous showing by **Gayland Shows**.

Members of the **Morris Hannum** and **Penn-Premier Shows** cut up jackpots with **Vivona Bros.** Shows' personnel at the latter's stand in Middle River, Md. **Harry E. and Peggy Wilson** had a big week entertaining **Wilson's sons, Harry Jr. and Robert Wade Wilson**, also **Mr. and Mrs. C. T. Burt**, **Harry Jr.'s wife**, and **Mrs. Charles Wade**, all relatives, and several of the **Wilson Boys'** buddies. Visitors to the show in Leipersville, Pa., included **Joe Sherman**, **Lucky Walters**, **Bill Cowan**, **Jimmy Zybriskie**, **Nick Stepp**, **Buster Westbrook**, **Joe Casper**, **Ann Detwiller**, **Helen Ulie** and many others.

**Sailor Joe Simmons** infos that for the past four years he has been with **Pete Kortez' Side Show** at Belmont Park, Montreal. **Simmons** booked with **Joe Karo** recently, who has the Palace of Wonders on the **Bill Lynch Shows**. **Lynch** opens in Halifax, N. S., June 1.

**Harry Beach**, ride operator at Myrtle Beach, S. C., jumps into the discussion about big portable (Continued on page 50)

# 20<sup>TH</sup> CENTURY SHOWS

30 CAR RAILROAD SHOW ON TRUCKS

HAVE GOOD PROPOSITION FOR HIGH-CLASS ARCADE.  
WILL BOOK DARK RIDE (FIELDING GRAHAM, CONTACT).  
WANT ROCK-O-PLANE, FLY-O-PLANE OR CATERPILLAR.  
WILL BOOK LIFE SHOW OR ANY OTHER GRIND SHOW NOT CONFLICTING.

ADDRESS: PADUCAH, KY., THIS WEEK; THEN PER ROUTE

# PENN PREMIER SHOWS

worlds \* cleanest \* midway

WEEK OF MAY 10-15 INCLUSIVE, PERTH AMBOY, N. J.; FOLLOWED BY DOVER, N. J., FIREMEN'S CELEBRATION

CONCESSIONS—Can place Age, Scales, Derby Racer, Short Range, Glass Pitch, Jewelry, Fishpond, Block, Cigarette or any other legitimate Concession.

SHOWS—Can place any Show not conflicting. **Charlie Zern** can place good Working Acts for Circus Sideshow. Can also place good Annex Attraction that can stand prosperity and guarantee to work every week. Positively no drunks.

Address all mail and wires to  
**LOYD D. SERFASS, Gen. Mgr.**

Levittown, Pa., this week; Perth Amboy, N. J., and Dover to follow.

**Mana & Bertie LaPage**, answer. Can place good, sober Geek for Snake Show at once. Also place Penny Arcade, good proposition.

HELP—Can always place good, sober Ride Help who drive semis. Can place useful Second Man for Dual Wheels and drive. We pay every week, with no promises, plus bonus.

All phone calls to

**HARRY (BUSTER) WESTBROOK, Bus. Mgr.**  
Sylvania Hotel, Philadelphia, Pa.

## CONEY ISLAND ROAD SHOWS

### June 14th thru August 17th

Want for two months in Cuba — Thrill Show drivers, ramp help and 2 mechanics — must be sober. Any specialty act that is good. **Jimmy Curry** and **Capt. Forkum**, contact. Two sensational free acts such as cannon, double sway pole that sways, or its equal. All salaries paid every week or daily.

Have for sale in Miami—One complete water Show. Permanent tank and underwater breathing apparatus, capacity tank 2800 gals. All mounted on van Semi. One beautiful well built front, mounted on Semi 60 ft. long. Goes up in one hour, walk thru center. One 40 by 80, 4 section top and poles practically new. One GMC 1949 tractor, one Dodge 2 1/2 ton C.O.E. All in perfect shape. No reasonable offer refused.

Contact Immediately:

**V. NODARSE, President** Gene **BEECHER, Gen. Mgr.** **DUKE DOUGHERTY, Bus. Mgr.**  
Palma Soriana, Oriente, Cuba, or 55 S. E. 3rd Ave., Miami, Fla. Phone calls accepted at Palma from people we know.

## BUFF HOTTLE SHOWS

WANT FOR 2 UNITS FOR 40 FAIRS AND CELEBRATIONS

UNIT #1 WITH 15 RIDES

FOR 100 YEAR CENTENNIAL CELEBRATION,

EFFINGHAM, ILL., MAY 13-14-15.

Concessions that work for stock, especially Long and Short Range, Custard, Penny Arcade (**H. Ross Mahon**, contact). Will place Grind Shows with own equipment. Want Ride Help who drive. **Del Simms**, **Blackie Guynes**, **J. B. Bibbs**, come on. Need Wheel Foreman. For Sale—Merry-Go-Round, 24 horse, 2-abreast.

All replies to **BUFF HOTTLE**

Meridian, Miss., this week

UNIT #2 WITH 11 RIDES

FOR PONCHATOUA AND HAMMOND, LA.,

(FOR BERRY SEASON) AND 20 FAIRS.

Need Hanky Panks of all kinds. (**Jim Baldwin**, contact immediately.) Want Grind Shows for committee percentage. **Frank Jandro**, **Al Buckler**, others with me last year, contact. Can place Foreman for Tilt-a-Whirl.

All replies to **ROMEO DUNN**

Ponchatoula, La., this week; then per route

# THOMAS JOYLAND SHOWS

NOW BOOKING FOR

SOUTHERN WEST VIRGINIA FAIR, CHARLESTON, WEST VIRGINIA  
9 DAYS—SEPTEMBER 3 THROUGH 11—9 DAYS

CONCESSIONS: Will sell exclusive on Novelties and Custard. Also want to book Hanky Panks, Ice Cream, Pottery Pitches, Penny Arcade, Eating and Drinking Stands, Scales and Age, Cat Racks, Milk Bottles, Games of all kinds, legitimate only. SHOWS: Will book any Show of merit for this date. RIDES: Dark, Scooter, Rock-o-Plane, Round-Up, Spitfire or Fly-o-Plane, Moon Rocket, Kiddie Rides or anything new. Will also book extra Wheel.

CAN PLACE AT ONCE

Monkey Show without or with outfit. I have nice frame-up for someone who has monkeys. Also want Baby Show, Wild Life, Mechanical, Atomic Exhibit. Want Lady Agent for Six Cats.

FOR SALE—Silo Drome in good condition, also Spitfire. Ride has been in park. Reasonable.

**L. I. THOMAS, Mgr.**

All wire: Vivian, W. Va., this week; Beckley, W. Va., next week.



# CARAVELLA AMUSEMENTS

Opening again and with **PROVEN DATES** only

**WANT**

Concessions: Bingo, Pop-corn, Custard, Ball Games, all Legitimate Concessions.

**WANT**

Rides: Ferris Wheel, Octopus, Merry-Go-Round, Kiddie Rides. Will **BOOK** or **BUY**. Notice: H. Britt, contact me.

**WANT**

Help: Ride Help on all Rides. Man and Wife to operate Unborn. **AM** help with me before contact me at once.

PLAY THE BEST PENNSYLVANIA DATES WITH US

SUNBURY FIRE POLICE—May 24-29. FIREWORKS—PARADES—FREE ACT. This is not just another Still Date. Will book any Legitimate Concession not conflicting.

FOR THE EBENSBURG FAIRGROUNDS, CAMBRIA COUNTY AMERICAN LEGION FAIR, JULY 5-10

FATURING JOE CHITWOOD—FREE ACTS—FIREWORKS—PARADES

Can use: 5 more Rides—Shows—Mechanical City—Side Show—Girl Shows. Any good Show of merit.

Mickey Donahue, Motordrome, contact me at once for Selinsgrove Fair, the above and other dates. Also contact me—Johnny Watkins and Bill O'Hearn. Phone or wire FRANK CARAVELLA, Mgr., Selinsgrove, Pa.

## WANT! FIRST CLASS—TOP-NOTCH CARNIVAL

For one of Mississippi's Best Fairs!

### THE DELTA FAIR & LIVESTOCK SHOW

GREENVILLE, MISS. — 40,000 POP.

ANY DATE IN SEPTEMBER IS OPEN TO THE RIGHT SHOW.

WRITE, WIRE OR PHONE: JOHN T. GIBSON  
Box 665 (Phone 8121) Greenville, Miss.

## GEORGE CLYDE SMITH SHOWS

OPENING MAY 19 FOR 10 DAYS AT SCALP LEVEL, PA.

WANTED—BALL GAMES, BALLOON DARTS, FISH POND, HOOP LA, PHOTOS, CANDY FLOSS, PENNY ARCADE.

WANTED—MONKEY SHOW, SNAKE SHOW, ACTS FOR SIDE SHOW.

GENERAL RIDE HELP, TRUCK AND TRACTOR DRIVERS, AGENTS FOR OFFICE HANKY PANKS. ALL REPLY TO:

GEORGE CLYDE SMITH SHOWS  
P. O. BOX 521 CUMBERLAND, MD.

## COTE AMUSEMENT CO.

WANTS WANTS

Opening Utica, Mich., May 6-15; with Pontiac following, May 18-23

Booked solid with street celebrations and homecomings until Oct. 1, 1954  
Want Hanky Panks of all kinds that work with merchandise. Can use small Shows for street. Biggest Fourth of July Celebration in Michigan.

Phone REpublic 9-1821, or Write BOX 15, UTICA, MICHIGAN

## BOONE VALLEY SHOWS

WANT NEATLY FRAMED SHOWS, CONTACT PER ROUTE. WANT

BOONE, IOWA, APRIL 30-MAY 8  
PERRY, IOWA, MAY 10-15  
OSKALOOSA, IOWA, MAY 17-22  
DELWEIN, IOWA, MAY 24-30

## WANT

FERRIS WHEEL FOREMAN, TILT FOREMAN AND MERRY-GO-ROUND FOREMAN. SECOND MEN FOR ALL RIDES. Wages are right, treatment the best. Want only sober Help.

A. J. SUNNY AMUSEMENT CO.

3006 EAST 130TH ST. Phone Washington 1-4679 CLEVELAND 20, OHIO

## Last Call—WOLF SHOWS—Last Call

Stanley Warwick, Lessee

OPENING BURLINGTON, IA., MAY 17

Can place Roll-o-Plane, Spitfire or Octopus. Also want Shows with own equipment, 25%. Especially want 10-in-1, Snake, Mechanical, Monkey Circus, Fun House, Animal Show, Posing Show, Want Concessions, Arcade, Hi-Striker, Glass Pitch, Ball Games, Hoop-La, Gold Fish, Roman Target, Coke Bottles, Balloon Darts, Novelties, Root Beer, Foot Long. Also small Cookhouse or Sit Down Grab. Need 2 or 3 Ride Men that drive semi, also Foreman for Kid Rides. Bob Robinson wants Wheel Foreman. ALL REPLIES TO: Rt. 4, Box 61, Hot Springs, Ark., Until May 12; Then Burlington, Ia.

## DUE TO ILLNESS

Will sacrifice two number 5 Eli Wheels, one 1950, other 1947, complete with transportation for each unit. 1952 Allan Herschell Kiddie Merry-Go-Round, used one season; Sunshine Choo-Choo Train, Dive Bomber, Airplane Rides, 1947 Aerial Comet, Ground Cable, Switches, Steel Fences, Picket Boxes, all equipment mechanically perfect. Good transportation for all Rides. 20 week of bona fide contracts furnished with one unit. Coming season. Earnings potential greater than asking price. Terms to reliable person. Will sell one Wheel, Chairplane or Comet separately. May consider booking any portion of units in good, established park. S. ARTHUR, Roxy's Amusement Rides, East Aurora, N. Y. Phone 860

## TENNESSEE VALLEY AMUSEMENTS

PORTLAND, TENN., STRAWBERRY FESTIVAL, MAY 10 TO 15

5 WEEKS IN STRAWBERRY BELT

BOOK—Long or Short Range, Bingo, Age or Weight, Pitch Tilt-U-Win, Jewelry, Hoop-La, 6 Cats, Buckets, Ball Game, any Hanky Pank not conflicting, Novelties. Mr. Phillips, contact. Mr. Bob Coleman wants Agents for P-Pool, Beat Dealer and Pan Game. Preference to semi drivers. SHOWS—Monkey, Geek, Big Snake, Fun House or any Grind Show. Phone or wire, or come on.

THEODORE MEADOWS

Owner-Manager

SAM HOUSNER

Bus. Manager

LINDEN, TENN., THIS WEEK

# Good Early Ind. Business Scored By Bill Geren

Clarksville Highly Satisfactory; Gets New Office Trailer

INDIANAPOLIS, May 1.—Bill Geren's Mighty Hoosier Show moved in here Monday (26) for an engagement that will run thru Saturday, May 8, with the Junior Sheriffs' Association as sponsors.

Opening stand, 14 days at Clarksville, Ind., yielded highly successful business. First three days here also provided good business; cold and rain denting the second night's take.

Rides, show fronts and rolling stock are in top shape, the result of intensive winter quarters work at Columbia, Ind. Line-up includes two No. 5 Elis, a two-abreast Allan Herschell Merry-Go-Round, Tilt-a-Whirl, Double Octopus, Rock-o-Plane, Flying Scooter and five kiddie rides, all office-owned. Shows, also office-owned, are Mickey Mouse Mechanical City and two girl shows. Forty concessions, plus a Swain cookhouse, are in operation here.

Show carries its own GMC light plant. Geren has a new 30-foot office trailer, custom built by Prairie Schooner. Trailer has a private office, large cage with payout window and a porch and canopy on the front end.

Captain Enger's Lion Acts is the free act, with Enger billed as "the world's only one-armed lion trainer."

Besides Geren, show's staff includes Mrs. W. R. Geren, secretary; Charlie Wright, legal adjuster; Howard (Pappy) Snyder, electrician, who has been with the show for 15 years, and Frank Zeko, billposter.

# Idea Rides on Indianapolis Lots; No. 5 Eli Added

INDIANAPOLIS, May 1.—Ideal Rides, owned and operated by Paul T. Robertson, is the second show to play Indianapolis this season. Unit is set to remain in the metropolitan area for four more weeks.

Supermarket bought the unit outright last week, with the grocer furnishing ride ducats to moppets while their mothers shopped.

A recently delivered new No. 5 Big Eli is included in the line-up. Other rides are a Merry-Go-Round, Chairplane and Mixer and four kiddie rides.

Ideal has 10 county fairs and two centennials in Indiana and Illinois on its route. Brown County Fair, Nashville, Ind., will be played for the third straight year; the Clay City (Ind.) 4-H Fair for the ninth successive season and the Ellettsville (Ind.) Fair for the seventh year.

Mrs. Robertson is office secretary; Roy Nelson, The Billboard agent.

# Lancaster, Calif., Fair Inks Babcock; Cite 20c Ride Fee

LANCASTER, Calif., May 1.—An agreement to operate adult rides for 20 cents on the carnival midway at the Antelope Valley Fair and Alfalfa Festival is believed to have been the big reason for the awarding of the contract to the Frank W. Babcock United Shows.

A. G. Marquardt, secretary-manager of the fair, said that contracts for the event were received from Crafts 20 Big Shows and the Babcock organization. Crafts played the event in 1953.

The signing of the Babcock shows returns Larry Ferris, carnival's manager, to the midway here. Ferris played the date from its resumption following the war until the past couple of years. At the time Ferris had his own show, later merged with the Babcock shows.

# MIDWAY CONFAB

Continued from page 49

Merry-Go-Rounds, reminiscing about the big Parker four-abreast built for the C. A. Wortham Shows about 1920. "It was the most beautiful portable machine I ever saw," Beach said. "If my memory serves me right, it had over 3,600 lights. I well remember Canadian Day at Toronto. I was the show trainmaster at the time. Wortham, Walter Stanley, all the staff and as many hands as I could get, couldn't keep the folks off it. Finally we had to call for police help."

Pete Kortez enjoyed thumping business with his Side Show at the recent Battle of Flowers in San Antonio. No fewer than eight different carnivals were represented in the strong attraction line-up pulled together by Jack Ruback, holder of the contract, but the Kortez show was the only large scaled Side Show in operation.

Kortez talent included Iko and Eko, the sheep-headed brothers; Rasmus Nielsen, tattoo and strong man; Leroy, magician, lecturer and pitchman; Prince Dinny and Lady Ethel, midgets; Dick Manley, glass-blower; Althea, the human monkey girl; Great Ray, sword-box; Rado, rabbit-faced boy; Wokuabko, jungle dancer; Zoarva, upside-down painter, and Landrus, magician-ventriloquist, with Robert Artley and Kenneth Shields, talkers, and Tom Doyle and Herbert Ashton, ticket sellers. The Kortez Side Show jumps from San Antonio to Monteral, where it will be at Belmont Park. Landrus, the magician-ventriloquist with the show, will remain in San Antonio, playing schools before heading north.

# Omaha Cele Inks West Coast Org For Fun Zone

SANTA MONICA, Calif., May 1.—Century Enterprises, Inc., will have an amusement zone in Omaha from Decoration Day thru Labor Day in connection with the Omaha Centennial, Ben Miller, an official of CE, said. Bob Banard of this city has been named concession manager. Miller, Banard, and Sam Franks will leave here May 20 for Omaha. In the meantime, they will operate from the local office.

Miller said that the establishment of the amusement area, which will feature about 20 major and 10 kid rides in addition to cookhouse, novelties, and free acts, will mark the first time in 25 years that such an attraction had appeared there. The rides will be installed on an 11-acre lot at 70th and Center streets.

Along with the midway attraction, the centennial will feature world's champion prize fights, parades, an aquacade, ice skating shows, grandstand revues and other events. Forty-five days of horse racing are scheduled to start May 20.

Banard, who is a veteran of 45 years in the concession field, will manage the stands for Century, headed by James Farhart as president. Miller has been associated with the firm for 10 years and Franks has operated as an independent concessionaire, mainly on the West Coast in recent years, for more than a quarter of a century.

Farhart now maintains an office in Omaha with the staff to be augmented by the Santa Monica trio well in advance of the opening.



Strange and Weird Attractions  
Shrunken Heads, Ape Boy, Wolf Boy, Devil Child, M a n y others. Your ideas made up. Write for Folder. Free. TATE'S CURIOSITY SHOP  
3858 E. Van Buren St. Phoenix, Ariz.

# CARNIVAL PLASTER

WRITE FOR FREE CATALOGUE  
KANSAS CITY ART STATUARY CO.  
4313 E. 9th St. Kansas City 24, Mo.

# HANKY PANKS

SIX CATS—2 Styles. PUNKS—15 Styles or Designs. 3-BALL MECHANICAL BUCKET—New type, cannot get out of order. JEWELRY SPINDLES. MILK BOTTLES—Aluminum and Wood. DART BOARDS—Sponge Rubber with Nylon Thread Dividing Lines is the best for the Carnival Man. HUCKEY BY BUCK GAMES and don't forget the DAM FAMILY BALL GAME.  
Write for Catalog.

RAY OAKES & SONS  
P. O. BOX 4344 TAMPA, FLORIDA  
Telephone 80-2121

Beautiful Healthy

# PARAKEETS

PRICED FOR CONCESSIONAIRES

WELLS BIRD FARM  
2143 South Myrtle Ave.  
Monrovia Calif.  
Phone: Elliott 8-6185

Orders accompanied by Cashiers  
Check or Money Order

SHIPPED SAME DAY

# WANT RIDE MEN

Must be experienced. First and Second Men that do not drink and can drive semi trucks, must have driver's licenses. Top salaries to top men. Long season. Must join at once. WIRE

E. L. YOUNG, Mgr.  
Sterling Crown Shows  
Hattiesburg, Miss.

# FOR SALE

125 Kw. Diesel Light Plant, twin motors, model 671, three phase Westinghouse generator mounted on 24' Fruehauf trailer. Used short time and a real buy. Contact

GEORGE H. HARMS  
Maryland Hotel, Annapolis, Maryland

# WANT

Ferris Wheel Foreman or good Rope Man—go to work at once at regular wages in Winterquarters. Also three or four Hanky Pank Agents (one must be sharp for outstanding Hanky Pank; will work every day everywhere; its a proven "dandy"). Good Agent for stock Ball Game, also Hi-Striker. Good proposition for Man and Wife on these two. Teddy Roosevelt Connors, write. Will open about May 21—strong, proven route. Write, phone or wire (no calls or wires collect). TRI-STATE SHOWS, JOHN MURPHY, Mgr. Box 547, Madison, S. D. Phone: 3405.

# GEORGIA AMUSEMENT CO.

No Gate—No Flats  
Will book the following Concessions: Fish Pond, Ball Game, High Striker, Glass Pitch, Penny Pitch, Cork Gallery, Short or Long Range Lead Gallery, Huckleby Buck, Dart Balloon, Heart Pitch, Corn and Apples, Bingo, Mitt Camp, small Cook House or Sit Down Grab. Two more weeks in Georgia, the North Carolina, Atlanta, Fish Pond Scott and Deaffe Clark, contact at once. H. H. SCOTT, Dahlgren, Ga., this week; Toccoa, Ga., follows.

# DANCING GIRLS

Your best opportunity. Guaranteed salary and percentage. Plenty Fairs. Open next week. Wire collect.

DALE FARRISH  
4302 Missouri Ave.  
Marion Tractor Court  
E. St. Louis, Ill.

# WANTED

FERRIS WHEEL FOREMAN. KIDDIE RIDE FOREMAN. ALSO OTHER RIDE HELP  
BENNIE WEAR  
3612 Lafayette St. Louis, Mo.

# FOR SALE

ALLAN HERSHELL KIDDIE RIDE 10-car Auto Ride. Good top and sidewall. \$900.00 cash.  
S. LACHMAN & SON  
6321 Blair Road, N. W.  
Washington, D. C.

# WANTED

Circuses, Carnivals and other money-making Attractions to be sponsored.  
40/3 VOITURE 605  
305 N. Kansas St. El Paso, Texas



**ATTENTION!!**

ALL ACTS CONTRACTED, PLEASE REPORT TO AUSTIN, MINNESOTA, FOR OPENING MAY 29. I Will Be There a Week Ahead CAN USE TICKET SELLERS FOR GIRL REVUES AND SIDE SHOW. CAN ALSO USE GENERAL WORKING HELP, PREFER THOSE WHO DRIVE SEMIS. Winterquarters Now Open in Coldwater. Write or Come On In. **CHARLES HODGES** Box 235, Coldwater, Mich.

**WANT TRUCK MECHANIC**

Must have tools and have Carnival experience. Capable keeping trucks and ride motors in shape and get the Show on next location in fast time. Positively no drunks. Top salary to capable man. Wire or Call:

**E. L. YOUNG, Mgr.**  
Sterling Crown Shows

c/o Farrest Hotel, Hattiesburg, Miss. (No Collect Wires or Calls)

**WESTERN QUEBEC REGIONAL EXHIBITION ROUYN, QUE., AUG. 21-25 INCLUSIVE ANNUAL AGRICULTURAL & INDUSTRIAL FAIR WANTED**

Organized Carnival Company or we will consider Independent Shows, Rides or Concessions. Write or Wire: **PH. DeBLOIS** c/o Box 959, Rouyn P. Q., Canada Phone 3369W

**Want Wheel Operator**

Prefer middle age man, sober and reliable. No moving, good treatment and salary. Year round work to right man, but must work season to be eligible. State all first letter. **GRIFFEN AMUSEMENT PARK** Jacksonville Beach, Florida

**WANT CARNIVAL TO PLAY KERSHAW COUNTY FAIR**

the week of October 11-16, 1954. Contact **J. D. CRAWFORD, Secy. & Treas.** Camden, S. C.—Phone: 399-W or 335-R

**\$50.00 REWARD**

For information pertaining to the whereabouts of **GEO. R. KELLY** formerly with Shan Wilcox. Wire or call collect **ATLANTA TRAILER MART JACK BERCHANKO** Atlanta, Ga.—Phone: Cathoun 8888

**WANTED**

RIDE HELP OF ALL KINDS. CAN USE SHOWS AND A FEW CLEAN CONCESSIONS. **MOUND CITY SHOWS** 1417 Graftan St. Louis 4, Mo.

**WANTED FOR PICNIC & CELEBRATION, JULY 5**

2 Major Carnival Rides and Kiddie Rides. For full information contact **J. C. Gildewell, Chairman** Caraway Picnic Assn., Caraway, Arkansas

**ROLLER COASTER FOR SALE**

Philadelphia Toboggan make, 200 ft. long, 27 ft. high, 50 ft. wide. Price right. Write—wire—phone **Mrs. Frieda Clark** 332 26th St. Santa Monica, Calif. EXbrook 5-6898

**PARRAKEETS, CANARIES, FINCHES**

Orders Shipped Same Day **M. & B. NURSERY** 322 Wilson Ave. Sunnyvale, Calif. Prices Upon Request

**DANCING GIRLS**

for four shows, also two Drummers to accompany organs. Have enough features. **JACK GALLUPPO** Prett's Broadway Shows Washington, D. C.

**NSA Appoints 28 Stewards For Season**

NEW YORK, May 1.—The National Showmen's Association has run off the second issue of its new Bulletin, containing news notes of interest to members and announcing the appointment of 28 stewards with various amusement units.

These include Max Tubis, Atlantic City; Vince Anderson, Savin Rock Amusement Park; Izzy Cetlin, Cetlin & Wilson Shows; Patty Conklin, Canada; Bill Cowan, Buck-Model Shows; Jeff Harris, Revere Beach; Sam Levy, Metropolitan Shows; Max Miller, Ringling Bros. and Barnum & Bailey Circus; Joe Hughes.

Also, Joe Prell, Prell's Broadway Shows; Harry Rosen, Coney Island; Morris Vivona and David Brown, Vivona Bros.' Shows; Louis (Dada) King and Lulu Wagner, World of Mirth Shows; Frank (Shrimpie) Rappaport; Morris Brown, I. T. Shows; Dick Coleman, Coleman Bros.' Shows; Floyd Gooding, Gooding Amusement Company; Ross Manning, Ross Manning shows.

Also, Joe Uknis, John H. Marks Shows; Harry Kahn, N. E. Amusement Company; Jack Greenspon, Virginia Beach; NSA President Joe McKee, Palisades Amusement Park; Lloyd Serfass, Penn Premier Shows; Jack Perry, Jack Perry Shows; Harry Agne, King Reid Shows; Francis Fornier, James E. Strates Shows.

**E. Stroudsburg For Vivona; Md. Date Okay**

LEIPERVILLE, Pa., May 1. — Vivona Bros.' Shows signed last week-end to provide the midway for the new Monroe County Fair, to be held the week prior to Labor Day in East Stroudsburg, Pa. Morris Vivona represented the show and Joe Sherman, the fair, to be held at the Speedway grounds.

It is hoped that this event would prove even bigger than Nazareth, which was also handled by Sherman.

The show hit here Sunday (25) and everything was ready to go by mid-afternoon. Rain on Monday (26) looked bad but the weather cleared and the show pulled its best opening-night attendance in four years at this spot.

**Middle River Okay**  
Previous week in Middle River, Md., was okay altho not big, with rain on Friday and Saturday (23-24) hurting the take. Altho there was much opposition Danny Dell did a nice job in his department. Opposition to the baby giveaway caused that event to be called off.

The new matinee deal handled by Harry E. Wilson and Bill Sargent was not big but is ironed out and promises to be good. Many visitors showed up from the Morris Hannum Shows which opened Thursday (22) about six miles away.

The No. 2 unit is being readied for its May 10 opening in Manville, N. J.

**Gem City Takes On Frank J. Lee As General Rep.**

CEDARTOWN, Ga., May 1.—Frank J. Lee, until recently with the Cavalcade of Amusements, has joined the Gem City Shows, currently showing here, as general representative. He will handle the booking of open dates, press-advertising, special events, kiddie matinees and parade tie-ups. Paul Kelly is scheduled to join next week at Rome, Ga., with circus animals to be billed as the Dan Rice Circus.

**VIVONA BROS. Combined SHOWS**

**NO. 1 UNIT CAN PLACE FOR FIVE BIG WEEKS IN NEW JERSEY HEART OF INDUSTRIAL AREA AND BALANCE OF LONG SEASON INCLUDING FOURTEEN BIG FAIRS STARTING FIRST OF AUGUST.**

No. 5 Eli Wheel (Ted Lewis, contact), Flat Rides not conflicting, Motordrome; Man for Monkey Show, we have complete outfit and some monkeys. Snake Show and Wild Life Shows with own equipment and other high-class Grind Shows. Buckets, Cat Racks, Derby, Novelities, Hats and Hanky Panks. Ride Help who drive semi, Chairplane Foreman.

Address **JOHN VIVONA** CRUM LYNNE, PA., THIS WEEK

**NO. 2 UNIT OPENING MAY 10, MANVILLE, NEW JERSEY, ON MAIN STREET. MILLION DOLLAR PAY DAY.**

We play only bona fide Church Bazaars and Firemen's Celebrations. Can place legitimate Concessions only.

Address: **MORRIS VIVONA** 103 SOUTH 21ST ST. IRVINGTON, NEW JERSEY

**NEW WORLD OF PLEASURE SHOWS MICHIGAN'S FINEST AND LARGEST MIDWAY!**

OPENING LIMA, OHIO, MAY 18, 1954, BELLEFONTAINE ST. SHOW LOT

**CONCESSIONS**

Oriental and Exotic Dancers, Talkers and Canvasmen who drive for office owned Girl Shows. Foremen and Second Men for twelve office owned Rides. We have an outstanding route of Still Spots in Ohio and Michigan with a Studendous route of proven money making FAIRS starting the last week in July. Our Fourth of July is the best in the State.

**C. O. STEWART, Manager**

Arcade, Novelities, African Dip, Custard, Hanky Panks of all kinds.

**SHOWS**

Motor or Monkey Drome, Side and Snake Show or any good Grind Show.

Write, Phone or Wire 82 Orchard St., Mt. Clemens, Mich.

Motor or Monkey Drome, Side and Snake Show or any good Grind Show.

Foremen and Second Men for twelve office owned Rides. We have an outstanding route of Still Spots in Ohio and Michigan with a Studendous route of proven money making FAIRS starting the last week in July. Our Fourth of July is the best in the State.

Write, Phone or Wire 82 Orchard St., Mt. Clemens, Mich.

**H. A. RISCH, Superintendent**

**SALE CONCESSIONS**

6 Cat, 12x18 ft., complete, Pan Game, 12x12 ft., complete, Rolldown, Razzle, Stum Skillo, Wheel, Pin Store. All 10x16 ft., with 9-6 inch balls, all are complete. Anchor Royal Blue Canvas throughout. Nicely framed, push backgrounds for all. P. C. Table, Evans Spindle and Table, Buckets, Evans Track and other miscellaneous equipment. Same flash, A-1 shape and nicely framed, 1950 GMC Tactor and 26 ft. Carter Van Trailer, Side Door, built-in Concession Racks, 19,000 actual miles, looks and runs like new. Excellent rubber. Bought new and used only for hauling the above equipment. \$3,500.00 takes all.

**BINGO**

42x20 ft. DeLuxe Walk-In Bingo, 104 Leatherette Stools, Complete with Blower, P. A., etc. A very nicely framed Bingo, 1949 Chevrolet Tactor and 26 ft. Gramm Low-Boy Trailer, 21,000 actual miles. Excellent rubber. Bought new and never used for any other purpose. Approximately \$1,000.00 worth of merchandise. \$2,500.00 takes all. Contact:

**VINCE McCABE**

c/o Eagan's Trailer Park, Slytheville, Ark. (Phone: Popular 3-8346) P.S.: Equipment Speculators, will make you a good deal for immediate action.

**BILL CHALKIAS WANTS**

Side Show Acts, Want Girl Show Talker. Also Girls for Cookhouse Help. Yogo, sword swallower, we can use you. Fred West, Bill Sylvian, come on.

**BILL CHALKIAS**

Care Don Franklin Show Arlington, Tex., this week; Miami, Okla., 10-15.

**PARADA SHOWS**

Fairfax, Okla., all this week. Want Concessions of all kinds. Ride Help. Agents for Six Cats, Buckets, Nail and Swinger. Shows with own equipment.

**H. C. SWISHER**

**WANTED**

Popcorn, Candy Apples, Snow Cones, Floss. Will sell exclusive. Martinsburg, W. Va., May 3-8; Charlestown, W. Va., follows. In heart of town.

**LOZIER AMUSEMENTS**

**CARNIVAL WANTED**

July 3-4-5 Have contracted for Rodeo. Address Wallace Belshaw, Secy., Winnebago Co. Fair Assn., Pecatonica, Ill.

**SAVE MONEY WITH JOHNNY**

Brand-new '54 Buicks, America's sweetheart. Immediate delivery. For a good deal contact

**JOHNNY CANOLE**

Altoona, Pa. Phone 9347 and 3-0003

**C. A. STEPHENS SHOWS**

WANT FOR THE BIGGEST DATE IN GEORGIA THIS YEAR **CENTENNIAL CELEBRATION AT DOUGLAS, GA.** (Around the Court House and on the Street)

CONCESSIONS working for stock—all Concessions open. Eats, Drinks, Age Scales, Custard. SHOWS—Place all Grind Shows—Big Snake due to disappointment; Mechanical City, Flat Show and Illusion. Chairplane Foreman—Ralph Larry, answer. (Leo Lane, what can you send me?) RIDES—Place Major and Kiddie Rides for this spot.

SANDERSVILLE, GA., THIS WEEK.

**SKERBECK AMUSEMENT COMPANY**

Can place two good Grind Shows. One Major Ride which does not conflict. Concessions—High Striker, Milk Bottles, Dam Family, Tile, Fish Bowl. Agent for Six Cat—contact Pauline. Have good Celebrations, Woodruff, Wis.—Dr. Kate's dedication of hospital, 30,000 people expected daily. Ishpeming, Mich., Centennial, on the streets, first show in 30 years—6 days; other good spots before and after. First and only show in our spots. Not the biggest show, but one of the best.

**Skerbeck Amusement Company** P. O. BOX 218, ESCANABA, MICH. P.S.: Winter Quarters now open.

**WANTED AGENTS AND GENERAL CONCESSION HELP**

**On the World of Mirth Shows** For season opening latter part of May in Plainfield, New Jersey. Fourteen major fairs. Casey, who worked for my wife in Doll Pond, get in touch with me at once. Polock, our agreement we made at the Tampa Fair still stands; get in touch with me at once. Reply at once to this address.

**CLYDE WARBRITTON** 1412 EAST FRIERSON STREET TAMPA, FLORIDA

**F. M. SUTTON SR. Presents GROVES GREATER SHOWS**

WANT FOR GOOD STILL DATES AND FAIRS IN LOUISIANA. Agent with car who knows Louisiana. Will sell "ex" on Photos, Popcorn, Snow Cones, Apples, Candy Floss. Will book Stock Concessions of all kinds. Can use Ride Help on Wheel and Merry-Go-Round. Contact **F. M. SUTTON SR., Sulphur, La., May 3-8**

**Want—I. K. WALLACE SHOWS—Want**

OPENING MAY 15, VICINITY OF RICHMOND, VA. Want Girl Show with own equipment, Grind Shows, Robert (Polock) Salisbury, wife. Can place Rides—Kiddie Rides. Want Foremen and Second Men for Wheel, Chairplane and Kiddie Autos. Curtis, Bassford, contact. Want Popcorn, Candy Apples, Floss, Bingo, Ball Games, Pitch-Till-Win, Duck and Fish Ponds, Hoop-La, Bumper, Glass Pitch. (Lewis Sound Truck, write.) (Frank Johnson, write.) **I. K. WALLACE SHOWS, c/o General Delivery, Richmond, Va.**

**BEAM'S ATTRACTIONS**

Want Side Show Operator. Manager and Riders for DROME. Book Long Range Gallery, Age and Scales, Photos and Hi-Striker. HELP: Second Man for Merry, Couple for French Fries, Kiddie Ride Workers, Concession Agents. Contact **STEVE DECKER** "D" Street Show Grounds, Johnstown, Pa., this week; Duncansville, Pa., next week.

<p><b>STOCK TICKETS</b></p> <p>One Roll ..... \$ 1.50 Five Rolls ..... 4.50 Ten Rolls ..... 6.50 50 Rolls ..... 22.00 100 Rolls ..... 40.00</p> <p><b>ROLLS 2,000 EACH</b></p> <p>Double Coupons Double Prices</p> <p>No C.O.D. Orders Size: Single Tkt., 1x2</p>	<p><b>We Manufacture TICKETS</b></p> <p>of every description</p> <p>Wheel tickets carried in stock for immediate shipment.</p> <p><b>THE TOLEDO TICKET CO.</b> Toledo 12, Ohio</p>	<p><b>SPECIAL PRINTED</b></p> <p>Cash With Order Prices</p> <table border="1"> <tr> <td>Roll or Machine</td> <td>2,000</td> <td>.....</td> <td>\$ 4.90</td> </tr> <tr> <td></td> <td>4,000</td> <td>.....</td> <td>7.80</td> </tr> <tr> <td></td> <td>6,000</td> <td>.....</td> <td>8.70</td> </tr> <tr> <td></td> <td>8,000</td> <td>.....</td> <td>9.60</td> </tr> <tr> <td></td> <td>10,000</td> <td>.....</td> <td>10.50</td> </tr> <tr> <td></td> <td>30,000</td> <td>.....</td> <td>15.50</td> </tr> <tr> <td></td> <td>100,000</td> <td>.....</td> <td>33.00</td> </tr> <tr> <td></td> <td>500,000</td> <td>.....</td> <td>133.00</td> </tr> <tr> <td></td> <td>1,000,000</td> <td>.....</td> <td>250.00</td> </tr> </table> <p>Double coupon, double price</p>	Roll or Machine	2,000	.....	\$ 4.90		4,000	.....	7.80		6,000	.....	8.70		8,000	.....	9.60		10,000	.....	10.50		30,000	.....	15.50		100,000	.....	33.00		500,000	.....	133.00		1,000,000	.....	250.00
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## W.G. WADE SHOWS

OFFICIAL OPENING, TUESDAY, MAY 11, MARION, INDIANA

First in and right downtown, followed by Battle Creek and Kalamazoo, Mich.; then we head north for our famous annual Upper Peninsula of Michigan tour. Matinees every day just like fairs, then a route of 14 excellent fairs starting July 20.

**ALL PARTIES CONTRACTED PLEASE ACKNOWLEDGE**

**CAN PLACE FOR THIS ROUTE:**

**SHOWS**

Illusion (Lester, please contact at once), Arcade, Drome, Glass or Fun House, Monkey, Mechanical, Snake or any other non-conflicting Shows.

**RIDES**

Dark, Rockoplane, Octopus, Spitfire. Can place any two of these.

**CONCESSIONS**

Photos, Jewelry, Ice Cream, Derby, Novelties, Names on Hats, String, Cork Gallery, Darts, Six Cats (merchandise only), Bumper, Hoop-La, Punk Rack and Milk Bottles, French Fries and other legitimate Games of all kinds. Will sell "X" on some of these items if desired.

**RIDE HELP**

Can use Foreman for Little Dipper, Tilt and Rolloplane. Good opportunity for Man and Wife to handle four Kiddie Rides.

NOTICE: Mr. C. D. Murray will be on the #1 unit until the return of Mr. W. G. Wade.

Can place experienced Office Man. Must know his business. Good proposition to right person.

**D. WADE, Gen. Rep., W. G. WADE SHOWS**  
MILITARY PARK, NEW YORK & WEST STS., INDIANAPOLIS, IND.  
All mail: W. G. Wade Shows      All wires: c/o Western Union Office  
General Delivery, Indianapolis      Indianapolis

## PAN AMERICAN SHOWS

Can Place for Balance of Season

**SHOWS**

Side Show with or without own equipment. Girl Show with or without own equipment. Jig Show.

**RIDES**

Tilt, Live Pony Ride, Kiddie Rides.

**CONCESSIONS**

Will book any Hanky Panks at \$26.00 each. Will sell "X" on Glass.

Fitzie Brown wants Agents for Peek Stores and Count Stores. Johnny O'Connor, come on. Will take care of you. Les Collier, get in touch with me. C. A. Bain, get in touch with me. Can place Foreman for Merry-Go-Round. Want Man who can handle Downey Towers and Front Gate. All Shows and Rides answer to Johnny Ward. All Concessions contact Fitzie Brown.

Can use Scenic Artist.

MULDRAUCH, KY., THIS WEEK; THEN AS PER ROUTE.

THE SOUTH'S GREATEST CELEBRATION

### CORINTH, MISS., CENTENNIAL

ON THE STREETS

MAY 16 TO 22

Seven Big Days and Nights

Can place Photos, Novelties, Six-Cat and Short Range.

Reply to **SIAN WILCOX**  
Centennial Bldg., Corinth, Miss.

## KLEIN AMUSEMENT CO.

SIOUX FALLS, S. D.

Can place a few more legitimate Concessions for the finest route that we have booked to date—all have X. Let us know what you have to book. Absolutely NO liquor, racket or mitt camps. Playing three celebrations a week in Iowa, Minnesota and South Dakota except fair time, then two a week. Complete show opens at South Sioux City, Neb., May 24—first show in, free toll bridge, lots of advertising, draw heavy from Sioux City. Followed by eleven Anniversary Events; Bridge Dedication at Chamberlain, S. D.; two Fourths, New Prague, Minn., July 2, 3, 4—Algona, Ia., Centennial, July 5, 6; also six fairs, plus our regular route of annuals, Labor Day at Lake Preston, S. D., annual watermelon day, also 75th anniversary. All correspondence to above address.

## WANT FOR EMPORIA, VA.

RIGHT IN TOWN—WEEK OF MAY 10

Kiddie Rides, Merry-Go-Round, Rolloplane and any other Rides not conflicting. In proven territory the last 30 years. Hankies of all kinds, including Balloon Darts, Long and Short Range Galleries, Hoop-La, Candy Floss, French Fries, Photos, Blower and any other legitimate Concessions.

Wire or Write Western Union, Mullins, S. C.

**BARNEY TASSELL SHOWS**

## INTERSTATE SHOWS

WANT WANT

SHOWS—Have good opening for Fun House, Glass House, Wild Life, Monkey Show, HELP—Want Foreman for Wheel and Merry-Go-Round; Second Men on all Rides; prefer semi drivers. Will pay top wages and bonus. Want Bingo Caller and Counter-men to join on wire. Want Billposter will furnish transportation. Want Men to up and down Concessions. CONCESSIONS—All Hanky Panks open. Will book Buckets and Swinger. Want Agents for Count Store and Peek Store. Good opening for Long Range, Short Range, Novelties, Jewelry, Hi-Striker, Hats. Will sell exclusive on Popcorn and Candy Apples. All replies to

**H. B. ROSEN, Tullahoma, Tenn., this week**

every conceivable kind of **EQUIPMENT, SUPPLIES AND SERVICES** has been sold in The Billboard **WHAT DO YOU HAVE TO SELL** Write Box 666, 2160 Patterson St., Cincinnati, Ohio

## Motor State Shows Ink Junior Fair At Sandusky, O.

SANDUSKY, O., May 1.—A contract has been signed with J. J. Frederick, of Motor State Shows, Detroit, to supply rides, shows and concessions for the third annual Erie County Junior Fair August 17-20. The fair is to be held five miles due south of Sandusky on part of the Plum Brook Ordnance Works grounds.

The Agricultural Society is completing negotiations to lease a large two-story office building and a 12-acre plot of land at the huge plant where explosives were produced during World War II. Commercial and educational displays will be housed in the unused office building. Farm implements, autos and the midway and parking lot will be at its rear. Improved highways radiate from the site to all parts of the county.

Wayne Bunting, an active farmer, is president of the fair board while Act McCall, local newspaperman and circus fan, is secretary. Last year officials of Cedar Point, Inc., offered their facilities to the fair board, but a more central location in the county was sought for this year. The county has been without a fairgrounds for 12 years, the former plant having been taken over by the federal government for a housing project.

## Fred Murray Dies

Continued from page 40

Ireland and came to this country in 1893 at the age of 23. Thruout his life he maintained the outward appearance of a distinguished British businessman, with pince nez, erect bearing and clipped, precise speech.

**Attended Last Meeting**  
Coincidentally, his 84th birthday was observed April 14 when the NSA held its final gathering of the off-season. Murray offered the invocation as usual and appeared in good health. His doctor said last week that he had no occasion to treat Murray within the last six weeks.

Murray's first fireworks experience was as an apprentice with the C. T. Brock Fireworks Company in England, for three years. In this country he worked for 27 years with Paine Fireworks Company, rising to general manager. From 1931 to 1939 he was with American Fireworks Company, and then with International. His last employ in this field was with Interstate.

**Recalled War Service**  
One of the incidents he recalled with humor was his entry into the Spanish-American War, in which he served from 1896-1898. He often told of his visit to Camp Shanks, N. Y., one warm day, accepting a couple of drinks from acquaintances, and awaking the following day as a volunteer in the 1st New York Regiment.

Long a widower, Murray had been married three times, two of these terminating in divorces. He is survived by a daughter, Mrs. May Hanan.

## HANKY PANK OPERATORS

Pre-War Deal  
Burr \$15.00

Want Fish Pond, Bumpers, Novelties, High Striker, Long Range, Jewelry, Watch-La, String, Set Spindles, Scales, Coke Bottles, etc. Will book for the season well-flashed Bingo. Can place Miff Camp, Six Cats and Buckets. Want Shows with own equipment, we have the route and the deal. Wire. HELP: Want Spitfire, Octopus and Wheel Foremen. Come on, we will place you.

Wire or Phone

Manager **F. C. BOGLE SHOWS**

El Dorado, Kansas, this week; then Kansas City, Kansas, for three weeks. P.S.: Eddie Weston, Bob Simms and Howard Williams, wire.

## STATE FAIR SHOWS

WANT NOW

Help on Wheel, Dipper, Roll-o-Plane, new Jenny. Operator for office-owned Cookhouse, Bingo. All others open. Also want Grind Shows. Wire

**C. A. GOREE**

Cleburne, Tex., this week

## ROYAL MIDWEST SHOWS

Want Stock Concessions of all kind. Manager for Athletic Show.

**ROXIE HARRIS**

Princeton, Ind., this week

## Carnival Routes

Continued from page 45

Gem City: Rome, Ga.; Cleveland, Tenn., 10-15.  
Gentsoh, J. A.: Starkville, Miss.  
Georgia Am. Co.: Dahlonega, Ga.; Toccoa 10-15.  
Gillette Bros.: Norwalk, Conn.  
Glades Am. Co.: Lake City, S. O.  
Gladstone Expo.: Humboldt, Tenn.; Fulton, Ky., 10-15.  
Glass City: New Boston, Mich., 10-15.  
Gold Bond: Creve Coeur, Ill., 7-15.  
Gold Medal: Knoxville.  
Gooding Am. Co., No. 1: (Sullivan & Sandusky) Columbus, O.  
Gooding Am. Co., No. 2: Muncie, Ind.  
Gooding Am. Co., No. 3: Washington, Pa.  
Gooding Am. Co., No. 4: Cleveland.  
Gooding Am. Co., No. 5: (Denune Ave.) Columbus, O.  
Gooding Am. Co., No. 6: Tarentum, Pa.  
Grand American: Chillicothe, Mo.; Ottumwa, Ia., 10-15.  
Great Wallace: Abingdon, Va.  
Greater Dixieland Expo.: Kilgore, Tex.; Durant, Okla., 10-15.  
Groves Greater: Sulphur, La.  
Hale's Shows of Tomorrow: (Independence and White) Kansas City, Mo., 4-15.  
Hannum, Morris: Chester, Pa.; Lebanon 10-15.  
Happy Attra.: Uhrichsville, O.; Warren 10-15.  
Heller's Acme: Cedar Grove, N. J., 5-15.  
Helman United: Montgomery, La.; Natchitoches 10-15.  
Heth, L. J.: North Birmingham, Ala., 3-15.  
Hill's Greater: Amarillo, Tex.  
H&M Am.: Amella, Va.  
Holly Am. Co.: Waycross, Ga.  
Hottle, Buff, No. 1: Meridian, Miss.; Effingham, Ill., 13-15.  
Hottle, Buff, No. 2: Ponchatoula, La.; Hammond 10-15.  
Ideal Rides: Indianapolis 4-16.  
Imperial: Beardstown, Ill.  
Interstate: Tullahoma, Tenn.  
Johnny's United: Centerville, Ala.  
Kinland Am. Co.: Logansville, Ga.  
Lagasse Am. Co., No. 1: Amesbury, Mass.  
Lozier Am. Co.: Martinsburg, W. Va.; Charleston 10-15.  
Manning, Ross: Morrisville, Pa.  
Marion Greater: Columbia, S. C.  
Marks, John H.: Silver Spring, Md.  
McKenna's Rides & Am.: Kaukauna, Wis., 4-10.  
M. D. Am. Co.: Hazelton, Pa.  
Merriman's Midway: Boone, Ia.; Webster City 10-15.  
Metropolitan: Huntsville, Ala.  
Midway of Fun: Beville, Tex.  
Midway of Mirth: Mascoutah, Ill.  
Mighty Hooster State: (Penn and Morris) Indianapolis.  
Mighty Page: Danville, Va.  
Milliken Bros.: Vidalia, Ga.  
Missouri Valley: Lutesville, Mo.; Ironton 10-15.

Moore's Modern: Seminole, Okla.; Okmulgee 9-14.  
Mullins Royal Pine: Bangor, Me.  
New England Am.: Athol, Mass.; East Pepperell 10-15.  
Nolan Am. Co.: Springfield, O.  
Norton's Rides: Borger, Tex.  
Oklahoma Expo.: Henryetta, Okla.  
Page Bros.: Maysville, Ky.; Portsmouth, O., 10-15.  
Pan American Am. (Fair) Fullerton, Calif.; (Fair) Huntington 12-16.  
Pan American: Muldraugh, Ky.  
Parada: Fairfax, Okla.  
Penn Premier: Levittown, Pa.; Perth Amboy, N. J., 10-15.  
Playtime: Dedham, Mass.; Quincy 10-15.  
Powelson Greater: Boltaire, O., 10-15.  
Prel's Broadway: Washington, D. C.; Richmond, Va., 10-17.  
Quaker City: Rummel, N. J., 8-15.  
Rainer: Ephrata, Wash.; Spokane 10-15.  
Raley, Harold: Beaufort, S. C.; Marion 10-15.  
Reithoffer: Stamford, Conn.  
Rockwell Outdoor Am.: Wauneta, Neb., 3-5; Madrid 8-8; Mankato, Kan., 10-15.  
Rocky Mt. Empire: Price, Utah.  
Rose City Rides: Leadwood, Mo.  
Royal American: Memphis.  
Royal Expo.: Thomas, Ga.; Bisbee, N. C., 10-15.  
Royal Midwest: Princeton, Ind.  
Royal Pine: Bangor, Me.  
Schafer's Just for Fun: Tyler, Tex.  
Shan Bros.: Crossville, Tenn.  
Siebrand Bros.: Gallup, N. M.  
Snapp Greater: Independence, Mo., 10-15.  
Southern Valley: Sheridan, Ark.  
Star Am. Co.: Bald Knob, Ark.  
State Fair: Cleburne, Tex.  
Stephens, C. A.: Sandersville, Ga.  
Sterling Crown: Hattiesburg, Miss.  
Strates, James E.: Philadelphia.  
Sunset Am. Co.: Excelsior Springs, Mo.; Newton, Ia., 10-15.  
Tassell, Barney: Mullins, S. C.; Emporia, Va., 10-15.  
Tatham Bros.: Virginia, Ill.; Virden 10-15.  
Tennessee Valley: Linden, Tenn.; Portland 10-15.  
Thomas Joyland: Vivian, W. Va.; Beckley 10-15.  
Tidwell, T. J.: Carlisbad, N. M.; Artesia 10-15.  
Tivoli Expo.: Mission, Kan., 4-10.  
20th Century: Paducah, Ky.  
United Expo.: Belleville, Ill.  
United States: Elkin, N. C.  
Virginia Greater: Cambridge, Md.; Salem, N. J., 10-15.  
Vivona Bros.: Crum Lynne, Pa.  
Volunteer: (Fair) Nashville.  
Wade, W. G.: (New York & West Sts.) Indianapolis, Ind.  
Wallace Bros.: Memphis.  
Wallace Bros. of Canada: Brantford, Ontario.  
West Coast: Richmond, Calif.; Oroville 10-16.  
Wolfe Am.: Spencer, N. C.  
World of Today: Bartlesville, Okla., 5-10; Bonca City 12-15.  
Boone Valley: Boone, Ia.; Perry 10-15.

## SNAPP GREATER SHOWS, INC.

Can place one or two good Shows. Also want Pony Ride, Arcade and Custard.

Opening May 10, Independence, Mo., followed by Jefferson City; Clinton, Ia., Junior Chamber of Commerce Celebration (in City Park); Madison, Wis., Celebration (on Lake Front), 10 Days; Winona, Minn., Centennial, plus 14 Fairs in Wisconsin, Arkansas and Louisiana.

J. T. Hutchens wants Side Show Acts—Fire Eater, Tattoo Artist, Impalement, Sword Swallower, Girls for Illusion or man and wife, also Ticket Sellers. People who worked for me before, contact. (Leapold, answer, everything square)

Address **SNAPP GREATER SHOWS, INC.**

118 Virginia Ave., Joplin, Mo.

## Morris Hannum Shows

One of the Great Eastern Shows

LEBANON, PA., MAY 10-15

SHOWS—Wild Life, Monkey, Fun House, Snake, Glass House, Mechanical City, one Girl Show with own equipment. CONCESSIONS—Hanky Panks of all kinds; Custard, Photos, Jewelry, Ball Games, Duck Pond. Can place one Wheel and one Grind Store. HELP—Experienced Help on all rides; prefer drivers. Man to handle two Downey Light Towers and front gate.

All replies

**MORRIS HANNUM**

934 Murdock Road. Phone: Philadelphia, Chestnut Hill 7-8176, Philadelphia, Pa., this week; then Hotel Weimer, Lebanon, Pa.

## GEM CITY SHOWS

WILL BOOK NOW AND FOR BALANCE OF SEASON  
GOOD ROUTE OF "FIRST IN" STILL DATES AND 16 TOP FAIRS TO FOLLOW

Rides: Will sell "ex" on set of Kiddie Rides. Also want Live Pony and any Major Ride not conflicting. Shows: Will book the following Shows with own equipment: Side Show, Monkey, Mechanical City, Fun House and Glass House. Will give the above a good percentage proposition. Also want Man and Wife for office-owned Illusion Show, Concessions: Can place the following now and will give "ex"—Age and Scales, Derby, Diggers, Basket Ball, Short Range and Novelties. Also Hanky Panks of all kinds. Help: Griddle Man and Dinner Cook, also General Cookhouse Help. Can place Couple for Crab Stand. Will place Girls now for office-owned Girl Show, salary out of office. Don't forget—every still date like a fair, big circus menagerie, free parade to public downtown every Monday. Now is the time to get with a live one. Contact

**TOM HICKEY, Owner, or DON GRECO, Concession Mgr.**

Graystone Hotel, Rome, Ga., this week; next week "first in" in Industrial Cleveland, Tenn. (first show in 2 years here).

## CARL D. FERRIS SHOWS

ROANOKE RAPIDS, N. C., WEEK MAY 3; ALTOONA, PA., MAY 10

CONCESSIONS—Dish Ball Game, Six Cats, any kind of Ball Games or any Hanky Panks, Custard for season. SHOWS—Girl Show, (Tex) Monkey Show, Penny Arcade, Wild Life or any Grind Show. RIDES—Merry-Go-Round or any non-conflicting Rides. All Answers: WESTERN UNION, ROANOKE RAPIDS, N. C.



# CLUB ACTIVITIES

## Pacific Coast Showmen's Association

1235 S. Hope St., Los Angeles 16

LOS ANGELES, May 1.—Past President Ted LeFors opened the regular Monday night (26) meeting with Joe Mead, secretary, on the rostrum with him. After the Allegiance to the Flag, LeFors turned the gavel over to Bob Matthews.

Secretary Mead read the minutes of the past meetings of the board of governors and the membership. Under communications, he read a letter from Abe Goldstein, clown with the Mills Bros. Circus. Goldstein, writing from Sydney, O., reported that the show's business was satisfactory. A letter to Al Flint, executive secretary, from J. W. (Patty) Conklin, was read. It told of the Canadian showman's recent trip to Europe. Conklin was away 77 days.

Various members reported under the Welfare Committee. Jimmy Dunn said that he had contacted Tom Condon, who was to undergo an operation this week. LeFors reported also that Ethel Krug was seriously ill in Metropolitan Hospital. She is unable to have visitors. Ray Rosard, who was on the sick list for several weeks, was said to be out and driving his car.

LeFors was awarded the door prize.

Harry LeMack continues in his duties as official greeter, taking his post at the clubroom entrance to welcome old and new members.

## Miami Showmen's Association

1799 N. W. 28th Street  
Miami, Fla.

MIAMI, May 1.—Ray (Shep) Blumberg, chairman of the ways and means committee, reports that activities in the Eastern part of the country are taking shape, with many affairs to be held to raise funds for the club. He has award books for all who need them.

Also on fund-raising, Claude Sechrest and Buster Westbrook of the Year Book committee said the current drive is coming along nicely. Sechrest is contacting all jobbers, merchandise men and other people who do business with outdoor show people. Westbrook expects to secure at least 5,000 names for the booster pages.

Charles (Chuck) Magid has announced he will seek a Gold Life membership card this year by securing 50 members.

Whitey Tara, chairman of the blood bank committee, reports that there are only seven pints remaining and \$870 in cash with which to purchase blood when ever needed. Members in the past two weeks have used seven pints leaving a very small reserve. Members are urged to secure blood donors on their shows to help build up the blood bank.

On the sick list are Bert Rosenberger, Silver Court Trailer Park, Miami; Dutch Ross, Veterans' Hospital in Augusta, Ga.; Max Kimmerer at home; Stever Homan at Lantana (Fla.) Hospital; Ed (Spot) Cooper at Sampson County Memorial Hospital in Clinton, N. C.; Pete Richardson at McGuire Hospital, South Richmond, Va.; Robert C. Hazzard at Veterans' Hospital, West Haven, Conn.; Henry C. Sylow at Municipal Hospital in Tampa; Harry (Murphy) Foreman

## National Showmen's Association

1564 Broadway, New York

NEW YORK, May 1.—We deeply regret to report the death on Sunday (25) of our chaplain, Fred C. Murray. Funeral services were held Thursday (29) from Riverside Memorial Chapel in New York City, and interment was in the NSA plot at Ferncliff Cemetery in Hartsdale.

Attending the services were President Joseph McKee and his wife, Margaret, who is president of the Ladies' Auxiliary; Gerald Snellens, John S. Weisman, Joseph Hughes, James McHugh, counselor Sidney T. Levine, Louis D. King, Arthur Campfield, Harry Rosen, Charles Cingolo, Ike Weinberg, Larry Neumann, Sam Peterson, Charles (Doc) Morris, Morris Brown, Jack Agule, Leonard Traube, Moe Elk, Herman Cohen, Ben Rosenberg, Harry Joffe, John McCormick, Sam Rothstein and Auxiliary ladies Eileen Weisman, Mildred Ford, Hilda Friedland and Ann Peterson.

Funeral arrangements were handled by executive secretary Ethel Weinberg, and those who went to the cemetery were Eileen Weisman, Mildred Ford, Hilda Friedland, Ethel Weinberg and the Hanan family. Murray is survived by Mrs. Hanan, his daughter, and a son-in-law. Floral pieces were received from the Cetlin & Wilson Shows, James E. Strates Shows, George and Bess Hamid, I. T. Shows, Joseph and Margaret McKee, Sam and Molly Spitz, and the National Showmen's Association.

The organization was also saddened to learn of the death of Sam Hamid, brother of President Emeritus George A. Hamid, who passed away this week. Funeral services and interment were in Atlantic City.

Frank (Popeye) Blatsky, ill for many months, has now been discharged from the convalescent home and is back at the club visiting members and getting reacquainted. Recent club visitors were Vince Anderson, Joseph Dubin, Larry Benn, Clarence Pool, Morris Sommers, Joseph Shaw, Harry Field, Ward Graves, Jack Agree and Louis Rosshandler.

at University of Pennsylvania Hospital in Philadelphia; Bob Hunter at Jackson Memorial Hospital, Miami, and Alfred Deluca at St. Francis Hospital, Miami Beach.

Morris Paskow, known as Frankie Hamilton, is suffering from a heart attack and is in serious condition in Grace Community Hospital, New Haven, Conn. And Mrs. Charles Travers, wife of the well-known concession operator on the King Reid Shows, is seriously ill in the University of Pennsylvania Hospital, Philadelphia.

Several 1954 membership cards have been returned due to wrong addresses. When the office receives the correct addresses it can send the cards out to Billy J. Burge, Chalmer Busboom, Bonham B. Cole, Kenneth Collins, George A. Connor, Alpheus E. Darling, James G. Grier, Kenneth E. Jordan, Arthur Knutsford, Mark Layton, Paul N. Macolly, Steve Mitchell, Wayne C. Porter, Philip Potsdam, Arthur Price, Morris Shapiro, Robert L. Thomas and Charles H. Yaeger.

There is mail in the office for Samuel Bordonaro, Michael Karr, Louis Kramer, Benjamin Levine, Joseph Martell, William Paquin, Alfred Penonault, Spot Pinsonault, Newell C. Taylor and Joseph Vaccaro.

Leaving to join their shows recently have been James Leahey, Al Trudeau, George Ritch, Whitey Tara, Harry Ross, Paul Leffelt, Nick Lecardo, George Priest, Harry (Big Six) Bouck and R. A. DeCoste.

Charles (Frenchy) Schwacha, caretaker of the clubhouse, is busy every day pulling weeds, manuring the grass and taking care of the plants around the edges.

Mail has been received from Ethel Weinberg, A. J. Herrmann, R. A. DeCoste, Pete Richardson, Isidor Biscow, Carl J. Sedimayr, Joseph Liss, S. Goodwait, Oscar Buck, William Cowan, George A. Hamid Sr., John W. Wilson, Chester W. Przelomski, S. Tommy Carson, William B. Moore, K. H. Garman, E. P. Rahn, Paul Wagner, John Appelbaum, Henry Goldberg, Isadore Beck, N. (Whitey) Beardsley, Alfred R. Ridings, Claude A. Sechrest, Dr. Milton Bartok and Ned Torti.

## HOLD THE BAG

# West Coast Signs Christine, Can't Work Act

SAN FRANCISCO, May 1.—Altho the California State Fair has turned thumbs down on the appearance of the Christine Jorgensen show as an attraction on the West Coast Shows midway, Charles Yates, the booker, and the show still have a contract, Bobby Cohn, WCS general representative, said. Cohn does not know yet the outcome of the pending deal but hopes that something can be worked out. The contract for the Jorgensen attraction is reported to be for \$15,000. Also included is a percentage clause.

The State Fair board is reported to have given a silent okay to the appearance of the Christine Jorgensen show as the West Coast's feature attraction. Cohn, whose brainchild it was to bring in the attraction, wrote the board that a special tent seating 1,000 would be used along with special scenic effects and lighting. The board indicated that it would approve the feature but did not take positive action. The matter was referred to E. P. (Ned) Green, State Fair secretary-manager, for his approval or disapproval.

Cohn told The Billboard that Green had approved the appearance of the Jorgensen show. On this basis, Cohn added, he contacted Charles V. Yates, in New York and received confirmation on the attraction. Green since issued a statement thru the fair's publicity department to the effect that he did not think the show acceptable to fair patrons.

Cohn had planned to use, in addition to Christine Jorgensen, a six-girl line and two variety acts. Admission was to be \$1 including tax. He added that he still believes the Jorgensen attraction sock and that it would be in perfect taste.

## Chi Italian Cele To Open July 21

CHICAGO, May 1.—The annual Italian Festival will be held here July 21-August 1, Joseph DeSerto, secretary, announced. The celebration will be located at a new lot at Grand and Crawford avenues and will, as in the past, feature rides, concessions and entertainment. Name entertainers are also scheduled to make appearances during the run.

## Showmen's League of America

54 West Randolph Street, Chicago

CHICAGO, May 1.—Ned Torti, vice-president, chaired the April 29 meeting, the last of the season. Vice-President Maurice Ohren, Treasurer Bill Carsky, Secretary Walter F. Driver and Secretary Joe Streibich also were at the table.

Mel Harris, it was reported, continues at his home but soon will be hospitalized again. Vince McCabe's condition has been worsening. Ray Balzer is now up and about. Vernon McReavy is "resting nicely." No late reports were received on the health of Russell Johnson, Harry Atwell, David Swarthout, Sam Mangano, Louis Drillick, Fred Potenza or Ray Oakes.

Whitey Woods and Charles McBride attended a meeting after a long absence.

Jimmy Morrissey and his associate, Mr. Mansfield, S. T. Jessop, past president, back in Chicago for the summer, and James E. Johnson, in town on business, were visitors at the clubrooms. Other callers included Andre Dumont, Charles Zemater, William Hetlich, Frank Wald, Jack Kaplan, George W. Johnson, Dick Ware, Chick Schloss, Jimmy Donahue, Louie J. Berger, Joe Murphy, Irving Zolun, Tom Sharkey, Chuck Bohdan, Harold Barrows, Ed Sopenar, John Lempert, Bob Sugar, Charles Drobnik, Jack Hawthorne, Noble Case, Harry Duncan, William Meyers, Petey Pivor and Dave Golden.

Ways and Means Committee will meet next week to set final rules and plans for the Miss Outdoor Show Business contest.

First club meeting of the fall season will be Thursday, October 7.

# FROM THE LOTS

## Cavalcade of the West

PORTLAND, May 1.—The move from Roseberg, Ore., here was without serious mishap. A truck carrying the four searchlights broke down, but our mechanics, Cowboy and Hicks, had it moving in short time.

Good weather finally arrived. Business in Roseberg was okay, despite the fact that a small lot kept two rides inoperative. Weather at Portland was good all week and crowds turned out. Gladys and Jerry Makey from Jantzen Beach entertained some of the folks at their home in Vancouver, Wash. The car of the cookhouse manager and his wife was stolen in Portland. It was located in LaGrande, Ore. Capt. Pat Kaast returned from officers' training school. His wife recently went to Puyallup, Wash., for a few days to visit their daughter. General Manager Danny Ferguson returned from the East, reporting that a new ride will arrive on the show at the Colville (Wash.) Rodeo in late May. Owner Bob Schoonover will go to Monroe, Wash., from the Yakima date to pick up the Fly-o-Plane stored at the fairgrounds there. The Rolloplane is back on the show after being repaired in Salem, Ore.

The Gonzales are slated to join in Yakima with their Side Show; also Sam Dowell with an Athletic Show. Capt. Art Spencer is working well with his lion act following injuries received in a fracas with one of the cats. Agent Herb Dunn returned from Canada and left again to catch up with his phone crews. Jessie and Thousand Sheets Loomis celebrated their 46th wedding anniversary in Yakima. Pop Loom is still going strong. H. L. DUNN.

## Great Wallace

TAYLORSVILLE, N. C., May 1.—The show opened at Savannah, Ga., March 18. With the show routing into Pennsylvania and Ohio, and with fairs in Virginia, North and South Carolina and Georgia, a prosperous season is looked for.

Personnel includes Al Wallace, owner; Roy Allen, concession manager; Bill Porter, business manager; Emil Soloman, general agent; Colonel Sykes, billposter; Harold Lusk, electrician; Bob Conlon, mechanic; Charles Gordon, builder; Betty Martin, front gate, and Bill Harrington Jr., The Billboard and mail agent.

Concessionaires include Bill Harrington, cookhouse; John Ganett, popcorn and candy apples, and Roy Allen. Also on the show are Ames' two girl shows and a 10-in-1.

Danny Royal is returning to the show after visiting his wife, who gave birth to a boy recently. Joe Beard, who works for Tom Corey, left the show for his home in Jasper, Ala., to undergo a throat operation. Corey purchased a Chevrolet panel truck recently. Betty Martin is now giving two performances daily, and the Fearless Stars are the free attraction.

## Red Ribbon

KILMICHAEL, Miss., May 1.—The small fry on the Red Ribbon No. 1 unit enjoyed an egg hunt on the lot here. Mrs. Richard Welch hid the eggs. Youngsters participating were Darlene, Blinda and Buddy Wright, Slugga, Frankie and Teda Richey, Carl and Arnez Edwards, Tommy Dunn and Sharon Flarek.

## Catlett Greater Shows

BONNER SPRINGS, Kan., May 1.—Show opened in this suburb of Kansas City April 16 for a 10-day run. Rides included Merry-Go-Round, Ferris Wheel, Roll-o-Plane, Tilt-a-Whirl, Roll-a-Whirl and two kiddie rides.

Concessions on the show are Pat Patterson, six cats, buckets, color darts, milk bottles, record ball game, balloon darts, cat racks, bingo and rat game. Chuck Rothermel has the glass pitch; Pat Mackey, popcorn; Charles Klansen, candy floss and snow cones; W. Lilli, clothes pins; Charles Glatz, add-em-darts and cork gallery; Joe Murphy roll-a-ball; Carl Meyers, scales; Al Moser, cream cans and spindles; Tom Feo, coke bottles, and Dorothy Jung, coke ring.

Personell includes William G. Catlett, owner and manager;

Charles Kalusen, general agent; Mrs. Delores Catlett and Mrs. Eugene Catlett, office, and Eugene Catlett, ride superintendent and electrician. Among the many visitors on the lot on opening day was Art B. Thomas, of the Bombshell Shows.—WALTER L. WHITMER.

## H. & M. Amusements

LA CROSSE, Va., May 1.—The show, which opened with 17 concessions and four rides, got off to a slow start due to rain and cold weather. Two big days, Friday and Saturday, were lost when rain and strong winds hit the lot. None of the show equipment was damaged by the high winds.

Two more dates will be played in Virginia before the show moves into Pennsylvania, where three rides will be added for firemen's celebrations. The Homer City (Pa.) Centennial has been added to the list of fairs and celebrations.

## Winter Quarters

### McKenna

CLINTONVILLE, Wis., May 1.—Rides were moved out of quarters here for the April 30 opening in Central Park. Lined up are a crew of 15 to operate the five major rides, three kid rides, live ponies and shows. About 20 concessions will be carried.

To date 22 fairs and celebrations, all in Wisconsin, have been booked. Added this year is the Ozaukee Fair, Cedarburg.

Owners of the show are Herman and Edna McKenna and Mrs. A. McKenna Daymon. Sarge and Florence O'Brien will again have the popcorn, cotton candy and ice cream concession. Other concessionaires are Ter' and Phyllis Januez, Milwaukee, and Haldor and Pat Hanson and Buck Buchanan, Tampa. Virginia and Gloria McKenna, daughters of the Herman McKennas, will join the show later.—EDNA MCKENNA.

### California

CAMPGAW, N. J., May 1.—Fred C. Perkins, who recently leased six rides from Harry Heller, owner of Heller's Acme Shows, was skedded to open April 22 in New Jersey as the California Shows. The show will move on five 30-foot trailers. It will play a few dates in New Jersey, and then go into New York for the summer.

Charles A. Perkins is on the road booking the show. New fronts were painted for shows, with 10 men working on equipment for both the California and Heller Acme shows. Mr. and Mrs. Levy arrived at quarters recently from Florida with their trailer and sound truck, which will be used on the Heller show.—JERRY MOORE.

### Nolan

CROOKSVILLE, O., May 1.—The show opened Saturday, April 24, with good weather and to good business. Concessionaires include Dick Stevens, mitt camp; Ozzie Dixon, 2; Miller, 1; Nords, six cats; Baughman, 4, and Gould, bingo.

Nolan is setting up 12 rides in Springfield, O. Ruth Nolan is manager-secretary again this year. The Nords purchased a new house trailer, and Fred Nolan purchased a new office trailer.

### FOR SALE

Equipment formerly used by Maurice, oostified man. 1949 Studebaker, 4 speed truck, 14 ft. house body equipped for living. Can be used for Walk-Thru Show. Also 5-Legged Freak Cow, alive, healthy. 16x20 Top, poles, banners, pit, P.A. set. Trailer for transporting this equipment. For sale as unit or separately. Priced for sale. Write or phone MAZEL SOD, 1005 Garfield St., Denver 6, Colo. Phone: EA-9585.

### WANTED

For Main Street, Roseville, Ohio, May 10-15; Martins Ferry, Ohio, May 17-22; Pine Grove, W. Va., May 24-29.

Hi-Striker, Photo, Fish Pond, Scales and Age, Basket Ball, Clothes Pin Pitch, Balloon Dart, Milk Bottles, Slum Spindle, Glass Pitch, one of a kind. Agents for P.C. Help on Rides. Bob Goldsberry, contact A. R. BRIGGS, Box 566, Sta. G, Columbus, O.

### FOREMEN WANTED

FOR TILT AND FERRIS WHEEL

Apply: 1339 So. Broadway St. Louis, Missouri

## JAMES AYERS

### WANTS

Performers and Musicians, Chorus Girls, Comic (Hadin Matlock, answer). Want Alto or Tenor Sax (Selmer Brooks, where are you?). Also want outstanding Trumpet Player. All answer:

c/o Don Franklin Show

Arlington, Tex., this week; Miami, Okla., next.

## AGENTS

### WANTED

For Razzle, Pin Store, Blower. Going in to good territory.

### KEITH CHAPMAN

c/o 20th Century Shows  
Paducah, Ky., now



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**RIDES — SHOWS — CONCESSIONS**  
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**OMAHA 100 YEAR CENTENNIAL**  
 90 days of action  
 FROM DECORATION DAY TO LABOR DAY  
 Rides for Kiddieland—All Major Rides—Cook House—Novelty Stands—Grab Stands—etc.  
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**WILLIAM T. COLLINS SHOWS**  
 NOW 78th & CHICAGO AVE. UNTIL  
 SHOWING MINNEAPOLIS, MINN. MAY 28  
 Can place Foremen for Octopus, Roll-o-Plane, Caterpillar, Fly-o-Plane. Also Second Men on all Rides; must be licensed semi-drivers. Best of pay and good treatment.  
 Will book or buy Coaster. Want to book Looper and Spitfire. Want Grind or Ding Shows, including Wild Life. Can place a few more Hanky Pank Concessions. (Guss Pappas is no longer with us.)  
 Address WILLIAM T. COLLINS, Mgr., per route above

**HOWARD BROS.' SHOWS**  
 OPENING MAY 10, PIKETON, OHIO. ATOMIC PLANT WORKING 18,000  
 WANT Long or Short Range, Custard, some Hanky Panks open. Basketball, Pitch Wins. Want Shows.  
**RAY S. HOWARD**  
 Phone 2564—Chauncey, Ohio

**VENDITTO BROS.' SHOWS**  
 WANT WANTED  
 OPENING MAY 17 IN PROVIDENCE, R. I.  
 Will book Cook House, Custard, Cork Gallery, Ball Game, Fish or Duck Ponds, Photo Gallery, Pitch Till You Win, Glass Pitch or any Hanky Pank. Will book any Rides that do not conflict.  
**JOHN VENDITTO, Owner**  
 75 TIFFANY ST. Phone: Elmhurst 1-1050 PROVIDENCE, R. I.

**W. H. "BILL" BONTA WANTS**  
 Count and Peck Store Agents. Also Hanky Pank Agents. (Dick Stack, Slim Lorenz, Kenneth Guyton, Henry Gibson, contact.)  
 20 Fairs and Celebrations with American Midway Shows.  
 Address Nacogdoches, Tex., this week.

**SUNSET AMUSEMENT CO.**  
 Can place exclusive Custard and Long Range. Can use Hanky Panks and Ball Games. Ride Men who drive semi. Can use Shows with own equipment.  
 Excelsior Springs, Missouri, this week; Newton, Iowa, next.

**FRANK SHRIMPY RAPPAPORT Wants**  
 Agents for Concessions; only one of a kind on the show. Want to hear from Biff Anderson, Paterson Dutch, Barney Paylor. Can place one American Mitt Camp with Hanky Panks, also Buckets and Six Cats. Louie G. King, get in touch with Mr. Mullins.  
**FRANK RAPPAPORT**  
 c/o Mullins Royal Pine Shows, Penobscot Hotel, Bangor, Me.; then Waterville, Me., week of May 10.

**DRAGO AMUSEMENTS**  
 Now booking for both units. Number Two Unit opening May 10, Peru, Ind. Shows with own outfits for small per cent. Number Two Unit wants Girl Show, Sunny Carol and Jim Johnson, contact Chet Pierce, good proposition. Concessions Wanted—Bumper, Ball Game, Clothes Pin Pitch, Blower, Bowling Alley, Bucket, Pitch Till You Win, Scale, Short Range, Derby; Art Dobson, contact. We have the best spring route in Indiana. Chet Pierce wants Agents. All replies:  
 1711 EAST MARKLAND, KOKOMO, INDIANA. PHONE: 4907.

**HELLER'S ACME SHOWS**  
 Cedar Grove, May 5 to 15  
 Want Long and Short Range Gallery, Bingo or Operators, Custard, Coke Bottles. Can use one or two Wheels, Fish Bowls or any other Hanky Panks. Want P.C. Agents. Want Foreman on Spitfire and Second Man. Can use good Ride Help. All address:  
**HARRY HELLER**  
 9 VIRGINIA AVE., WEST ORANGE, N. JER. PHONE: ORANGE 4-5447

**NATCHITOCHE, LA., FAIR & STOCK SHOW**  
 WEEK OF MAY 10-15.  
 Will book 2 Major Rides, 2 Kid Rides not conflicting. CONCESSIONS: Grind Stores, Hanky Panks, Jewelry, Photos or what have you? Wire for space, as it is limited.  
**HELMAN'S UNITED SHOWS**  
 MONTGOMERY, LA., THIS WEEK.

**G. & B. RIDES & SHOWS**  
 WANT FOR FIREMEN'S CELEBRATION, KINGWOOD, W. VA. WEEK OF MAY 17-22. Ball Games, Hi-Striker, Pitch-Till-U-Win, Hoop-La, Penny Pitch, Buckets, Spot, Basketball, Long or Short Range Gallery, Cork, Glass Pitch, Custard, or any Hanky Pank not conflicting. Will book two Kid Rides. Will book a Show but girl, Jimmie Zingo, contact me. No racket. All replies to  
**GEORGE BROAS, G & B RIDES & SHOWS, BUCKHANNON, W. VA.**

**ALABAMA AMUSEMENTS**  
 FREE GATE  
 PLAYING MONEY-PROVEN TERRITORY  
 Want Foremen for Wheel, Chairplane and Kiddie Train. Can use Second Men on all Rides. Don't apply if you can't drive. No drinkers or chasers needed. Can place Wives on Ticket Boxes, or if Agents can offer excellent proposition. Want Concessions: String Game, Coke Bottles, Addem Darts. Neat Cookhouse can do well in this territory. Will place any Concession that does not duplicate what we have. Want Agents: Excellent earnings for Agents on Milk Cans, Pan Game and other Concessions. All replies to **MANAGER, ALABAMA AMUSEMENTS, Georgiana, Ala., this week.**

## Brody Builds Minute Into 36-Year Business

CHICAGO, May 1.—Making \$5 all in one day convinced M. K. (Mike) Brody that show business was for him. Now he is a supplier of concession merchandise with more than 38 years of successful operation behind him. But in 1908, he was about as big as a minute when he went to work with a One Minute Camera.

The New York boy of 12 was taken along by a neighbor who operated the camera and that's when the money rolled in. They became a trio early in their string of picnics, celebrations and fairs. One Baltimore Whitey was the newcomer and soon he and Mike were operating as the Brody Brothers.

These minute photogs stayed in business for eight years. Most of that time they were with shows, and between times they filled in with Southern fairs and picnics. One season they had the photo concession with Barnum & Bailey. Another time it was with John Robinson Circus. A third year was spent with the Hagenbeck-Wallace Circus and still another was devoted to the Mighty Haag Circus.

Winding up one fall in New Orleans they met a stranger who suggested they set up shop in Panama, where the canal was being completed. Baltimore Whitey hopped a boat and Mike awaited



M. K. (MIKE) BRODY

his decision. When word came that the Canal Zone did look ripe, Mike was south bound with a huge stock of supplies for their tintypers.

Day-Dates Navy  
 Mike and the U. S. fleet arrived about the same time and it was a toss-up as to who was happiest. The sailors lined up by the thousands for pictures from Panama. In four months the workers' \$800 in supplies had grown to \$4,500 in cash. The long green looked fine, but Yellow Jack, the fever, didn't. Brody recalls that they saw too many funerals in the Canal Zone and, therefore, set sail for the States. Here he played more fairs and enjoyed a season with the Johnny J. Jones Shows.

In his spot as an operator, Mike knew there was need for more places handling camera supplies, so he went into that business at Chicago. His line of cameras and supplies soon was increased to include slum, balloons and other novelties. Progress was steady.

In a couple of years Mike was married. Mrs. Brody died about 14 years ago; their daughter now is attending the University of Illinois.

Mike recalls that many novelties have come and gone as fads in the 38 years he has been in the business. Comeback Balls were big sellers 35 years ago. Circus whips used to be a major item. The almost institutional Flying Birds gained popularity many years ago. And, always balloons were good.

Held Concessions  
 About three years after launching his Chicago business, Mike had the balloon concession on the Al G. Barnes Circus, but sent agents to do the work. For years he had the photo concessions on the Lake Michigan steamer City of South Haven, which plied out of Chicago on excursion runs. Mike also was instrumental in getting for Charles Nepalitano, Chicago balloon tycoon, the novelty concessions at Soldier Field and the Century of Progress. The latter, incidentally, meant huge sales for Brody when business was badly needed.

During the depression and especially in the bank moratorium Mike lost heavily. It took great effort to recoup losses but he managed by hard work that included much time on the road to contact circuses, carnivals and parks.

Today the Brody store on South Halsted Street, near Chicago's col-

orful Maxwell Street, is filled with assortments of novelties, slum, prize merchandise and other goods. He has scored considerable success in the area by offering a package deal to churches and other sponsors. The package includes several stands plus stock for them. Feature of the deal is that the stock is on consignment; Brody buys back any that isn't used. Bulk of the business is made up of his shipments of all types of merchandise to carnivals and parks throughout the country.

Twice Mike Brody has helped set the stage for big civic events in Chicago. Once was the occasion of a visit to the Windy City by the late William Randolph Hearst, for whom Mayor William Hale (Big Bill) Thompson prepared a welcome. The other was when President Roosevelt came to Chicago to make a major speech at a bridge dedication. For each event, Mike had 10,000 balloons on hand and each time an honored guest drew applause, Mike cut loose hundreds of balloons.

That has been his role for years—supplying the trappings for entertaining crowds.

## Klein Going To TV as Biz Hypo in Spring

SIoux FALLS, S. D., May 1.—Klein Amusement Company plans weekly use of a Friday TV show to hypo business along its spring route, an innovation for carnivals in this territory, according to Owner Henry Klein.

Since April 3 rides have been operating nightly and on weekends in Sioux Falls, the show's winter quarters city, with moppet tickets at 10 cents and adult ducats 20 cents. First road date for the rides will be the Tulip Festival, Orange City, Ia., May 19-22. On May 24 the complete show opens at South Sioux City, Neb.

Manager Klein says that his 1954 route is the strongest ever booked by the show. Besides signing his established route of fairs and special events, he has added a centennial at Algona, Ia., and 11 diamond jubilees thru Iowa, South Dakota and Minnesota. The show will play three events a week until fair time when it goes to two a week.

Delivery of a new Boat Ride is expected to be made in June. This will give Klein a line-up of 8 rides, 2 shows and 20 concessions. Owner Klein recently hosted the Tilt-a-Whirl crew at a steak dinner. It followed Klein's ride inspection which showed the device to be in top shape despite the fact that it was up and down 51 times during the 1953 season.

## 270 Names on List for MSA Bronze Plaque

MIAMI, May 1.—There are 270 names subscribed for the bronze plaque which will be installed in the front of the new Miami Showmen's Association building, according to chairman Carl J. Sedlmayr of the plaque committee.

The contract has been let to the Gulf Brass Works which will mold and cast the plaque shortly, Sedlmayr added, which does not leave much time for addition of more names of those who wish to subscribe.

Membership has been boosted by 145 this year so far, bringing the total membership to 2,114 according to Harry Schreiber and David E. Fineman of the membership committee. Applications are being mailed to all members urging each to bring in another member during the year.

The emergency building committee is meeting this week to discuss changes that will take place here during the summer.

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 CONCESSION, CIRCUS, CARNIVAL  
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 One of America's Largest Builders of Fine Show Tents.  
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Whip Foreman and other First and Second Men for our 14 riding devices. Work around New York, no long moves. Older men preferred.

**E & B AMUSEMENTS**  
 Now playing Jackson & Westchester Avenues, Bronx, N. Y.  
**John A. Bass, Owner**  
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## WANT

**RIDE SUPERINTENDENT AND ASSISTANT MANAGER FOR BACK END**

Must know all rides, handle help and capable of getting rides up and down in fast time, and in emergency be capable of putting any ride up or down and keep them in shape. Also to manage all the back end. Must be sober and not afraid to work. Good salary for a man of this type, long season. Wire or call, give past experience.

**E. L. YOUNG, Mgr.**  
 Sterling Crown Shows  
 c/o Forrest Hotel Hattiesburg, Miss.

## ROSE'S MIDGETS

Want a Boy or Girl Midget or both. Top wages. Competent Pitchman for Bibles and Exhibit. Midget Show starts May 17 for Canadian Route with the top Carnival. State all in first letter or wire:

**MRS. I. ROSE**  
 P. O. Box 177, Washington Bridge Station, New York 33, N. Y.

## WANTED

Agents for Cat Rack. Also Couple for beautifully framed Dart Game. Agents that are already contracted, wire me confirmation, (No Phone Calls).

OPENING MAY 17, LITCHFIELD, MINN.  
 ADDRESS:  
**AL WILLIAMSON**  
 c/o Veteran's United Shows, Box 148, Hutchinson, Minn.

## GOLD BOND SHOWS

NOW CONTRACTING FOR 1954

Rides—Shows—Concessions  
**MICKEY STARK, Owner**  
 P. O. Box 229 Mt. Sterling, Ill.  
 Winter Quarters at Fairgrounds

## WANTED

One Merry-Go-Round, Allan Herschell or Parker two-abreast preferred. Must be in good condition and reasonably priced.

**HEBRON VOLUNTEER FIRE DEPT.**  
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**AMERICA'S BEST CARNIVAL-CIRCUS BANNERS**  
**SNAP WYATT STUDIOS**  
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1946 Spitfire, ready to run, \$1,000.00 cash.

**MERRIAM'S MIDWAY SHOWS**  
 Ogden, Iowa

## RIDE HELP WANTED

Foreman for Merry-Go-Round, Ferris Wheel and Super Roll-o-Plane. Best wages. Good working conditions. Apply

**JOHNNY HANSEN**  
 4341 N. Kedzie Ave. Chicago, Ill.  
 Phone JU 8-9542

## AGENTS WANTED

For Short Range, Balloon Dart, Bobo for African Dip, also Man for Kiddie Rides.

**V. E. JAMESON**  
 c/o Motor State Shows, Detroit, Mich.



**WANT**  
**Legitimate Concessions**  
**of All Kinds**  
**TWO—BIG DAYS—TWO**  
**May 18 and May 19**  
 Play on the same lot with  
**Ringling Circus.**  
 Baltimore, Md., first spot under  
 canvas  
**George J. Marshall**  
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 208 W. Camden Street  
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 Phone Lex. 9-7307

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**SHOW**  
 Lots for Big Spring Festival at  
 Henryetta, Okla. Big payroll.  
 place small Cook House or  
 stand. Can place Photo, Fish  
 & Lead Galleries. Agent for  
 Store, Roll Down, Ball Game.  
 place Bowling Alley or Six  
 place Athletic Show Man-  
 with talent, also Side Show or  
 Show Manager. Contact  
**JOE STARR**  
 Henryetta Show, Henryetta, Okla.

**ATTRACTIVE LADY ASSISTANT**  
 No experience necessary, but  
 have carnival background experi-  
 for Astro-Mentalist Concession.  
 season ahead with one of the  
 finest Railroad Shows. Write  
 via Air Mail, stating age, height,  
 and experience. Send photo  
 will be returned if desired. Ex-  
 salary.  
**SAM BARR**  
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**FOR SALE**  
 passenger Car Ride, factory built,  
 00. Can be set up and run-  
 ned to Utter's Garage.  
**CARL UTTER**  
 Box 475, Adena, Ohio

**EARL ASHLEY**  
 is sick. Call me immediately.  
 phone 2105, Hot Springs, Ark.  
**COLLEEN**

**WANTED**  
 Man to take charge of my Con-  
 ceptions booked on W. G. Wade Shows.  
 and Store, Cig. Pitch, 2 P.C. Tables.  
 someone I know. Write or call  
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 11th St., No., St. Petersburg, Fla.  
 Ph. 534023

**WHEEL FOREMAN**  
 5. All season around Pittsburgh.  
 any useful Ride Help and Conces-  
 sions.  
**OLUMENTIAL AMUSEMENTS**  
 Bell Run Road, Rt. #5, Crafton, Pa.  
 Phone: Carnegie 3955

**WANTED**  
 opening Saturday, May 8,  
 Memphis, Tenn.  
 for Nail Game, Clothes Pin,  
 Cigarette Block, Raffle.  
**GENE CAIN**  
 c/o Wallace Bros. Shows

**LETTER LIST**

Letters and packages addressed to persons in care of The Billboard will be advertised in this list two times only. If you are having mail addressed to you in our care, look for your name EACH WEEK. Mail is listed according to the office of The Billboard where it is held, Cincinnati, New York, Chicago or St. Louis. To be listed in following week's issue, mail must reach New York, Chicago or St. Louis by Wednesday morning or Cincinnati office by Thursday morning.

**MAIL ON HAND AT CINCINNATI OFFICE**  
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| Adams, Cap. Chas. L.<br>Albans, Mike<br>Alland, Maurice<br>(Very Important)<br>Allen, Fred F.<br>Allen, Fred Lloyd<br>Allen, Henry S.<br>Allen, James C.<br>Allen, Richard F. & Mrs.<br>Allen, Robt.<br>Allison, John W.<br>Anaya, Mrs. Edna<br>Andreano, Frank<br>Arthur, Prof.<br>Ashley, Chas.<br>Ashton, Marty<br>Atlas, Super<br>Ayers, C. W. (Bob)<br>Bailey, Roy Godline<br>Baird, A. L.<br>Baker, Ronald W.<br>Banger, Fred Eugene<br>Barent, Chas. F.<br>Barlow, Chas. F.<br>Barnes, Charlie & Basil Walk-<br>Barnes, James Shirley<br>Barnes, Floyd & Mrs.<br>Barnhart, Clyde E.<br>Barron, Theodore<br>Barzee, John Henry<br>Bauman, Robt.<br>Beck, Joe<br>Beck, Wm Martin<br>Beckly, Paul<br>Begka, Walter<br>Bennett, Virginia<br>Bernstein, Harry<br>Bernstein, Martin<br>Berrie, Giant<br>Betzler, Marjorie<br>Betzold, Edw.<br>Bevilaque, Rocky<br>Bicknell, Thos. T.<br>Blackhall, Thos. S. & Dorothy<br>Blakely, Benton H.<br>Bockus, Ethel May<br>Boll, L. J.<br>Bombino, Frank<br>Bona, Ray<br>Bouillion, Mrs. Betty<br>Bouman, R. A.<br>Bowen, Clyde<br>Bradley, Bill<br>Brennan, Mrs. Emily<br>Brenneman, Mrs.<br>Broadway, Donald<br>Brooks, Norman<br>Brown, Danny<br>Brown, Chief Sugar<br>Brownell, W. H.<br>Brownfield, C. E.<br>Bruce, Mrs.<br>Brumough, Roque<br>Bryant, Tex<br>Buchanan, Kenny<br>Budd, Charlie<br>Burlison, Madam<br>Burns, Lucky<br>Cain, Frank (Clown)<br>Carawan, Mrs. C. L.<br>Carr, Kitty<br>Cantwell, Chas.<br>Carson, Tex (Wild<br>Cash, Maurice<br>Cassano, Louis<br>Castle, Ada Christine<br>Cattlett, Clarence M.<br>Caudill, Otha Lee<br>Cavalierro, Mr. Patricia<br>Chalmers, Edw<br>Chicotella, Matthew<br>Cobb, Bob (Cowboy)<br>Cody, Geo.<br>Cole, F. R.<br>Collins, R. A.<br>Collins, Sharon Lee<br>Comfort, Wm Conwa<br>Conatser, L. C.<br>Cooley, Joanne Marie<br>Cox, James<br>Cotton, James R.<br>Cox, Bill & Mrs.<br>Craibtree, Jimmie<br>Crawford, Bob<br>Creswell, Mrs. L.<br>Cunningham, A. B.<br>Curtis, Irene W.<br>Curtis, Robt. Slim<br>Cyr, Maxine<br>Dales, Mickey<br>Daley, Mabel W. H.<br>Davis, Bernice L.<br>Dearuff, Roy<br>Delap, Robt.<br>Demetro, Archie<br>Demetro, John Dutch<br>Dietrich, Francis<br>Dickson, Harvey<br>(Whale Man)<br>Digman, Robt.<br>Dingee, Lester A.<br>Dixon, Henry<br>Dodds, Pvt. Thos. H.<br>Donohue, Jack & R.<br>Duffy, John Thos.<br>Dundee, Rickey<br>Dunlap, E. B. Ted<br>Eagle, Wallace (Okie)<br>Eco, King<br>Eddeis, Harry<br>Eiland, Ethel Mae<br>Evans, Lee Barton<br>Everling, Bob<br>Ewing, Mrs. L. C.<br>Exler, Jos. & V.<br>Fairfield, Mrs. H. M.<br>Farmer, Andrew L.<br>Fick, Cecil H. & M. J.<br>Flake, Mrs. Mildred<br>Flannigan, Mr. Pat<br>Flanagan, Patrick<br>Flowers, Mrs. Doris<br>Forner, C. C.<br>Francene, Vickie<br>Franklin, Harry<br>(Midway Carnival)<br>Frazer, Mrs. Opal<br>Frazier, James L.<br>(Sunny)<br>Frebeau, Johnny<br>French, Jessie<br>Friedenheim, Isabelle<br>Gardner, M. H. (Bill)<br>Garrett, John M.<br>Gillespie, Eddie<br>Gillor, Marvin<br>Gilly, Ralph E.<br>Gilmore, Roger<br>Golding, Gertrude S.<br>Goldstein, Sam<br>(Ted Lewis & Goldstein Shows)<br>Goodman, Sidney<br>Goodman, Wm.<br>Green, Sparkplug<br>Griggs, Charlie & Mrs.<br>Griggs, Nancy<br>Gross, Frank<br>Gross, Mrs. J. P.<br>Hackett, Broeffell<br>Hadgt, Simon<br>Hagar, Speedy<br>Hagen, Jack<br>Hall, Kennis Preston<br>Hallie, Robt.<br>Hamilton, Bill Shorty<br>Hamilton, Linda<br>Hamilton, Ouis Wm. | Hamilton, W. D.<br>(Whitie<br>Hamling, Vincent E.<br>Harrington, Wm. & B.<br>Harris, Delores Jean<br>Harris, James & Margaret<br>Harris, Melvin<br>Harris, Sun<br>Harrison, Frank<br>(Harrison Greater Show)<br>Hatcher, Ward V.<br>Havers, Miss Jerry<br>Hayes, John A.<br>Haywood, Josephine<br>Heath, Raymond<br>Hightower, H. D.<br>Hildebrand, Ricky<br>Hilleman, Alfred G.<br>Hillhouse, Griffin<br>Hilliard, D. Kimbrel<br>Himes, Vera I.<br>Hoffman, Louis<br>Holland, E. S.<br>Holmes, Ada<br>Holmes, McKinley<br>Hood, Mrs. Walter E.<br>Horn, Curley<br>Horner, Marie<br>Horvath, Bob<br>Hubbard, Betty<br>Hubbard, Mrs. Geneva<br>Huckleberry, Bobbie<br>Hudspeth, Fred<br>Hulsey, Almond K.<br>Hunnigut, Booger<br>Hooster, Charlie (Red)<br>Hoskins, (Chuck)<br>Hunting, Lynn D.<br>Inman, Richard<br>Isley, Willard<br>Jacobson, Jacob<br>James, Jimmy D.<br>Jandro, Robt.<br>Jenest, Edmund Jos.<br>Johnson, Archie<br>Johnson, Ralph<br>Jones, Mr. Sie<br>Joplin, Helen<br>Joyce, Jack & Mrs.<br>Kabage, Richard<br>Kaminski, George<br>Kane, Eleda<br>Kar, Mrs. Kay<br>Kaysner, Ludy & Mrs.<br>Kearns, Dorothy<br>Keegan, Ralph<br>Keith, Mrs. Johnnie<br>Keller, Lester<br>Kelley, Mrs. Edith<br>(Katherine Adkins)<br>Kirkwood, Eugene<br>Kelly, Jack Morrison<br>King, R. L. (Mickey)<br>Kingsley, W. W.<br>Kirk, Homer<br>Kiser, Geoffrey B.<br>Klug, John<br>Knirk, John B.<br>Knirk, Mrs. Mary<br>Knowles, Carl<br>Kofron, Jack<br>Krause, Edilyn Lou<br>Kunz, Alfred<br>La Londe, Melvin G.<br>La Pearl, Jack<br>Lackey, Haskell<br>Lally, Raymond H.<br>Lane, Thomas H.<br>Lauer, Morris<br>Leedy, Bob<br>Lemmy, Mrs. Mae<br>Leno, Tony<br>Lester, George<br>Leto, Jimmie<br>Levine, Harry<br>Levitant, Mickey<br>Levy, Martin<br>Lockard, Hank & Amanda<br>Lockard, Henry J.<br>Lovell, Doc<br>Loy, Verna<br>MacDonald, Capt. Earl<br>McCormier, Peter<br>McDermott, Bill<br>McGowan, Frank<br>McIntyre, Bill (Zadu)<br>McLaughlin, W. A. or<br>McMullan, Mrs. R.<br>Madson, Gene<br>Mahon, Richard<br>Marcel, Mona<br>Maricle, Arkey & Mrs.<br>Maricle, Martha J.<br>Maricle, Rufus A.<br>Markham, Harold R.<br>Martin, Bob & Maurine<br>Martin, Kurt<br>Maru, Nyona<br>(Johnson)<br>Mason, Harry W.<br>Massey, Cecil W.<br>Mauck, Joseph Barton<br>Melton, Jack<br>Metzger, Stanley<br>Miller, Bernie<br>Miller, Beulah<br>Miller, F. W. & Azalee<br>Miller, Richard E. J.<br>(Lucky)<br>Miller, Ruth L.<br>Millsap, M. J.<br>Milton, Betty Real<br>Mink, Bill<br>Mires, Bill<br>Mitchell, Archie<br>Mitchell, E. W.<br>Mitchell, Fred<br>(Lucky)<br>Mitchell, George<br>Mitchell, Gus<br>Mitchell, Lee<br>Monroe, Robert<br>Moore, Bert<br>Morey, Edward Doty<br>Morgan, Tom #13<br>Morris, Allen & Mrs.<br>Morris, Pete<br>Mort, Joseph<br>Mortant, Mrs. Tony<br>Mudry, Pete<br>Munroe, Jack<br>Murphy, Gloria Anne<br>Murray, Cy<br>Nabor, Bert<br>Nadeau, Gean<br>Nassar, Helen<br>Nessee, Pete (Chew Tobacco)<br>Nicholas, Ephrem<br>Nicholas, Tom M.<br>Novak, Mrs. Joan<br>Novis, M. S. & J.<br>Norton, Herbert<br>O'Brien, Jerry<br>O'Day, Bud<br>O'Dell, Joe<br>O'Flaherty, Marie<br>Olsen, Osmond S.<br>Orin, Joseph Wm.<br>Osborne, T. S.<br>Owen, Jack<br>Owens, Whittie & Billie<br>Padykula, John<br>Page, Gus H. & A. M.<br>Patrick, Judith<br>Patton, Arnold<br>Pearl, Eddie<br>Peck, Curt<br>Pomeroy, H. L.<br>Prairie, May<br>Pelley, Burnam<br>Peterson, M. H.<br>(Lucky) | Perry, W. D.<br>Pinkleton, Earl<br>Porter, Roland<br>Pratt, William Harian<br>Pulvino, Joseph J.<br>Ramsey, James T.<br>Randl, Bob<br>Ray, Ginger<br>Reed, James A.<br>Reese, Barney S. & Mrs.<br>Regal, D. F.<br>Rennick, Melvin R.<br>Reynolds, Joe<br>Rhine, Charles A.<br>Richards, Earl<br>Riffe, Lewis, Mrs.<br>Rigger, Mrs. Tom<br>Rose, Blackie<br>Rosenfeld, Sol<br>Ross, Jack<br>Salisbury, Robert<br>Santora, Roy E.<br>Scharading, Jack<br>Schuithies, Bud<br>Scott, Al<br>Segal, Ben<br>Selfer, H. L.<br>Senter & Webb<br>Sevich, Pete<br>Seydel, Dick B.<br>Shadwell, Rocky E.<br>Shaffer, Wm. Billy<br>Sharpe, Bill<br>Sharone, Frank<br>Sherrill, Louis De<br>Camp<br>Shields, Wilmet<br>(Important)<br>Shoemaker, Maynard<br>Sincler, Mrs. Ida<br>Sirrine, Charles<br>Skippy, Leo V. & A. M.<br>Smith, Curly<br>Smithers, James<br>Sorensen, Mrs. Robert<br>Split Cloud, Chief<br>Stanfill, A. R.<br>Stanley, Bud<br>Starr, Hedy Jo<br>Stearns, James<br>Stoffel, Walter<br>Stone, Babe<br>Street, Claud C.<br>Strelaus, Mrs. Pat<br>(Concessionaire)<br>Studylin, Harry L.<br>Stutzman, J. R.<br>Sunderlin, Philip<br>Sullivan, Jack<br>Swank, Harold D.<br>Swank, Harry<br>Swart, Ernest Benair<br>Taylor, James<br>Taylor, Orvel B.<br>Taylor, Shirley<br>Terrell, Lucky<br>Terrell, Tom & Betty<br>Thomas, Chick & Mrs.<br>Thomas, Col. Harry<br>Thomas, Harry<br>Thompson, Edith<br>Thornson, Carl<br>Tolley, Clifford B.<br>Tovornak, John & Mrs.<br>Townsend, Cal & Torchy<br>Towner, Tom<br>Tracy, Red<br>Tripp, John A. & R. V.<br>Turner, Billy<br>Turner, Billy (Torchy)<br>Vannerson, Mrs. Juanita<br>(W. E. Vannerson)<br>Venner, Pierce<br>Vinson, Jack<br>Wagner, George<br>Walk, Mrs. Daisy<br>Walline, Peggy<br>Wandol, Johnny<br>Warner, Doc<br>Warren, Carl<br>Webber, E. C.<br>Webster, Gene<br>Westbrooks, C. A.<br>Western, Sissy, Son-<br>ny & Gladys<br>White, W. H.<br>Whitefeather, Mrs. Joe<br>Wilder, Mrs. Dorothy<br>Wile, David & Mrs.<br>Williams, Geneva & Mr. (o'o Williams Baby Rides)<br>Williams, Lewis<br>Wilson, Mildred<br>Wilson, Penny<br>Winters, Claire & Mr.<br>Wood, Frankie Lou<br>Woodall, H.<br>Workman, Wayne C.<br>Wright, F. D.<br>Yattaw, George C.<br>Zinni, Ralph |
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 New York 19, N. Y.

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**MAIL ON HAND AT CHICAGO OFFICE**  
 188 W. Randolph St.  
 Chicago 1, Ill.

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|--|--|
| Adams, George<br>Ballou, C. E.<br>Bent, Dick<br>Bennington, Robert<br>Brand, Bill<br>Brotsky, Mr.<br>Chenette, Minnie<br>Haven, Whitey<br>Long, Joe<br>Mellio, Marie<br>Perry, Henry P.<br>Reap, Joseph<br>Sonnenberg, Red<br>Tulloch, H. A. | Adams, George<br>Ballou, C. E.<br>Bent, Dick<br>Bennington, Robert<br>Brand, Bill<br>Brotsky, Mr.<br>Chenette, Minnie<br>Haven, Whitey<br>Long, Joe<br>Mellio, Marie<br>Perry, Henry P.<br>Reap, Joseph<br>Sonnenberg, Red<br>Tulloch, H. A. |
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**MAIL ON HAND AT ST. LOUIS OFFICE**  
 390 Arcade Bldg.  
 St. Louis 1, Mo.

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| Adams, George<br>Ballou, C. E.<br>Bent, Dick<br>Bennington, Robert<br>Brand, Bill<br>Brotsky, Mr.<br>Chenette, Minnie<br>Haven, Whitey<br>Long, Joe<br>Mellio, Marie<br>Perry, Henry P.<br>Reap, Joseph<br>Sonnenberg, Red<br>Tulloch, H. A. | Adams, George<br>Ballou, C. E.<br>Bent, Dick<br>Bennington, Robert<br>Brand, Bill<br>Brotsky, Mr.<br>Chenette, Minnie<br>Haven, Whitey<br>Long, Joe<br>Mellio, Marie<br>Perry, Henry P.<br>Reap, Joseph<br>Sonnenberg, Red<br>Tulloch, H. A. |
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 Opening Bellaire, Ohio, May 10  
 8 Ride Show  
 CONCESSIONS: Can place Cook House, Popcorn, Candy Flots and Apples, Arcade, Bingo, Jewelry, Glass Pitch, Mug Outfit, Water Games, Lead Gallery, Games of all kinds, no grift.  
 SHOWS: Of all kinds, Motordrome, Fun House, Grind Shows.  
 HELP: Foremen for Roll-o-Plane and Tilt-a-Whirl.  
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 WANT FOR IOWA EVENTS  
 Ottumwa Shrine Carnival; Des Moines American Legion Festival, on State Fair grounds; Waterloo Centennial, downtown, on East Fourth St.; other events to follow. Want Arcade and Motor Drome. Grind Shows with own equipment. Will furnish wagon front, top, seats, bally and stage with lights for Minstrel Show with band. Also will furnish top and banners for big Side Show. Want Concessions—Scales, Age, High Striker, Ducks, Glass Pitch, Snow Cone, Custard or Ice Cream. Want Ride Help. Want Truck Drivers.  
**L. O. WEAVER, Mgr.**  
 Want two Girls for Girl Show, experience not necessary. Costumes furnished, good salary. Wire or come on. JAMES REGAN, in care of Grand American Shows, Chillicothe, Mo., May 3-8; Ottumwa, Iowa, May 10-15.

**JENNY & FERRIS WHEEL FOREMAN WANTED**  
 Must know their business and be able to drive trailer. Experienced Man for Kiddie Rides. Top pay and bonus. All Concessions open. Those joining now will be given preference at Woburn, Dedham and Gloucester. All replies to  
**NEW ENGLAND AMUSEMENT CO.**  
 Athol, Mass., May 3-8; East Pepperell, Mass., May 10-15; North Brookfield, Mass., May 17-22.  
 P.S.: For Sale—Baby Ferris Wheel, cheap.

**WANTED**  
 For four weeks in Indianapolis under good sponsorship, in good locations. May 4 to May 16 at 1900 South Madison St.; May 18 to 31, uptown location, Speedway Days.  
 Concessions—All Hanky Panks open except Photo and Grab. Want Popcorn, Caramel, Candy Apples for season. Want Bingo for season after June 1. Can use small Shows that can set on streets. Will book Octopus, Rolloplane or Tilt for season. No Ride Help needed at this time. This show plays 10 County Fairs, plus two good Centennials, and rest good sponsored Celebrations. In Illinois and Indiana till Oct. 3, then 6 weeks in Mississippi and Georgia. No girls, flats or gypsies. Wire or write or come on. Will be on lot May 2.  
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 WANT Account Disappointment—Monkey Show, Snake Show, Girl Show Operator with talent; this is a wagon-type show.  
 HELP: Foreman for Twin Wheels, Foreman for Merry-Go-Round, Second Men on all Rides. All must be licensed semi-trailer drivers. Man to operate Glass House. PICTORIAL ARTIST AT ONCE.  
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 A responsible and refined Couple who can furnish good reference and give security bond to manage one of my exhibits: "Miniature Circus or Village" displayed from special built buses. These are extremely fine exhibits, endorsed by Lions International. Work all year showing, also department stores, Lions' clubs, home and sport shows. If you can qualify, contact at once.  
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 Send Cash With Order. Stock Tickets, \$24.00 per 100,000.  
 100,000 \$31.50  
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## R-B'S N. Y. NET MAY BEAT 1953

### Heavy Easter Business Continues; Tax Slash Boon to Show Coiffers

NEW YORK, May 1.—With the end of its 40-day opening run only a week off, it appears that the Ringling Bros. and Barnum & Bailey Circus will pull out of New York in excellent financial shape, possibly as good as last year.

A relatively poor pre-Easter record has already been bolstered by excellent business marked up during the holiday, the high point coming when the first turnaway Sunday matinee crowd was recorded last weekend. A full house of 15,000 resulted in the best Sunday night business done yet.

The Sunday night (25) show played to better than a half-full house, very good for New York. It was the first time the early Sunday night show, 7 p.m. instead of the customary 8:30, pulled any results. The plan was instituted this year.

#### Easter Biz Holds Up

Easter was as good as anticipated, with the excellent box office take flowing over into the following week. All Easter week matinees were sellouts, and the good matinee business has held up thru this weekend. Night turnouts have improved although there are weak spots on the calendar, with Monday thru Wednesday nights getting no better, half-houses being the average.

The Big Show, it appeared, will again gross close to \$2 million in New York and might even take more cash along than it did from last year's record run. Figuring in this prediction is the federal admissions tax cut from 20 per cent to 10 per cent.

Attendance may lag slightly behind the all-time mark drawn in 1953. But this will be offset by an increase in one class of tickets.

The first four arena rows encircling the performing area, consisting of several hundred seats, are selling for \$6 each this year, a jump of 50 cents over the previous scale and eliminating the former \$5.50 ticket. Prices are \$1.50, \$2.50, \$3, \$3.50, \$5, \$6 and \$6.50.

#### Boston Advance Fair

With the Boston Garden advance sales having begun on Monday (26) the first word on that engagement was that sales are about the same as last year. Boston typically is poor at the advance, but the Big One always pulls terrific window sales on Saturday and Sunday in that city.

The Boston prices are unchanged, with the circus absorbing the difference made available by the change in tax structure. Prices are 90 cents, \$1.20, \$1.80, \$2.40, \$3, \$3.60 and \$4 for boxes, all including tax.

Under canvas, admission will be 75 cents for children, \$1.50 for adults, \$3 and \$4. The Side Show, incorporated in the price of admission in New York and Boston,

## 3 San Diego Turnaways Put Beatty Ahead of '53

SAN DIEGO, Calif., May 1.—Three turnaways in San Diego over the weekend (23-24-25) put the Clyde Beatty Circus ahead in its gross for this year's tour. Opening here Friday, the show was filled beyond seating capacity that night and for the matinees on Saturday and Sunday.

The show did satisfactory business in Santa Ana on Monday (26). Riverside the following day turned in two three-quarter houses. San Bernardino on Wednesday (29) was the same as Riverside. Parade crowd was light at Riverside.

The Atterbury family left the show following the San Diego engagement. Frank Orman, Beatty's general manager, said that the performance had been augmented for Los Angeles but was now set for the tour.

Side Show business was reported holding up. Frances O'Connor, armless wonder, was added, with Mary Orozco replacing Dolores Coronado as the fat lady. Harry Seber is handling the annex for Harry Golub, the man-

will get 50 cents per ticket again on the road.

Ringling this year started slowly in New York, Easter week falling later than in 1953. Most early advance sales were aimed at the holiday stretch and beyond, and the grosses are reflecting that at this time. Matinee sales held up very well this week, with only a slight drop from the turnaway crowds of the holiday week.

## EARLY TAKE OKAY ON KELLY-MILLER

### Show Works in Less Mud Than Year Ago; Program, Personnel Details Reported

WEATHERFORD, Tex., May 1.—Al G. Kelly & Miller Bros. Circus drew generally good weather and business this week, with half houses or better for the afternoons and three-quarters or more for night performances. While there was wind and rain, this was less than usual, and lots had not been overly muddy.

At Weatherford Thursday (22), the show had a half house matinee and near-full night. A 6 p.m. shower cleared before show time. The town bally marches were made as usual. Performances are running at about an hour and 45 minutes.

The program running order follows: Display 1—Spec. 2—Belmonte, slide for life. 3—Shirley Logan, Ora Eagleman, Lucille Eagleman, Grace McIntosh, Mary Carlton and Alice Guitierrez, traps, iron jaw and cloud swing. 4—Elephants in globe and plank walk. 5—Terrell Jacobs, performing bears. 6—Flo McIntosh's pony drill and Pinky Barnes' dog act. 7—Armitta, Alice and Tony Guitierrez, trampoline; Skating Carltons; Maurice Marmolejo, slack wire. 8—Clowns. 9—Single elephant. 10—Terrell Jacobs' Lions. 11—

## Four in Conn. For Ringling

BRIDGEPORT, Conn., May 1.—Ringling Bros. and Barnum & Bailey Circus will play a one-day stand in Bridgeport Tuesday, June 8, according to F. A. (Babe) Boudinot, general agent.

This is the first time in years that the date for Bridgeport has not been on a Monday or Saturday. Because of Bridgeport having been in the winter quarters of the show many years ago, many of the showfolk have friends and relatives here.

Three other Connecticut stops will be made that week. Show will play Stamford, Monday, June 7; Waterbury, 9, and Wallingford, 10.

ager, with Zandu (Johnny Gilmore), the quarter boy, being the feature. Annex was put on in Compton.



JOHN RINGLING NORTH and Richard Barstow (right) are all smiles as they discuss negotiations which resulted in the contracting last week for Barstow to stage the Big Show's specs again next year. It will be his seventh straight year with Ringling and the fourth year to do the staging chores himself after being aid to John Murray Anderson. Barstow flew in for the New York opener, then hopped back to Los Angeles, where he is choreographing the Judy Garland picture, "A Star Is Born."

## SHRINE'S FREE AUTO SERVICE AIDS H-M DATE

HARRISBURG, Pa., May 1.—Col. Robert (Bob) Morton's worries over the local bus strike were quickly erased this week when he saw the local sponsoring Shriners in action. The 8,500 Shriners tagged their autos "Courtesy Car to Shrine Circus" and hauled customers seven miles out of town to the Farm Arena where Hamid-Morton was showing. The local automobile association and motor club also co-operated in the plan, which built up sellout matinees thruout the week.

Concert announcement. 12—Camel Dutch Narski, hippo walkaround. 13—Web number.

Display 14—Terrell Jacobs, riding bear on elephant. 15—The McIntoshes and the Guitierrez Troupe, wire acts. 16—Clowns. 17—Elephants and ponies. 18—Ladders. 19—Menage horses. 20—Tony Guitierrez, bounding rope. 21—Terrell Jacobs, mixed wild animals. 22—Concert announcement. 23—Clowns. 24—Liberty horses, worked by Pinky Barnes and Tommy Bentley. 25—Terrell Jacobs, balloon lion. 26—Major elephant act, Fred Logan, superintendent.

Staff Bosses

Members of the Kelly-Miller staff and department heads include: Obert Miller, president and general manager; D. R. and Kelly Miller, co-owners; Art Miller, general agent; A. Mills, advance manager; Dale Miller, secretary-treasurer; Harry L. Jones, legal adjuster and Side Show manager; Isla Miller, Social Security; A. L. Thompson, purchasing agent; Richard O. Scatterday, national advertising; Ione Stevens, concessions; Tommy Bentley, equestrian director; Charles Cuthbert, band leader and announcer; Ted Rea, front door superintendent; Joe Lewis and Tom King, pit shows; Mrs. Freddie Jones, snake show; Bill English, advertising representative; the Longs, privilege car; E. H. Lenigen, 24-hour man; Whitey Haven, electrician; John (Red) Farragher, ring stock; Laura Enos, wardrobe mistress; Pete Smith, big top canvas; Dave and Deacon McIntosh, transportation; Syd Stevenson, auditor and press; Pat Knight, pony ride; Guy Smuck, front reserved ticket box; Freddie Logan, connection ticket box; Rex Rossi, track ticket box and concert feature; Pat Knight and Tommy and Sylvia Thompson, concert tickets.

## King Says Daily Grosses Hit Good Average, Money Tighter

LEXINGTON, Ky., May 1.—King Bros. pulled a strong day in Lexington Wednesday (28), and business to this point has averaged out at a good level, Co-Owner Floyd King said this week. He said, however, that money is tighter than a year ago.

With a loop thru Indiana coming up next week, the King show will pick up some equipment now at the Cole Bros.' quarters in Peru and will park some other equipment there. More horses probably are to be added to the show and the six Cole elephants which made the Cincinnati Shrine date have been returned to the King show.

At Kingsport, Tenn., Thursday (22) the afternoon house was half filled, with showers hurting, and the night house was strawed. Moose was the auspices. Street parade went off okay. En route to Harlan, Ky., for Friday (23), the semi-trailer hauling parade wagons broke an axle at Penning-

## HUNT BROS. OPENS 62D ANNUAL TOUR

### Weather Good, Crowds Fair as Family Launches New Season on East Coast

MANASSAS, Va., May 1.—Hunt Bros. Circus drew brilliant spring weather and fair to good crowds as it opened its 62d season Thursday (22) at Halethorpe, Md., with Chamber of Commerce auspices. At Manassas on Tuesday (27), the show drew a three-quarter afternoon and half house for the night show with auspices.

Neither the show's new cable-roped tent nor its mechanical seat wagons have been put into use yet. Original plan on the top was to wait until threat of mud and rain was at a minimum.

Program for the show follows:

Display 1—Spec, "Circus on Parade." 2—Charles Hunt Jr., Welby Cooke, Edward Hunt, pony drills. 3—Millie Mae Hunt, swinging ladder; Lois Stanley, neck loop; Mildred Hunt, swinging ladder. 4—Clowns. 5—Bando Brothers (Monohans), casting-trampoline. 6—Roy Bush, Marsha Hunt, Eddy Hunt, single elephants. 7—Happy Spitzer, clown mule. 8—Bonnie, Ray Sinclair and Stanley, dog acts. 9—Aggie Arey, web; Ramon, single trap; Helene Devoe, web. 10—Eddie Hunt, rolling globe; Millie Mae and Diane, rollabolla; Hazel Case, rolling globe. 11—Clowns.

Display 12—Phil and Bonnie Banta, perch. 13—Tanit Ikao, concert announcement. 14—Don Phillips and Company, Diane and Louis Arley, Margey Spitzer, juggling and cycles. 15—Charles Hunt Jr., palomino Liberty horses. 16—Clowns. 17—Hazel and Marvin Case, Don Francisco, Bob Stanley, wire acts. 18—Clowns. 19—Mlle. Gabrielle, dressage. 20—Concert announcement. 21—Louis and Oliver Sisters, head-stand and balancing; Amazing Monohans, teeterboard and Risley. 22—Capt. Roy Bush, four baby elephants; Capt. Eddy Hunt, three large elephants.

Staff Members

Staff includes Charles T. Hunt Sr., owner and producer; Charles T. Hunt Jr., executive and announcer; Harry Hunt, business manager; Edward Hunt, assistant manager; Don Francisco, equestrian director; John Cloutman, press and programs; Mrs. Harry

ton Gap and was delayed four hours. This forced cancellation of the parade.

Harlan, however, gave a 60 per cent matinee and a straw night, local sources stated. A last-minute change in lots was made, but there was no room for either the Side Show or menagerie. Fire department sponsored.

In Middlesboro, Ky., on Saturday (24) there were two near-full houses, the show reported. Weather was good and street parade drew well. Kiwanis was the auspices.

## 50 Girls in R-B Line-Up

NEW YORK, May 1.—Fifty girls are in the Ringling line-up this season, with as many as 36 being used in one number on the webs alone. This takes place in the "Rocket to the Moon" spec. All 50 are on display in other specs. (Continued on page 57)

## New Billing Gets Part Credit As Mills Pulls Early Crowds

CANTON, O., May 1.—Mills Bros. Circus has drawn several strong turnouts since its season opened recently, and some observers were citing the show's addition of billposting as a factor. For several years past, the show used only a limited number of cards.

Franklin, O., attendance on Tuesday (20) was about 5,000, with a near-capacity house on hand at night. The firemen's auspices earned about \$1,500, they reported.

Mansfield, O., on Monday (26), had two houses that were near-

Hunt, tickets; Carlton Shre boss canvassman; Lou Nelson, door; Ed Schuster, general; Lloyd Watton, band leader; Watton, electric organ.

Clowns include Ray Sin producing; Fran Turner, Zoppe, Happy Spitzer and Meah. Welby Cooke is Side S. Menagerie manager and performers include Bob Mason, insider, turer, magic, and Punch, and roy Dawson, sword swallower

## Los Angeles R Closes Strong For Polack U

LOS ANGELES, May 1.—lack Bros. Circus ended seven-day run of its Western for the Shrine here Sunday with three turnaways in the two days. The first came Sat at the 10 a.m. show and a 2:15 p.m. show firemen shut the ticket sale. Sunday afternoon the third overflowed a night performance was S.R.

Advance promotion was died again by Sam Ward, uses no phone crew here, opened the office eight weeks for the engagement. In relation of his 12 years' work he was made an honorary member of the local Shrine temple.

On the basis of early Managing Director Louis said the run was 12 per cent of 1952 and might equal last gross. Thru an editing error, figures were confused last

## Gainesville To Biggest Start Take Jumps 24

GAINESVILLE, Tex., Ma Opening of the Gainesville munity Circus here Wednes thru Friday (21-23) drew 2 cent more in ticket sales and gram advertising, it was nounced by Dr. J. R. Ru president of the show. topped last year's score previous high. Full house near-capacity crowds were hand.

Program this year include Display 1—Spec 2—Trampoline, and monkeys. 4—High rigging. 5—Clowns. 6—Contortion and rolling. 7—Ladders. 8—Pony drills. 9—Clown Aerial numbers. 11—Clown car. 12 wire acts. 13—Bareback riders. Comedy magician. 15—Liberty horse. Aerial ballet. 17—Clowns. 18—High act. 19—High school horses. 20—E 21—Clowns. 22—Flying return act. Fans and trouper attending the ing included:

Lucio and June Cristiani and Stevens, of Bailey Bro. & Cristiani; George Flint, Boyle Woolfolk Agency; Boyle, CPA president, and Dr. H. J. ley, the Herman Quinlises, Dr. at Rae McFarland, Mr. and Mrs. I. Kenzie, Mr. and Mrs. Brace Heifrid Bette Leonard, Mr. and Mrs. Precliff, V. N. (Army) Armstrong, B. Lovelace, Joe Ward, Paul L. Hamilt, ginia Lipscomb and John Zweifel,

capacity. Performers also two hospital shows. An early cleared in time for perform to be unhindered. The ad sale was reported good.

In Canton the show had lot and much equipment w lied. Light rain continued of the day. However, the m and night shows both drew quarters of capacity, with department auspices. Polack will have its Eastern unit in ton for May 6-8.



# UNDER THE MARQUEE

Fred (Dutch) Loeber, former circus and carnival agent and advertising man, has been ill at his Fort Dodge, Ia., home for about four weeks. . . . Clowns Dick Lewis and Chester and Joe Sherman were dinner guests at the home of Earl and Hattie Shipley, Chicago, before all left for Duluth, Minn., to resume Orrin Daventport's dates.

Ringling-Barnum performers gave their annual show at Bellevue Hospital last week, it was reported by Mary Jane Miller, correspondent on the show. . . . It's a 32d, not 26th, anniversary for the Freddie Freemans. . . . Genevieve McCarthy observed her birthday on Easter. . . . N. P. (Dick) Barstow returned to Hollywood for picture work. . . . Bea Konyot, Ruggera Zoppe and Penny Wilson returned to Hamid-Morton after being with Ringling during an H-M lay-off. . . . Louise Woodruff came from Illinois for a visit. . . . Mitch Gorrow, Appleton, Wis., reports his wife is now at home and doing well. . . . Albert White's sister visited. . . . Ringling visitors included Mike and Libby Hollander, Jo and Slivers Madison, Kathy Kramer, Helene and Marcel Forgeur, Hilda and Andre and Simone Pinceman, the Rene Geraldos, Jean Lafitte, Lorraine Hammond, Laura Teisher, T. D. Buell, Pat Lombardi, Rose and Shaky Legs Murphy and Bobby Porter.

Jimmy Stutz, son of Jim Stutz, the agent, and himself a juggler and bareback rider, is on a 17-week USO tour of the Orient, returning to the States in late May. . . . Bill Brinley, miniature circus owner, visited with Charles Philip Fox, Sam Stratton, Nat Green, Phil Patton and others while in Chicago and Milwaukee recently. . . . John A. Schmidt, Terre Haute, Ind., will catch King Bros. there May 4. Tom Packs' Circus will be in the city July 7.

Con Colleano was taken ill with the virus last week, and the wire-walking display with Colleano, Luis Munoz and Senorito Tonito was taken out of the Ringling program until his recovery. Vocalist Harold Ronk was also fighting a cold and was skipping the "Rocket to the Moon" spec to save his voice for the later production numbers. Side Show manager Dick Slayton said the new German addition, tattooed girl Lyda Akado, was to leave Bremen on the Italia on April 25 and was scheduled to arrive in New York May 5. She is 26 and a dancer, he said.

Capt. Guy Leslie's sea lion act which has been playing with the Polack Bros.' Eastern Unit, is skedded for the "Super Circus" TV program May 9. Leslie is also set to play a sportsman's show in Calgary, Alta., in June.

The Ringling midget clowns are being received better in Madison Square Garden this year than in a long time, says Frankie Saluto. Others in the troupe are Jimmie Armstrong, Ronald Daniels, Carl Stevens, Jackie Gerlach, Little Joe Novak, Harry Clemer, Paul Arumpo, Prince Paul, Titaliedo, and Little Juan, smallest in Clown Alley. The gang is active in all production numbers this year.

Mary Jane Miller reports from the Ringling show that weather is warm and the Garden is packed with school kids for the matinees. . . . Toni Scott and Dixie Lee Belt underwent appendectomies. . . . Ann Mace is on the sick list. . . . Vivian Webster, Elsie Jung and Mrs. Joe Trosey flew up from Florida for a visit. . . . Pop Hausman, Michigan fan, distributed photos he took in Sarasota. . . . Ringling visitors included Roger Towne, Grace Killian, Antoinette Concello; Alice, Bill and Cody Order; Pete Grace's family, Jean Maguire and sisters, Mary Barnum Hauck, Gloria and Michael Gradis, Eddie Mader, Mary Lou and Richard Mader and children, Norma Wright, Rusty Parent, Bea Konyot, Mary Jacobson, Ann Jacobson, Babs and Del Graham and Connie Anderson.

Meeting this week for the first time since 1907 were Louise Wanda Bushette, now playing a Boston night club, and Leon W. (Doc) Butler, Greensboro, N. C., who made hundreds of parachute jumps together from old hot-air balloons of the Johnny Mack Ballooning Company, Flowers Ballooning Company, Great Northwestern Ballooning Company and Ed R. Hutchinson Bal-

looning Company. They recalled a time at Honesdale, Pa., when a rope caught a woman's ankle and pulled her into the air with the balloon.

Charles Hicks, Ringling employee, lost an arm as a result of injuries received when a tiger reached out from its cage and bit and clawed him Tuesday (27). . . . The Alvarado Wonder Circus will play Converse, Ind., Wednesday (5). . . . Fred Young, Peru, Ind., is planning a ball park show to open at Huntington, Ind., May 30. . . . James M. Cole just brought his winter school show back to Penn Yan, N. Y., quarters and leaves Wednesday (28) for Canadian dates. He will make fairs and parks this summer and the "Big Top" TV show on September 11.

Harvey Earlin, manager of Aida, Star in the Moon, aerial act, reports the act will follow its Hartford Shrine appearance with the Hamid-Morton date at Harrisburg, Pa.; play "Big Top" on Saturday (8) and rejoin Bob Morton for Canadian dates thru May 29. First of five park dates will be at Kennywood, Pittsburgh. Frank Wirth has booked the act for seven weeks of fairs, Earlin states.

The Marcks Miniature Circus will be exhibited under auspices of the White Shrine Club in Albany, Calif., April 30-May 2, according to Donald Marcks. . . . After completing Shrine dates at Tacoma, Wash., and Nanaimo, B. C., the Cepler Family, high wire act, layed over at Victoria, B. C., awaiting the opening of the B. C. Products & Industrial Fair, May 3-8. From there they go to the Spokane Sports Show, May 15-24. . . . Count Popo DeBathe will be back with Rink Wright at the Omaha Shrine show, May 17-22, his second year at the date, and will also play the Railroad Days event at Dunsmuir, Calif. DeBathe was called back from Hawaii recently because of the death of his mother. . . . J. Paul Ashbrook, circus fan, caught King Bros. at Danville, Ky., April 26, and visited with Floyd King.

Huey the Clown, assisted by Ezelli Poule, woman clown, worked the American Federation of Labor trades show at Pan Pacific Auditorium, Los Angeles, April 6-12. During Easter week Huey worked the downtown Los Angeles area for the Businessmen's Association, receiving considerable publicity in local papers. Huey reports he opens May 5 as teacher of pantomime at Eugene Loring's American School of Ballet on the coast.

Don Marcks, El Cerrito, Calif., caught the opening of Polack Bros.' Circus in Stockton, Calif., April 10. Marcks displayed his miniature circus for the local Guild Club dancers April 24, and also appeared at their party as a clown. . . . Scotty the clown is working Carlin's Park, Baltimore, until Labor Day. . . . The Flying Romas, with the Hamid-Morton Circus, are featuring an under and

## CFA ONLY

### R-B Special Route Cards Not for All

NEW YORK, May 1.—The Ringling circus yesterday clarified details on its special No. 1 route card, which contains an invitation for circus fans to visit the show's lot and make themselves at home, anywhere, anytime.

The cards, of which 1,200 have been made up and are ready for mailing, will be distributed from New York to members of the Circus Fans' Association of America, not to fans in general.

The invitation message on the back of the card reads: "To you, a valued friend. . . . As we embark upon this, our 84th season, we of the Greatest Show on Earth pause to extend to you, a member of the Circus Fans' Association of America, a cordial invitation to make yourself at home on our lot. . . . whenever, wherever and as often as you visit."

"Our equestrian director, official host to members of the association, awaits the opportunity to extend a personal greeting when you visit."

over blindfolded passing leap finish to their act. Troupe consists of Bob Justice, catcher; Pat Douglas, Jackie Gibson and Roy Romas, leapers. The act is booked to play dates in the East this summer.

Jack S. Smith, former advertising agent of the Cole Bros. and Biller Bros.' circuses, is now employed as an inspector with the Division of Foods and Dairies, Ohio Department of Agriculture. He recently completed a three-year course in law and has earned a Bachelor of Laws degree.

Francis Lacouline, of Springfield, Mass., caught the Shrine Circus put on by Frank Wirth in Hartford, Conn., April 22, and visited with the Great Arturo, the Rudynoffs and clowns Laddie Lamont, Billie Rice, Frank Lulley, Dutch Jordan, Ray Carlton and Vic Ventura. The show was also caught by Charles Davitt and Joe Beach, of Springfield, who took in the Polack Eastern date in New Haven as well.

Dan Dix and Bill Collins, contracting agents for the Beatty show, made Butte, Mont., recently and visited with fan Frank Panisko. . . . Art McCall, Sandusky, O., recently caught Patterson Bros., Mills Bros., a Model Builders meeting and the Tony Diano quarters at Canton. . . . S/Sgt. Bob Tomer, former Ringling usher and circus fan, is back in the U. S. after two years with the Air Force in the Orient. He is stationed at Larson Air Force Base, Wash.

Cowboy Rex Allen closes a six-day appearance at Vernon, Tex., Saturday (1). He and Slim Pickens will follow that with one-nighters and on May 8 he goes to his hometown, Willcox, Ariz., for the dedication of the new Rex Allen Stadium. . . . Mel Harris left Illinois Masonic Hospital, Chicago, but expects to return soon. He came from Atlanta about 10 days ago to enter the hospital. . . . Ward Hall writes that the Hall and Leonard Side Show left the Loyal-Repenshky Show several weeks ago and went to the Cavalcade of America.

Charley Allen is going to be with the Hawthorn Bears while Beverly Allen remains with their bear act on Hagen Bros. . . . The George Engessers are playing Kansas with their giant rats and recently played Coffeyville. . . . Members of the John Davenport Tent, Chicago CFA, were guests of Dave Friedman at an advance showing of the film "Elephant Walk" in which the Cole elephants appear.

## 50 R-B Girls

Continued from page 56

The girls, as listed by Director Pat Valdo, are as follows:

Shirley Amber, Juanita Arias, Edith Beran, Kay Burslem, Dixie Lee Belt, Carol Brent, Maran Carrell, Phyllis Caruso, Emma Castro, Dolly Copeland, Shirley Coombs, Brenda Elliot, Jeanne Ferroni, Helen Harrington, Anna Hermesen, Marjorie Hill, Rita Hines, Hanna Huck, Anita Huttenrauch, Mitiz Isetts, Liz Johnson.

Also Brenda Jones, Evelyn Kent, Marcia Klemt, Yvette Kohl, Bonnie Kernen, Lillian Kyntana, Mary Lou LaSalle, Incarnacion Llugano, Ann Mace, Margo Margas, Sally Marlowe, Sharon McFarland, Mary Jane Miller, Phyllis Nystrom, Niriana Rameu, Rita Reich, Gladys Rimmer.

Also Annette Roberts, Toni Scott, Marion Seifert, Eileen Slater, Carmen Slayton, Margret Smith, Peggy Thomas, Nina Unus, Maxie Walker, Pat Warner, Willen Weldon and Rosa Wong.

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and be able to conduct yourself in a congenial business-like manner, this is the ad to answer; but don't answer if you are a limberster or drunk. This is all high-class promotions—Firemen, Police and Elks. Book all kinds of tickets. Steady work, no lay-offs. Three towns all ready to go. Wire or call me collect.

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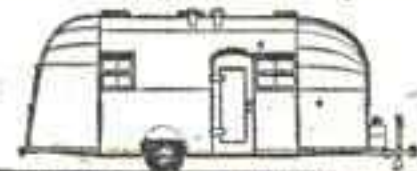
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BOB STEVENS El Paso, Tex., May 5-6; Alamogordo, N. M., 7; Las Cruces, 8; Silver City, 10; Globe, Ariz., 11-12. Downtown Parades With Nine Elephants Each Day.

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If you do not make \$150 per week or better, you can't sell advertising. Call week days only, 9 to 4. McKeesport, Pa., 8-8704.

## 85,000 See Shrine Show At Buffalo

BUFFALO, N. Y., May 1.—The six-day Shrine Circus here pulled better than 85,000 at a \$3 top into Memorial Auditorium, which has a capacity of 8,750. Director general Henry Bronkie characterized the results as the best in four years, with possibly the best net since World War II.

The show, produced and directed by Hal Sands, of New York, for the first time, contained 28 acts in a five-ring presentation, plus one spec and three production numbers.

Leading acts were Zacchinis, double cannon; Grotonas and Del-rays, high acts; Aerial Chapmans, revolving ladder; Stan Volera, sway pole, Billy Outen, dive into fire; Harry Lamar, flying act, and Sands' 24 Manhattan Rockets, chorus line. Ten joeys were headed by producing clown Jerry Bangs.

Sands had produced the Shrine's winter shows here in 1948 and 1949.

The Flying Melzoras have been readying their act at their Saginaw, Mich., base. Act includes Raymond Melzora; Douglas Farrell, catcher, and Barry Miller, leaper. They have been making a new net. . . . George M. Phillips caught the Strates shows. . . . Mr. and Mrs. Obert Miller and D. R. Miller recently caught the Hagen Bros.' Circus. . . . The Hanel, with Hagen, have a new trailer. Nina Hanel is riding high school with Hagen.

## KELLY-MORRIS CIRCUS WANTS

WANTS

5 Promotional Directors for good towns and auspices. No drunks Wire where I can call you. Need for Big Show: Drummer, Horse Trainers, Elephant Men. Address: Portsmouth, May 4; Courtland, 5; Suffolk, 6; Hopewell, 7; Richmond, 8; Ashland, 10; Alexandria, 11; all Virginia. Baltimore, Md., 12; Towson, 13; Newcastle, Del., 14; Lancaster, Pa., 15; Sunbury, 17.

## COLORED MUSICIANS WANTED

Who can read for Side Show Band and Minstrel. Splendid salary, meals and sleeper berth furnished. Ticket if I know you. Address: TED PORTER Side Show Band Leader, King Bros.' Circus, Crawfordsville, Ind., May 5; La Fayette, 6; Kokomo, 7; Marion, 8; Anderson, 10.

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Care Junior Chamber of Commerce, 208 1/2 North Elizabeth St., Lima, Ohio.

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For seven seasons of most congenial and generous treatment ever accorded me in lifetime of this business.

OSCAR WILEY



## CONNECTICUT NOTES

### 5G Negligence Suit Brought Vs. Corey

HARTFORD, Conn., May 1.—A fall in a skating rink is the basis for a \$5,000 negligence action filed in Court of Common Pleas by nine-year-old Janet Perham, Norwalk, Conn. She is bringing suit against Albert Corey, operator of Mid-City Roller Rink in that city, claiming that during a children's program in March she fell and other children collided with her, causing a fractured wrist and other injuries.

The girl claims negligence on the part of the operator for not having taken due care to protect skaters.

Irving Richland, of Hartford Skating Palace, added daily mat-

inees to the rink schedule this week in conjunction with school vacation. He has scheduled the annual "Roller Follies of 1954," featuring some 85 performers for May 4-5.

Lake Compounce, Bristol amusement park, has added Thursday night roller skating to its schedule.

Ocean Beach Park, New London, has dropped its roller skating admission scale to 50 cents.

Two Rhode Island brothers have disclosed plans for Connecticut's largest roller skating rink on land recently acquired at Groton. The building will be 110 by 200 feet, of cement block and steel construction, and will have a basement and main floor, according to Charles and Elias Trefes, who have set a tentative opening date of September 15. The brothers, from Westerly, R. I., say the skating area will be 16,000 feet, making the rink the largest in Connecticut.

### Park Circle Summer Sked

BROOKLYN, May 1.—Park Circle Roller-drome next week becomes the first rink in the metropolitan area to switch to an abbreviated warm-weather schedule. Following the regular Sunday night (2) session, skating will be on Monday, Friday and Saturday evenings with matinees on Saturday and Sunday. Rink ops Padula and Harrison included Monday because most other local skateries are shuttered on that night.

A season-long series of roller-dance tilts, conducted Sunday nights at Park Circle, wound-up last Sunday (25) with trophies for the first place team and medals for second and third. Medals were awarded in all eliminations and teams that placed one to three were eligible for the wind-up try.

### Kish Resumes Operations at New Location

TOLEDO, May 1.—Al W. Kish, newly elected president of the Ohio chapter, Roller Skating Rink Operators' Association, whose Coliseum rink was wrecked by a snowstorm March 29, is back in operation in a temporary spot.

Kish opened for business April 29 in downtown Memorial Hall, where he had operated for a number of years before taking over the Coliseum, located in North Toledo. He is operating the rink under the name of Memorial Roll-arena.

The new spot has been decorated and the floor resurfaced. Since the set-up is temporary, Kish has not installed an organ, using tape and records instead. His organist, Bill Ward, has taken employment at Tiffin, O., and this summer will play at Gem Beach for Russ Flagle. Kish has retained his professionals, Mr. and Mrs. George McCann, formerly with Skateland, Buffalo.

Kish's Coliseum was wrecked when the roof on the 80 by 260-foot structure collapsed under the weight of 10 inches of soggy snow.

Active in operation of skating rinks since 1924, Kish was elected president of the Ohio rink operators' org at Elyria on April 28. The association named George Anagnost, Dayton, secretary-treasurer, and Al Campana, Cleveland, vice-president. Jack Dalton, Cleveland, is retiring president, effective May 6.

### Queens Tops In N. Y. State RSROA Contests

#### Eastern Parkway Second at Heavily Attended Affair

RICHMOND HILL, N. Y., May 1.—Queens Dance and Figure Club of Elmhurst, L. I., is top RSROA roller team in New York State, following the association's annual amateur championship meet, skated April 20-22 at Hillside Roller-drome here. Queens contestants, coached by Clifford (Stach) Wilkins, registered 70 points, while the runner-up Eastern Parkway Club of Brooklyn produced 65. Queensites showed exceptional artistic strength and the Easterns fared well in speed.

Altho the entry was whittled because New Jersey skaters held their own competition for the first time in several years, the register showed 263 individual contestants, many entered in more than one event. Local clubs in were Bay Ridge of Brooklyn; Eastern Parkway, Brooklyn; Empire, Brooklyn; Fordham, the Bronx; Gay Blades, Manhattan; Hillside, Richmond Hill; Park Circle, Brooklyn; Queens, Elmhurst; Wal-Cliffe, Elmont, L. I.; Springfield of Springfield Gardens and Staten Island. Out-of-towners came from Angola, Albany, Buffalo, Johnson City and Wellsville, N. Y.

Attendance was good thruout the three days. Management provided seating for 700 spectators, but crowds went as high as an estimated 1,500 for the senior division finale on Thursday evening.

More noteworthy, the Hillside competition went off on schedule from start to finish, an unusual feat in amateur roller competition. Innovations were a new free style rule which nixes any reskate of routine when a contestant suffers a skate accident, and a new scoring system whereby the three best ordinals of five shown are the ones that count.

Among major accomplishments was the Fordham club's near sweep in dancing. Coached by Jim and Millie Ferris, the uptowners copped first place medals in senior, intermediate, novice and juvenile divisions, missing only in junior.

The judges for artistic events: Frank Bartik, chairman of the American Council, Newark, N. J.; Gertrude Patrick, Philadelphia; Henry Haffke, Chicopee Falls, Mass.; Cynthia Berg, Brighton, Mass.; George Schmidt, Philadelphia; Violet Weir, Philadelphia; Ronald Gail, New Britain, Conn., and Louis Hinden, showmanship judge for diaper division.

Speed officials were Jim Ferris, the Bronx; Frank Negri, Richmond Hill, L. I.; Bill Gilhart, Summit, N. J.; James Dametz, Newark, N. J.; William Dunn, Newark, and Mildred Ferris, the Bronx.

### EMPIRE HOSTS 450 ORPHANS

BROOKLYN, May 1.—With operators Mike and Sonny Duran'te playing host, some 450 boys and girls from orphanages and another 150 girls from the House of Good Shepherd were treated to special Easter week skating parties at Empire Roller-drome here.

As at past parties, the rink provided free admission and some refreshments, while sponsors Dave Soden and John Flannery contributed bus transportation, prizes, refreshments and general supervision.

### Mich. RSROA Contests Draw SRO Turnouts

DETROIT, May 1.—Standing room only was the rule the majority of the time during the three-day State meet sponsored by the Michigan Chapter, Roller Skating Operators' Association, April 19-21 at Ambassador Rink, Clawson, Mich.

Over 1,500 visitors from all parts of the State jammed the rink to watch the 235 amateur champions vie for this year's trophies in various classifications, in which Pontiac took 33 places; Clawson, 5, and Mount Clemens, 4 among cities leading in trophy winners.

Pontiac contestants placed in such major divisions as junior girl championship in speed skating; senior dance championship; intermediate pairs, intermediate free style, and "just about everything that we didn't take," according to Ambassador teacher Jim Carroll, who assisted RSROA Chairman Johnny Stone during the meet.

The home city, Clawson, took the novice dance championship, intermediate dance championship, senior pairs, juvenile pairs and the juvenile girls' championship. The juvenile boys' championship went to Dearborn, and Mount Clemens contestants were awarded the men's novice free skating, junior girls' figure skating, ladies' novice figure and men's novice figure skating titles.

Detroit took only one place, intermediate ladies' free skating. During the senior ladies exhibition on Wednesday, Laurene Anselmy, Pontiac, took the senior ladies' free skating for the fourth year in a row, and will be trying for her fourth year, too, as senior ladies' champion.

Another Pontiac contestant, Johnnie Macjec, won the men's senior free skating trophy, having taken the national intermediate championship last year.

In the junior division, Frank Blenman, Pontiac, placed as champion of figure and free style, while the junior girls' trophy was won by Mary Jo McBreaty.

Trophies were awarded by the RSROA queen of Michigan, Nancy Blenman, Clawson, who appeared also in the queen of England role for the coronation ball sequence during the "United Nations on Wheels," amateur benefit program held Easter Sunday to herald the State meet at the Ambassador.

This show, which was a repeat performance because of its popularity, featured speed skating champion Beverly Cook as Miss Liberty, and other solo numbers representing the various countries by Carol Peterson, Andy Marchewka, Bonnie Bell Killian, Dorothy Makoski, Tom Herman, Bob Eder, Mell Price, Sally Ann Gallagher, Jim Miller, Carol Pittinger, Sharon Betrus, Lee Roll, Charlotte Wolshom, Bob McLaughlin and Jim Carroll, who teamed with Beverly Cook for a "Give My Regards to Broadway" routine.

Of interest was the spontaneous hilarity and dance routine of the Hookie Bookie number which included audience participation. A surprise event of the program was the appearance of the Rollerettes, Bob Hawkins and Nancy Frisbe, professional spinning team from Lansing.

### Paterson Holds AOW Race Lead

ELIZABETH, N. J., May 1.—The Paterson (N. J.) Arena racing team retains its slim lead in the nip and tuck racing competitions of the America on Wheels chain's Northern division inter-rink racing league.

Following the latest contests, reported Jack Edwards, AOW director of speed, Paterson speedsters, with a total of 206 points, held a 22-point lead over their nearest competitor, the Reading (Pa.) Rink team, which has 184 points. In third place is Mount Vernon (N. Y.) Arena, 136; Boulevard Arena, Bayonne, N. J., 134; Capitol Arena, Trenton, N. J., 54; Twin City Arena, Elizabeth, 44; Florham Park (N. J.) Rink, 42, and Peekskill (N. Y.) Arena, 38.

Next competitions are slated for May 8 at the Peekskill skater-y.

### DRIVIN' 'ROUND THE DRIVE-INS

Continued from page 45

be operated by Koseph & Kyle, operator of the King's and Braham drive-ins. According to Chester Kyle the new drive-in will have a 350-car capacity and will feature Spanish language films.

**CENTENNIAL Drive-In**, a new Denver open-airer said to be the largest west of the Mississippi, held a gala opening April 17. The project boasts a \$500,000 installation of twin screens and stereophonic sound and has a capacity of 1,300 cars plus seating facilities for 500 additional customers. In addition, there is a complete kiddieland having a \$500,000 miniature train installation. Site is the 60 acres of landscaped land comprising the area's biggest race track. Owned by Television Theaters, Inc., headed by Tom Bailey, Ralph Batschelet and Gerald Schlessman, the theater received heavy publicity via radio, TV, newspapers and screen plugs in other company-owned theaters in advance of the opening. Initial attraction was "The Robe." More than 4,000 prizes, including a Chevrolet, were given in a contest to name the theater's concession stand. A remote TV show was also presented in connection with the opening. . . . The Thermolator Corporation, Glendale, Calif., has purchased all patents and equipment held by Sam Shure, of National Inkar Heater Company. Having been active in the heater manufacturing business prior to the purchase of Inkar assets, the new distributors of Inkar heaters plan to incorporate a number of improvements in the heater's efficiency and construction. The corporation is headed by Robert W. Jencks, president; E. L. Parr, chief engineer, and C. C. Chatham, director of sales. . . . The Twin Open Air Drive-In at 87th and Cicero, Chicago, premiered the first presentation of CinemaScope in the Midwest April 16. The picture, "The Robe," was shown on a new screen 10 stories high and three times the normal width. Stereophonic sound was also presented by hooking up two speakers to each car, with one being placed on each side.

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### ROADSHOW REP

Continued from page 45

compared with Rockwell's. Tom Bryant, one of the best of Tom character actors, was at one time with Rockwell, and Walter Nelson, who lived for many years at Salem, Mass., was in advance. . . . Alfred Furbish, who has had traveling pic shows under canvas in Arizona, has closed that end

of his business and plans to work a show-dance outfit in the State this summer, opening near Nogales. Furbish is an oldtime roadshowman. In his early days he was with various Tom shows and had the reputation for being a standout as Lawyer Marks. Later he did that character in vaude. . . . E. M. Burnham, of the Burnham family Shows, reports from Melrose, Idaho, that he had a dull winter and slow spring due to a shortage of money in the area. Burnham plans to move to Wyoming soon to take up a merchandise-entertainment combo that he has worked in the State in past seasons. . . . T. R. Timmins writes from Ogden, Utah, that he will make celebrations and fairs this summer with a one-truck novelty show. Timmins worked school and small-town sponsored dates during the past winter in Northern California and Oregon to results that were only fair. . . . G. M. Curry, Pittsburgh, would like to know what has become of old-timers such as Van L. Browne, Doug Coudan, Bobby Jackson, Billy Blythe, Roy Nero, Ralph Wordley and Harry J. Pamplin.

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## MERCHANDISE TOPICS

Write The Billboard's Buyers' Service Department, 2160 Patterson Street, Cincinnati 22, O., for a complete list of addresses of firms mentioned in this column. To expedite handling, please enclose self-addressed envelope.

Morris Horrow, Horrow Sales Company, Philadelphia, is calling to the attention of concessionaires the fact that his complete line of 1954 merchandise is ready for inspection at the showroom. A few of the hundreds of items carried by Horrow are cameras, clocks, luggage, lamps, picnic baskets, toys, dolls, thermos bottles, wheel goods and a complete assortment of stuffed toys. . . . **Tan's Ring Manufacturing Company**, Providence, R. I., is plugging a full line of rings, including black onyx with center and side stones, assorted cameo, horsehead, snake, owl, lion's head, Indian buckle and birthstone rings. Also featured is a kiddies' three-piece jewelry set at \$5 per dozen.

Al Bedroff, Al Bedroff Novelties, Philadelphia is presenting a big line of stuffed toys for resorts, carnivals, beaches and parks. A complete line of two-tone crew hats, yacht caps and ladies' eyelet hats is also being offered by Bedroff. . . . Polished aluminum identification bracelets, novelties, plush toys and assorted slum are being offered by **Optican Bros.**, Kansas City, Mo. An attractive change apron, made of heavy canvas with extra large pockets, is given free with a \$25 order. . . . **Acme Supply Company**, Portland, Ore., is pushing Duramatic fancy cut-out letters. Free letter samples in all colors can be had by writing Acme. . . . **Gilbert's Plastic Shop**, Florence, Ala., has introduced a full line of plaster, slum and novelties for the outdoor trade.

A modern china vanity lamp is offered the trade by **Rose Lamp Manufacturing Company**, Philadelphia. The lamps come in forest green, chartreuse, black or gray, with contrasting color shade. Shade is made of designed parchment. Overall height of lamps is 19 inches. A sample lamp, prepaid, can be obtained for \$2.50. . . . Low-priced pearls, raincoats, seven-way lamps, wallets and orchids are being pushed by **Tash Enterprises**, Washington. . . . **M. Gerber, Inc.**, Philadelphia, has announced that its new 56-page catalog will be out next month containing a complete line of hot items. . . . The "20-in-1" kitchen gadget is now offered to food concessionaires by **New Method Manufacturing Company**, Bradford, Pa. A sample and sales plan can be acquired for 25 cents. . . . The **Angus Company**, Boston, claims everyone is a potential buyer of the automatic needle threader which comes on display card for \$6.60 a dozen. This needle threader is made of the same metal used in watches and precision machines, and threads the needle automatically, eliminating twisting, squinting and eye-strain, the firm says.

The Shmoo balloon is the big seller now being publicized by **Pioneer Rubber Company**, Willard, O. . . . **J & J Sales Company** is pushing its glass cutter, a hot item for pitchmen, agents and demonstrators. Offering plenty of flash, the knife is composed of polished, magnetized steel blade; corkscrew, can opener, reamer and a fine glass-cutting wheel. A gross of these knives may be had for \$50. . . . **Oak Rubber Company**, Ravena, O., is back again featuring a complete line of Mickey Mouse, novies, kat heads, airship and spiral balloons. . . . An item that should go over big with the kiddies is the new plastic whistle jet plane featured by **Ogdir Manufacturing Co.**, Dayton, O.

**Imperial Merchandise Company**, New York, is offering several thousand dozen boxed necklace and earring sets at \$6 per dozen and several hundred gross of sum-

mer earrings for \$24 per gross. Both items were made to retail at prices of from \$1 to \$2 and are part of the stock from a large bankrupt factory. Imperial has just issued a special summer circular, featuring sun glasses, tool sets, wallets and costume jewelry. A free copy may be obtained by writing to the firm.

**William E. Armstrong Jr.** has been named sales manager of the **Filben Company**, Detroit, novelty distributors, by **Ben Tilben**, owner of the company. He succeeds his father, who held the post for many years until his recent death. The new sales head has been with the firm for the past 10 years, much of the time in the sales department.

Claimed to be startling new and a fast seller is the shock book, "Female Sexual Behavior," now being offered by **G & S Manufacturing Company**, Nashville. . . . **Ohio Chemical Products Company**, Canton, O., is presenting its full line of colored aluminum, the ever-popular premium.

An electric vaporizer, thermostatically controlled for economical continuous use, is being offered to salesmen and distributors by **Mid-Kraft Products**, Elkhart, Ind. It is claimed that this vaporizer is a highly effective method of destroying various type insects. . . . **Sterling Jewelers**, Columbus, O., is promoting two fast-selling key chains, one a rabbit's foot; the other a mink's foot. Both come complete with gold-plated key chain, and the mink's foot particularly is said to be an exceptionally big seller to the ladies. The rabbit's foot key chains go for \$1.25 a dozen, \$10 gross, while the mink's foot key chains sell for \$1.50 per dozen or \$15 a gross.

**Electrical Wholesalers, Inc.**, Chicago, announces a mailing piece containing illustrations and listings of various electrical products, each of which is offered at a 5 per cent discount. The mailing piece lists such items as heavy duty lamps, clear or frosted electrical globes of varying power, fluorescent tubes, strips and starters; weatherproof pin-contact sockets, pigtail sockets, weatherproof lamp holders, friction tape, bug chasers, reflector floods, three-light clusters, Ray-o-Vac flashlight batteries and fuses.

**Tee Jay Toys, Inc.**, New York, is currently manufacturing a 24-inch standing French poodle stuffed toy which is being offered the carnival trade at \$24 per dozen. The poodles come in assorted colors, are made of fine quality plush and have a collar and chain assembled around the neck. . . . **Conelle Products Company**, New York, has announced its 1954 giant catalog. It welcomes trade inquiries. . . . **Ted Burke Industries**, New York, reports that its large, exclusive Aladdin Lighter is being sold at a fast rate. The firm only has a limited number of the items remaining on what it calls a sensational closeout offer.

A new and unique voice-throwing novelty is being offered the trade by **Manhattan Playthings, Inc.**, New York. The novelty is called Squeaky and is said to be proving a hit in variety, chain and Arcade stores. Manhattan is selling the item at \$9 a gross. . . . **Cutler & Company**, New York, is featuring a 26-inch saw made of the finest imported cool steel. Coming individually boxed, the saw with fancy ornamental handle is priced at the low rate of \$15 a dozen. Samples sell for \$2 each.

**Velox Service, Inc.**, New York, is presenting to the trade a revolutionary idea in binoculars—**Specto-Scopes**—that can be worn like ordinary eye glasses. This item weighs but one ounce and you hardly know you have them on. It is claimed Specto-Scopes have a thousand uses, are a natural for the carnival and midway trade and a big seller for all types of amusement. Velox states that Specto-Scopes are being advertised to 50 million people thru an extensive ad campaign in over 257 national magazines plus hundreds of newspapers. Price is only \$8.91 a dozen. Sample \$1.

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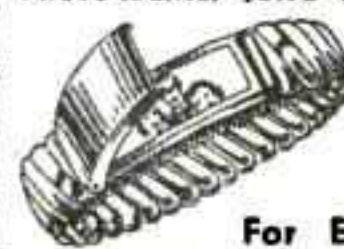
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"4 NICKELS TO 4 DIMES."  
No skill required! Magic  
Cap changes 4 nickels into  
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SAMPLE—\$1.00 POSTPAID  
WHOLESALE—\$5.50 per  
dozen postpaid. Jobber's  
price—\$48.00 gross, F.O.B.  
factory. Remit with order.  
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127-B W. 17 St.  
New York 11, N. Y.

when answering ads . . .  
**SAY YOU SAW IT IN  
THE BILLBOARD!**

# PIPES FOR PITCHMEN

By BILL BAKER

THE LATEST WORD . . . from our most regular correspondent, Happy Heller, Romeo, Mich.'s gift to the pitch business, reports that he and his old friend, Bill Bishop, have been working perfume in the Detroit Sears store on Grand River Avenue. Happy says: "After the Grand River encampment, we moved to the land of milk and honey, which is the Sears store in suburban Highland Park. After a brief switch to Devine's Kool Foot during the early part of May, I'll be back peddling perfume in time to make ma and dear old grandma smell real pretty on Mother's Day.

FROM OBSERVATIONS . . . submitted to us by our connections in Detroit, it seems that Bill Bishop, George States and Carl Linnenfeller put on a lot of financial weight pitching Chem-o-Cal Miracle Sponge, at the recent flower show in the Motor City. It was also reported that Ferne Allen and Bill Wilson were seen working joy towels to good takes in the Sears Store on Grand River Avenue.

AL DECKER . . . the shampoo pitchereroo par excellence, was a recent and very welcome visitor to the Cincinnati office of The Billboard. Several weeks ago we reported that Al suffered a broken hip last September while working a store in San Francisco. We had certainly hoped that, by this time, he would have been all set to do the 440 low hurdles again but that doesn't seem to be the case because he came thru the office door leaning

on a crutch. Decker was in town visiting relatives and is now on his way back to the Coast where he hopes to resume his pitch activities in the very near future. While we had him in a huddle here, Al expounded many of his theories on the changes that have taken place in the pitch business over the years and told many interesting gags about many of his old friends in the business.

THIS BIT OF . . . good news is penned from Miami by Ray C. Herbers. "My wife Madaline Ragan was discharged from the hospital April 24 and many thanks for all the nice flowers and cards she received from all the old-timers in the business. We also want to say that we're grateful to Father Coyle the chaplain and the able and understanding staff of the Jackson Memorial Hospital, Miami. We expect to leave here for our summer season about May 10 and proceed up thru Pennsylvania. Let's read a pipe from Myrtle Hutt, Tom Kennedy, Hank Fredricks and Doc and Eunice Lance."

WORD HAS REACHED . . . The Pipes desk that Jack and Ruth Anthony, Artie and Joy Schwartz, Tip and Lill Hallstrom and a gang of other members of the pitch fraternity, who have been lolling around Florida all winter, are breaking camp and preparing to head north for the season. We hope that as the season progresses they will pipe in occasionally and let us know how they are makin' out.

## COMING EVENTS

Continued from page 44

Brady—Jubilee, July 1-4. Joe Ogden.  
Cleburne—Centennial, May 2-7.  
Dallas—Home Show, May 8-18. H. F. Van Horn, 102 Walnut Hill Village.  
Dayton—FPA Livestock Show Fair & Rodeo, May 6-8. A. W. Rigby.  
Fredericksburg—Race Meet, July 2-5. Wm. Petmecky.  
Karnes City—Karnes Co. Centennial, May 6-8. Herb Smith.  
Plainview—Pioneer Roundup, May 22.  
Ellen Ash.  
Phoenixville—Firemen's Fair, June 18-28.  
Ben Stevens.

Macogdoches—175th Birthday Jubilee, May 3-8.  
Navasota—Centennial & Watermelon Festival, July 3-5. L. O. Wallace.  
San Antonio—Home Show, May 8-16.  
Grover A. Godfrey Jr., 833 Banders Road, Varsity Village Bldg.  
Stafford Oaks—Cinco De Mayo Celebration, May 1-8. Leon Broughton.  
Stockdale—Watermelon Jubilee, June 25-26.  
Winston Lorenz.  
Waco—Home Show, May 4-9. Dorothy Godfrey, Heart of Texas Coliseum.

Utah  
Salt Lake City—Home Show, May 11-16.  
E. L. Greenband.

Virginia  
Culpeper—Firemen's Festival, May 28-29.  
H. L. Hinton.

Washington  
Tacoma—Home Show, May 19-23. George Colours, 1103 1/2 Division St.

West Virginia  
Sutton—Lions Club Celebration, July 5-10.  
M. V. Crislip.

Wisconsin  
Oconto Falls—Jaycee Celebration, May 29.  
Ridgison—Fire Dept. Celebration, July 3-5.

Wyoming  
Casper—N. Platte River Races, June 4-6.  
Cheyenne—Cheyenne Frontier Days, July 27-31.  
Laramie—Jubilee Days, July 9-10.  
Lovell—Annual Regatta, May 23.  
Sheridan—Cowtown Hoedown, May 28-29.

CANADA

Alberta  
Calgary—Western Canadian Sportsmen Show, June 1-5. Roy Lisogar.

New Brunswick  
Woodstock—Old Home Week, July 26-31.

Ontario  
Kitchener—Centennial, June 28-July 3.  
Toronto—Canadian Int. Trade Fair, Mar. 31-June 11. C. C. Hoffman.

## EARRINGS!

\$36.00 (MINIMUM ORDER 1 GROSS) Per Gross

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- REGULAR \$1.00 RETAILERS
- "RED HOT" STYLES

WHILE OUR STOCK LASTS  
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NO. 9R9—STERLING  
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PER DOZ. SETS \$6.00  
25% Deposit, Balance C.O.D.

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WORLD'S MOST BEAUTIFUL GEM  
for men and women in 10K and 14K  
solid gold mountings.  
HUGE PROFITS every day.



Unlimited possibilities! 50 styles of simulated diamond rings in Rolled Gold Plate and sterling silver, \$6.00 per dozen up. Copies of expensive Diamond Jewelry.  
NO-RISK TRIAL SALES OFFER. You don't risk a cent.  
Write today for Free Catalog and details.  
**DES MOINES RING CO.**  
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## GUARANTEED WHITE HOUSE PAINT

Guaranteed utility house paint for inside and outside use. Titanian formula in oil. Same quality as paints selling for \$6 gallon. In cases of 4 1-gal. cans or in 5-gal. cans.  
We carry hundreds of fast selling items for carnivals, wagon loaders, agents, premiums, etc. Write for catalog and new reduced price wholesale list.  
25% with order, balance C.O.D.  
F.O.B. Chicago.  
Phone: RAndolph 6-4893.

**Universal Distributing**  
729 W. Randolph St. Chicago 6, Ill.

## ATTENTION CARNIVALMEN

Get Your Ducklings From Us.  
**MAKE BIG MONEY**  
Everybody from 6 to 60 will pitch for these cute yellow ducklings. Can supply weekly shipments by Pre-paid Parcel Post, \$25.00. Hundred. Catalog Free. Write or phone us today (Phone: Vanue, Ohio, 32A.)  
**HILE DUCK FARM**  
Dept. 3 Carey, Ohio



Just Released  
**OAK-HYTEX  
CRYSTAL CLEAR  
STRIPE . . . No. 10CCS**  
(transparent with colored stripes)

**BIGGEST  
FLASH  
at any Joint**

Be FIRST  
with this real  
**MONEY GETTER**  
See Your Jobber

The **OAK RUBBER CO.**  
RAVENNA, OHIO.

## Oak Big Flash Balloons

FULL LINE IN STOCK.  
Wholesale Distributors of Novelties and Souvenirs. New Complete Price List Now Ready.

**CHARLES SHEAR**  
150 Park Row New York 7, N. Y.

## EXTRA SPECIAL DEAL

Bulova, Waltham, Elgin, \$9.95  
Benrus, Gruen Watches . . . \$5.00  
For agents and women, new model cases and dials. Reconditioned and guaranteed like new.  
Yellow Exp. Band, 95¢ add.  
Save \$15.40 on This Deal  
—6 ass't above \$9.95  
Watches and 6 95¢ Bands to match. All for . . . \$50

Send for Our New Big 100-page 1954 catalog, only 25¢ refunded on your first order.

Wholesale only, 25% with order, balance C.O.D.—3-day money-back guaranteed if not satisfied.

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5 S. Wabash Ave., Chicago 3, Ill.  
"The Watch and Diamond House"

## BEAUTIFUL POCKET SECRETARY

\$6.00 dz. with retractable pen

- Three Pockets
- Detachable Note Pad
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Guaranteed Quality • Unusual Value. Retractable Pens, \$25 gr.

Guaranteed FIRST QUALITY  
NEW FREE CATALOG OF  
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10 W. 27th St., N.Y.C.

**BURKE**

## with it since 1907 ENGRAVERS

No. 100 Men's All Aluminum Idents . . . \$13 Gr  
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Send for New Catalog—We Pay Postage on All Prepaid Orders Except Airmail  
All Phones: Waterfall 8-8855  
Originators of the All-Aluminum Idents

**MILLER CREATIONS**  
7739 Avalon Chicago  
DAY & NIGHT SERVICE

## FLAMINGOS

Cast Aluminum, 30 inches high, \$40.00 dozen pair. Sample pair postpaid \$4.50—Aluminum Red Birds, Egrets, Woodpeckers, \$18.00 dozen. Samples \$2.00 each post paid.  
Bloyd Manufacturing Co. Valley Station, Ky.



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UNCLE REMUS, WONDERFUL BRER Rabbit, Brer Fox Stories recorded on magnetic tape by the world famous Jimmy Scribner; only \$1. Scribner, 2212 Ridgewood, Anderson, S. C.

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##### AAA WORLD FAMOUS PERFUMES

Reproductions of 5 costly French-type fragrances, individually boxed; \$1 sellers, costs you \$2.40 dozen, your profit \$9.60 every dozen. Mammoth Treasure Presentation Kit containing 3 thrilling fragrances in one fabulous gold box; \$3 sellers, costs you \$5.40 dozen, your profit \$30.60 dozen. See them yourself. Send \$1 for samples both prepaid to you. Your \$1 credited first order. "HUSK" O'HARE, 5722 North Kenmore Ave., Chicago 40, Ill.

AGENTS, WAGON JOBBERS - EASY sales, steady repeats; Barbara Fritchie Mentholated Horehound Cough Drops; send \$1 for 20-box carton (retail value \$2); also our famous Butter Sweet Chocolates, 12 one pound boxes \$8 (retail value \$15); shipped prepaid. Barbara Fritchie Shoppes, Frederick, Md. my8

AGENTS—SELL RICH LOOKING 34x66 Imported Japanese Rugs for \$2; never before such a large rug for so low a price. Multicolor stenciled designs hooked carpet and Oriental patterns, sample \$1.25 prepaid; 4 rugs, \$1.15 each prepaid. Condon, Dept. B, Box 204, Upper Darby, Pa. my29

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Tailored Earrings, asst. gr. \$1.15 Tailored Pins, asst. gr. \$1.15 Stone Earrings, asst. gr. \$1.15 Stone Pins, asst. gr. \$1.15 Stone Pin & Earring Sets, boxed dz. \$9 Bracelets, Round & Link, asst. gr. \$3.00 Sample dozens reg. price, 25% deposit Balance c.o.d. No catalog. NEW ENGLAND JEWELRY, 9 Empire St., Prov., R. I.

AMAZING PLASTIC SIGN LETTERS—Stick like magic, merchants buy fast. Write for free samples today. Gary Enterprises, Universal City 1, Calif. my8

BASKET EARRINGS - STRAW BASKET. Sombro, colorful Fruit Clusters, unusual Flower Earrings, Bracelets, Necklaces, \$4 doz.; other unusual handmade items. Photos, details. Lastata Products, Box 10248, Tampa, Fla.

BINGO BLOWERS—RETAILING \$150. Selling out, \$49.50. A.C. Electric Balls, Lipka Mfg. Co., 617 East 11th St., New York 9, N. Y. je5

CARDED 10c CANDIES, COCOANUT, WALNUTS, Brazil, Pecan, Almonds, Tapioca, Grated Cheese, Coffee, Tea, Pepper, Chilli, Garlic, Mushrooms, Saffron, Sassafras, Shrimp, Breathlets, Salted Peanuts, Salted Mixed Nuts, Salted Almonds, Salted Pecans, Cashews, Pistachios, Roasted Peanuts, \$8.40 gross; 15c size, \$12.60; 25c size, \$21 prepaid. None c.o.d. Minimum; gross assorted. Peers, 538W Central Park, Chicago 24.

CIGARETTE HUMIDORS—24 ON DISPLAY board; \$9.36 value for \$1.50; no c.o.d. Samuel Silverman & Co., 1820 Westminster St., Prov., R. I.

COMIC BOOKS (COVERLESS)—REGULAR 10c sellers, assorted, \$12.50 thousand, f.o.b. Philadelphia; 15 samples, \$1. Savar, 707 Poplar St., Philadelphia, Pa. my8

DECALS—\$12 ASSORTMENT OF TRANSFER decals for \$1; terrific value, no c.o.d. Samuel Silverman & Co., 1820 Westminster St., Prov., R. I.

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

FAST SALES AND BIG PROFITS WITH Decals, Comic, Giclee, Souvenir Decals; also very witty plaques. Enclose 25c for generous samples. Rand, 187-04 Ludlum Ave., Hollis 12, N. Y. C. my29

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A BEAUTIFUL ASSORTMENT OF STONED AND TAILORED JEWELRY consisting of Necklaces, Bracelets, Earrings, Cufflinks and Religious goods. DESCRIPTIVE LITERATURE ON REQUEST. CUFFLINKS, boxed, asst. dz. \$3, \$4 & \$5 NECK & EARRINGS SETS, boxed, \$9 & \$15 deposited with order, Balance C.O.D. Samples at regular price. SAMUEL SILVERMAN & CO. LICENSED & BONDED AUCTIONEER 1820 Westminster St. Prov., R. I.

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DO-IT-YOURSELF-SHOW MAY 24 THRU 27 50,000 attendance. Sponsored by Western Michigan's largest Daily Paper. Lowest rates. Will book anything with Do-It-Yourself angle. Reserve your space NOW. Write, Wire, Phone CIVIC AUDITORIUM Glendale 4-7257 Grand Rapids, Michigan

JOKERS FUN SHOPS—FULL CREDIT ALLOWED on items returned. Jobbers offer same terms to dealers. Eagie Specialty Co., Akron 14, O. my29

LADIES' FULL-FASHIONED NYLONS, 3 Hids., \$25 doz.; Chenille Bedspreads, \$36 doz.; Pillow Cases, \$3.25 doz.; 20% deposit on c.o.d.'s. Premier Sales, Box 8177, Chattanooga, Tenn. my8

LIGHT REFLECTING SIGNS—RED HOT and sensible; 7x11"; illustrated, color blended; 2000 varieties; \$6 per 100, 15 for \$1, or 10c for sample. Koehler, 335 Goetz, St. Louis 23, Mo. my29

MANUFACTURER'S SURPLUS OF EVANS Lighters; discontinued numbers; less than 50% of wholesale prices; Pocket, 75c; Combination, \$1.50; Kingsize Combination, \$1.75 plus postage. Standard, 161 Washington, St. Providence, R. I.

NEW RETRACTABLE PEN—GUARANTEED first quality, beautifully designed, bankers approval; smooth writing, won't smear, won't leak. 3 samples, \$1; \$27 gross; \$3 dozen, postpaid. Michael Lucas, 2885 West Cermak, Chicago 23, Ill. my18

NEW PLASTIC MENDING TAPE—JUST press on! Repairs clothing instantly. Lightning seller; Samples sent on trial. Kristee 56, Akron, Ohio.

PEACOCK OR BASKET CHENILLE Spreads, Double bed size; colors: rose, blue, aqua, gold or white, \$2.85 ea.; minimum order one dozen; 25% deposit, bal. c.o.d. or rated concerns shipped open. Textile Products Co., Box 3183, Charlotte 3, N. C. my29

PITCHMEN AND DISTRIBUTORS (OUR first ad). Get in on the big profits just waiting for you. How? Selling Lavin's Wax, powdered form for automotive use. Little 1355 N. Bell, Chicago 22, Ill. Phone: Humboldt 6-3182.

QUALITY TIES—YOUR PROFIT, 189%. Catalog free. Loren Specialties, 4351-H Flournoy, Chicago 24, Ill. my29

REAL DIAMOND RINGS—SELL DIRECT; make big middleman's profit; no investment; experience unnecessary; free catalog, details. Gleamlight, 111P N. Columbus, Mount Vernon, N. Y. my29

SELL 8x10 OIL COLORED OR-SILK FINISH enlargements, attractively framed from any photo, for only \$2.95. Big commission. Write White, Box 57, Levy Sta., No Little Rock, Ark. my8

WONDER NEW (EXCLUSIVE) IMPORTED display Turntable; engineered, guaranteed; no wires, no electricity; you demonstrate, you sell; sells, \$9.95; sample, \$9.95; catalog, 25c. Leonard Troskin, 299 E. 11th St., New York 3, N. Y.

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AAA STOCK AT LOWEST PRICES—LARGEST, best variety, most colorful Snake Dens on the market for \$25. Big Boa Constrictors, Giant Anacondas, Tegu Lizards, Chinese Dragons, animals and birds of all kinds. Shipments arriving weekly. Let us supply your needs with quality stock that is priced right. This week's special: Two heavy bodied seven foot Boa Constrictors, \$35. Tarpon Zoo, Tarpon Springs, Fla.

ALLEN CAN SUPPLY ANACONDAS AT bargain prices; Indian Rock Pythons and Boa Constrictors, all perfect specimens; once-milked Rattlesnakes, \$3 ea.; Dens of harmless snakes, \$25 to \$100. Call or write Ross Allen's Reptile Institute, Silver Springs, Fla.

ALLEN CAN SUPPLY INDIAN ROCK Pythons, Boa Constrictors and Anacondas at bargain prices. Anacondas will arrive here April 21 fresh from South America. Call or write Ross Allen's Reptile Institute, Silver Springs, Fla.

BABY PIGTAILS, \$55; RHESUS, \$30; Squirrel Monkeys, \$22; Owls, \$25; White-face, \$35; Cinnamons, \$32; Spiders, \$30; Red Squirrels, \$25; Agoutis, \$25; Red Squirrels, \$15; Coatimundis, \$30; Talking Mynah Bird Fiedgelings, \$30. Bronson Tropical Birds, 149 Fort George Ave., N. Y. 33, N. Y. Phone Lorraine 9-0940. my29

BABY DUCKLINGS FOR CARNIVALS—Available now, through the season; immediate delivery; \$25 per 100 postpaid. DeVries Poultry Farm, Zeeland, Mich. Phone 3054. tf

BRAD BRADFORD Box 475, International Airport Miami 48, Florida (82-0414) Complete \$50 Starter "Den" only \$10. "Geek's Special" \$7.50 to get you rolling. (Kinkulous (Honey Bears) suitable to train \$35. Healthy, Pre-hensile Tailed Ant Eaters that really eat eggs and meat, \$25. Golden Spiders, all ages, \$22.50. Black, White-Faced Ringtails, young "pets", \$27.50. "Thank you for the many SNAKE orders."

CALIFORNIA SEALS SEA LIONS—WILD or trained; main suppliers zoos, circuses throughout world. Marine Enterprises, Inc., Hermosa Beach, Calif. jy10

CHAMELONS, THE LIZARDS THAT change color, \$12 per hundred; Horned Toads, Monkeys; Parrots, Snakes, Alligators, Crocodiles. C. C. McClung, Laplace, La.

FOR SALE—MIDGET HERFORD HEIFER, past year old, weight 125 lbs., height 28 inches, perfect; would trade for zoo animals or birds; also white saddle Stallion, do arithmetic and other tricks. Red Fox and Raccoon Mark Champain, Indianola, Iowa, Rural.

INDIGOS, YELLOW BULLS, WHIPS, DIAMONDBACKS, Copperheads, Cottonmouths now on hand, more than 2000 pounds of fresh snakes. You save time and money by ordering from the dealer nearest you. We always have the snakes. The showiest dens of mixed snakes available anywhere at prices you'll like. Satisfaction guaranteed. Special tame Indigos and Boas for dancers. Year around one-day service. Soco Reptile Garden, Waynesville, N. C. Get in on our Western Diamondback special this month.

PEKIN DUCKLINGS—LATEST CONCESSION premium; just send route list, dates and number wanted; order direct from this ad, a copy or letter will do; we'll ship anywhere. \$25 per 100, c.o.d. DeWitt's Zeeland Hatchery, Zeeland, Mich. tf

PEKIN DUCKLINGS MAKE BIG PROFITS for carnival men. Everybody from 6 to 60 will pitch for these cute yellow baby ducklings. Can supply immediate weekly shipments, \$25 per hundred. Write or phone us today. Phone Vanue, Ohio 32A. Free catalog. Hile Duck Hatchery, Box 115, Carey, Ohio. tf

RHESUS MONKEYS, \$25 EACH, F.O.B. OUR place; all top monkeys, none thin from ocean voyage; no culls, strictly first-class monkeys. Meems Bros. and Ward, Sparkill, N. Y. my15

PLENTY HEALTHY SNAKES, ALL KINDS, also Armadillos, Alligators, Horned Toads, Guinea Pig, Parakeets, Coatimundis, Monkeys, Wild Cats, Badgers, Red Fox Cubs, deodorized Skunks, Rabbits, Peafowl, black and white Rats, adult pair Pumas, white Fanial Pigeons. Shipping highest quality stock to shows for over forty years. Otto Martin Locke, phone 141, New Braunfels, Texas. my22

PUMA, 9 MONTHS, MALE, \$100; MALE Lion yearling, \$150; Himalayan Bears, yearlings, \$150 or 6 for \$750; Hamadryas Baboons, 2 years, \$168; baby Ostriches, \$350; tame Llamas \$400; tame Zebras yearlings, \$1200. Rare Bird Farm, Kendall, Fla. my8

RATTLERS, BOAS, INDIGOS, WHIPS—Dens or singles, hot or fixed. Large Green Iguanas, \$10; Black Iguanas, \$3.75; Mexican Gila, \$25; legally imported Macaws, Royal Scarlets, \$175; Blue and Golds, \$175; Great Green Wings, \$150. Pan American Reptile Compound, Box 6038, Tucson, Ariz.

SNAKES ALL KINDS—BATTLESNAKES, \$1 per foot; Copperheads, \$2 each; \$15 and \$25 Snake Dens. Orders shipped same day received; 50% deposit on order, f.o.b. Houston. Texas Reptile Import Company, 3919 Gramercy, Houston, Tex.

STUDENTS AND HERPETOLOGISTS—Western Snakes and Lizards supplied by order only; no dealers; freshly caught Reptiles, Lizards, etc.; write for prices. Mary Baicigalupi, 2343 N. Pine St., South San Gabriel, Calif.

WANTED—CHAMELEONS, BABY TURTLES, Horned Toads and other reptiles (wholesale lots). We furnish shipping crates and instructions. Haases, Kent, Ohio.

WE NOW HAVE AVAILABLE, FRESH out of the jungles, baby and young Chimpanzees, priced from \$48 up. Tropical Hobbyland, 1325 N. W. 27 Ave., Miami Fla.

#### BUSINESS OPPORTUNITIES

ALL SNOWBALL FLAVORS AND SUPPLIES, \$6.50 buys ice shaver that shaves into paper cup with cups and flavors for thousand snowballs; outfit \$2.50 to \$75. Free illustrated catalog. Snowball Company, 8534-B Lemturner, Jacksonville 8, Fla. my29

FROZEN CUSTARD EQUIPMENT—BIG profits, no royalties or franchise to buy; root beer barrels; Kona King brand new created floor model electric popcorn machines, sold for \$750, sacrifice for \$375 cash. Subject to prior orders. Write: Automotive, Box 748 Lewiston, Pa. my15

NEW ELECTRIC MACHINE BAKES greasiest doughnuts; attracts crowds; you'll coin money serving hot doughnuts; weighs 60 pounds; small investment; free recipes. Norbert Ray Co., 3605 S. 15 Ave., Minneapolis 7, Minn.

OWN A GARDEN GOLF BUSINESS—EXPERIENCE unnecessary, good income. Spencer Brockway, Seaside, Ore. my8

PAINT YOUR OWN SIGNS—SAVE \$\$\$ Anyone can do professional work using our new patented "All-in-One" Master Letter Patterns; letter windows, buildings, trucks, bars; make and sell plywood letters and numerals, any size, complete set with instructions, \$1 postpaid. Every Co., Box 583, Newton, Iowa. my15

START VENETIAN BLIND LAUNDRY—Profitable, lifetime business; new machine; free booklet. L. B. Co., 442 N. Seneca, Wichita 12, Kan. my29

WOMEN! MAKE BIG MONEY AT HOME, sew ties for us. It's fun; earn \$10 day easy; no selling, no experience, no machine necessary; we supply everything. Help us fill huge demand; exciting details free. Fashion Ties, P O Box 2066K, Inglewood 4, Calif. my15

#### FOOD AND DRINK CONCESSION SUPPLIES

PRE-POPT POPCORN "READY TO EAT," shipped everywhere. New popcorn machines, warmers, supplies, caramel corn wheels. National Popcorn Supply Co., 107 Commonwealth, Buffalo 16, N. Y. my15

#### FORMULAS & PLANS

ANY FORMULA, \$3; CATALOG, CHEMICAL Instruction Sheet, 10c. Joseph H. Belfort, 192 N. Clark, Rm. 620, Chicago 1, Ill.

COFFEE GOING HIGHER—MAKE AND sell a pure substitute; easily made; huge profits; Formula dollar Krysto Products, Felton, Calif. my8

#### FOR SALE SECOND-HAND GOODS

ABOUT ALL MAKES OF POPPERS—CARAMEL Corn equipment, Floss Machines, replacement Kettles for all Poppers. Krissy Korn, 120 S. Halsted, Chicago, Ill. je5

CLEARANCE—16MM. FILMS, FEATURES, shorts; good condition; many new; send for list. Don Films, 30 Cheshire Place, Staten Island, New York.

FLOSS MACHINE—USED ONLY TWO months, \$135; new Floss Machines, \$175; Ribbons, 4 for \$10, \$21 dozen. Jones Equipment Co., 330 Mattison Ave., Ambler, Pa.

FOR SALE—EDUCATED FORD, MODEL T; a great comedy act for fairs, rodeos, etc. Lewis Ponison, Alvin, Ill.

**LEIS—LEIS—LEIS**

Crush proof, jumbo size, asst. colors—something different in Leis; one gross, \$7.20; five gross, \$35.00; fifteen samples, \$1.00 postpaid. Also Carnival Supplies. Send for price list.

**HAWAIIAN LEI MFG. CO.**  
127 E. Main Alliance, Ohio

**your own name brand business with no investment!**  
(AND NO INVENTORY)

**YOUR OWN GIANT NAME BRAND CATALOG . . . FREE**  
(New 1954 Edition just off the press!) Here is your own NAME BRAND Catalog! No name but yours appears anywhere on the cover or in the catalog. Distribute your own catalog of name brand merchandise through your sales force, or take orders with it yourself.

**THE HOUSE OF NAME BRANDS**  
Service you can depend upon. All items stocked for immediate pick-up. All orders shipped same day as received.

**OUR HUGE NAME BRAND INVENTORY IS AVAILABLE TO YOU—**  
You have the full advantage—at all times—of ordering from our tremendous reservoir of name brand products. Your customers get what they want . . . when they want it. Orders filled within 24 hours.

**HOW TO GET STARTED IN YOUR OWN NAME BRAND BUSINESS**  
Just fill out this coupon and mail it today. We will send you our new 1954 catalog FREE. Space is provided on the cover for the imprinting of your own name and address. This catalog costs you nothing and it puts you in a business that can repay you thousands of dollars! Fill out the coupon below to get your FREE Name Brand Catalog and confidential dealer Price List IMMEDIATELY!

**Order your FREE Catalog and Price List . . . Now!**

**H. B. DAVIS CORP.**  
145-B West 15th Street, New York 11, New York

Send my FREE copy of your new, illustrated NAME BRAND CATALOG.

NAME \_\_\_\_\_  
NAME OF MY COMPANY \_\_\_\_\_  
ADDRESS \_\_\_\_\_  
CITY \_\_\_\_\_ ZONE \_\_\_\_\_ STATE \_\_\_\_\_

**HERE IT IS, BOYS! POT O' GOLD**

**The Old Thunder Mug**

sprayed with gold, loaded with POT O' GOLD tickets, reincarnated into a new and fascinating game, known as the 7-11 POT O' GOLD.

**\$9.95 QUICKLY BRINGS YOU \$60**

3 for \$25 Brings You \$180.00

It's really a beautiful repeating game. Players are fascinated because of so many winners; 166 winners out of 600, but still nets \$60.00.

**DON'T DELAY. SEND FOR YOUR POT O' GOLD TODAY. NO C.O.D.'S. SEND CHECK OR MONEY ORDER.**

Specify cash or cigarette payoffs.

**KISSNER 319 E. Pine, Seattle 22, Wash.**

**Merchandise You Have Been Looking for**

Lamps, Clocks, Enamelware, Houseware, Aluminum Ware, Decorated Tinware, Toys, Every kind of Glassware, Blankets, Hampers, Hosiery, 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.

**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:**

<input type="checkbox"/> Acts, Songs, Parodies	<input type="checkbox"/> Instructions, Books, Cartoons
<input type="checkbox"/> Agents and Distributors	<input type="checkbox"/> Magical Apparatus
<input type="checkbox"/> Animals, Birds, Pets	<input type="checkbox"/> Miscellaneous
<input type="checkbox"/> Business Opportunities	<input type="checkbox"/> Musical Instruments, Accessories
<input type="checkbox"/> Costumes, Uniforms, Wardrobes	<input type="checkbox"/> Partners Wanted
<input type="checkbox"/> Food and Drink Concession Supplies	<input type="checkbox"/> Personals
<input type="checkbox"/> Formulas	<input type="checkbox"/> Photo Supplies and Developing
<input type="checkbox"/> For Sale—Secondhand Goods	<input type="checkbox"/> Printing
<input type="checkbox"/> For Sale—Secondhand Show Property	<input type="checkbox"/> Salesmen Wanted
<input type="checkbox"/> Help Wanted	<input type="checkbox"/> Scenery, Banners
	<input type="checkbox"/> Tattooing Supplies
	<input type="checkbox"/> Wanted to Buy

**3 Indicate below the type of ad you wish:**

REGULAR-CLASSIFIED AD—15¢ a word. Minimum \$3.00.  
 DISPLAY-CLASSIFIED AD—\$1 per agate line. One inch \$14.00. (14 agate lines to the inch)

**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 \_\_\_\_\_







TERRIFIC VALUES!

14 Kt. Gold Pl. PLATTER WATCH

**\$3.60**

- Extra-Flat Case
- Omega-Style Dial
- Swiss Jeweled Movement
- 1 Yr. Service Guarantee
- Genuine Suede or Pigskin Strap
- Indiv. Boxed

(With Matching Gold Plated Link Expansion Band, 60¢ Additional.)

LADIES' PETITE WATCH

**\$5.40**

- Lustrous Goldline Case
- Newest Excellency Mod.
- Raised Gold-Fig/Red Dial
- Swiss Jeweled Mov'm't
- 1 Yr. Service G'tee
- Silk Cord Band
- Indiv. Boxed

(With Matching Gold Plated Link Expansion Band, 60¢ addl.)

14 Kt. Gold Pl. CHRONOGRAPH

**\$3.40**

- 2 Push-Buttons
- Swiss Jeweled Movement
- Ass'd. Dials
- 1 Yr. Service G'tee
- Genuine Suede or Pigskin Strap
- Indiv. Boxed

(With Matching Gold Plated Link Expansion Band, 60¢ addl.)

DELUXE WATCH & JEWELRY SETS IN LEATHERETTE PRESENTATION CASES FROM \$6.65 UP.

ABOVE PRICES FOR MINIMUM ORDERS OF 4 WATCHES. \$1.00 ADDITIONAL FOR SAMPLES. 10% deposit with order, balance C.O.D.

SEND FOR FREE CATALOG

BROOKS PRODUCTS 92 LIBERTY STREET NEW YORK 6, N. Y.

Here are the BEAR facts!

Compare Our Quality and Price! Send for Samples Today!

- 30" FUZZY WUZZY. Real Fur, white, woolly trim, packed in Pliofilm bag. With long chain \$51 doz. **\$48.00** doz.
- 32" POLAR BEAR. Non-inflammable woolly plush, in Pliofilm bag. With long chain \$27 doz. **\$24.00** doz.
- 30" GRIZZLY BEAR. Real fur, ass'd. colors. With chain \$39 doz. **\$28.50** doz.

**SPECIAL!**

- 32" RAYON PLUSH BEAR—Ass'd. colors, cotton stuffed, \$25 doz. in gross lots. **\$24.00** doz.
- 32" BEAR, SAME AS ABOVE—Excelsior stuffed. Per doz. **\$22.50** doz.

No Extra Charge for Samples  
**15 PIECES \$37.00**  
(3 of each BEAR)

FOB, N.Y.C., 25% Deposit, C.O.D. if not rated. FREE 32 pg. catalog.

ACE Toy Mfg. Company

122 W. 27th St., N.Y., N.Y.

**DIRECT FROM MANUFACTURER**

Beautiful, Better Quality Three-Piece Set with Metal Caps. Hooded point fountain pen, mechanical pencil and ball pen. Available in four or more colors. Attractively boxed. Sample \$48.00. Doz. \$50.00 tax incl.

OTHER SETS UP TO \$72.00 GROSS. 25% Deposit, Balance C.O.D. F.O.B. New York.

**MODERN PEN MFG. CO., INC.**

395 Broadway, N. Y. 13. CAnal 6-8016

240 BIG PINUPS

JUST IMAGINE! 240 Beautiful BIG PINUPS. Only \$1.00. Give away items. A complete collection of the most striking females for less than 1¢ each. All new pins—ALL DIFFERENT. Each is mailed in your money box.

PIX UNLIMITED  
Box 36033, Dept. B  
Los Angeles 36, Calif.

The Best Sales Boards and Jar Games

Write for information and prices.

**GALENTINE COMPANY**

Dept. B, 519 E. Jefferson Blvd  
South Bend 17, Indiana

HELP WANTED CLASSIFIED ADVERTISEMENTS

REGULAR CLASSIFIED ADS . . . Set in usual want-ad style, one paragraph, no display. First line regular 5 pt. caps. RATE: 15c a word—Minimum \$3. CASH WITH COPY.

DISPLAY-CLASSIFIED ADS . . . Containing larger type and white space are charged for by the agate line, 14 lines to the inch. (No illustrations or cuts.) RATE: \$1 a line—\$14 per inch.

Forms Close Thursday for the Following Week's Issue

ACTS WANTED—STRIPPERS, EXOTICS; summer spots, nite clubs, banquets, conventions. Joseph Martone, Sunset Inn, New London, Conn. Telephone Waterbury 4-3677. my29

COLORED PERFORMERS—MUSICIANS FOR free medicine show; city lots here all season. Hudson Medicine Co., Box 111, Charlotte, N. C.

GIRL TRIO FOR LOCATION—PIANO, drums, etc.; other female musicians write, Fred Thomas, 513 Saratoga Drive, Lexington Park, Md. my8

GLASS BLOWER OR GRINDER For new Children's Fairyland Village at Lake George, New York—to open May 23. Terrific opportunity for right person. Write, giving age, experience, etc., to

STORYTOWN U.S.A. Box 511 Lake George, New York

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

COMBO—3 PIECE FOR RESORT; CLEAN-cut musicians. Write; will answer all letters. M. Tobias, 720 Interdrive, University City 5, Mo.

FOUR PIECE COMMERCIAL HILLBILLY Band available; steel guitar, lead, second and bass, double on piano, mandolin, violin. Solos, duets, trios, quartets; also experienced in disc jockey work. Same group in one location for seven years; experience: radio, seven years; television, one year; records, fourteen commercial sides. Large category of songs, including over one hundred originals. Play any type music; detailed information upon request. Box C-30, c/o The Billboard, Cincinnati 22, Ohio.

VERSATILE FOUR MAN COMBO—WANTS summer engagement; at liberty after May 27th; union, will travel. We feature 7 instruments: piano, accordion, drums, vibes, sax, clarinet and bass. We also feature vocals, both solo and four way arrangements. Thoroughly organized and experienced college group for dancing or listening. Write or wire Mr. Lucien Mallard, 31 Oxford Rd., West Haven, Conn.

WANTED SUMMER BOOKINGS FOR versatile 4 or 5 piece country and western combo; will consider fairs, clubs, schools, etc.; union. Contact Musician, 215 Dunn St., Cincinnati 15, Ohio.

4 PIECE COMBO—AVAILABLE SUMMER for hotel, resort or club; experienced, modern, versatile. Write or phone Milo Hall, 3401 33rd Ave., West, Seattle, Wash. my8

CIRCUS & CARNIVAL

CARPENTER—AGE 50; PLAIN PAINTING; general repair of circus, carnival, tourist court. Wages \$60 net weekly. Box 242, Rossview, Ill.

FOR FAIRS, RODEOS, CIRCUSES, CELEBRATIONS—Gene Whitaker and the wonder horse Tony; America's finest educated horse, doing two acts. Oasis Ranch, Kincaid, Kan.

MISCELLANEOUS

ADVENTURE WANTED—AGE 24, SINGLE; will send photo, also confidential tape recording. Don Davis, 33rd and Elisha, Zion, Ill. my8

EAGLE CHIEF'S AUTHENTIC INDIAN dancers; nine men and women in costume; sign language; archery demonstrations; for clubs, resorts, rodeos. Contact J. Hunter, 2737 N. Hillside, Wichita, Kan.

GORGEOUS, EXOTIC, GYPSY LIKE PALM-lad desires work with anything and where; also do hair and hair. Write or write Rose Davis, Avella, Pa. Phone 8225.

YOUNG MAN, SOUTHERNER; SINGLE; dependable, experienced; secretary to performer; handle fan mail, correspondence; interested only in the best; can travel! Box C-31, c/o The Billboard, Cincinnati 22, Ohio.

MUSICIANS

ACCORDION PLAYER WANTS WORK IN Western or Hillbilly Band; will travel; union. John Herrington, 624 White Ave., Greenville, Ill. Phone 324-7. my8

AVAILABLE—PIANIST, ORGANIST; SOLOist combo preferred. Oliver Compton, Windsor Hotel, 3005 Main, Kansas City, Mo. Phone Westport 5698.

AVAILABLE—VIOLINIST, WESTERN Section, cocktail; long contract; travel; location; single, sober; 5' 8", 146 lbs. black hair; locals 802-47, Box C-32, c/o Billboard, Cincinnati 22, Ohio.

DRUMMER—SOCIETY, COMMERCIAL; name experience; read, cut shows; good habits; age 35, married, reliable; good Latin; desires locations good, steady working hotel style band. Can join immediately. Wire, phone Musician, 5555 W. 16th Ave., Denver, Colo.

ELECTRIC GUITAR—RHYTHM AND lead, vocals, solo or parts 6 years top trio. G. Erickson, Harmon Hotel, Minneapolis, Minn.

GOOD TENOR, CLARY, FLUTE, ALTO—Experienced, commercial, jazz, names; cut or no notice, around June 1st. 328 Arbutus, Bloomington, Ind. my22

GUITAR—ELECTRIC, LEAD OR FULL rhythm, read or fake; good voice, solo or parts; union, white, sober; years of experience. Small combo preferred. Musician, Box C-19, c/o Billboard, Cincinnati 22, Ohio. my8

HAMMOND ORGANIST AND PIANIST—Have entertained on radio, in leading hotels, cocktail lounges, and resort areas in Indiana and Wisconsin. Contact Rosemary Dunaway, 546 W. Dr. Woodruff Pl., Indianapolis 1, Ind., for wonderful entertainment; can travel after June 1st. Desire steady employment the year round; son, age 11, accompanies me summers.

HELP WANTED—FLAG POLE SITTER, experienced, sober; guaranteed salary plus bonus. Please send references and full information about yourself. Palace Theater, Newport News, Va. my15

MUSICIANS FOR COMMERCIAL BAND traveling midwest; travel in cars; home nearly every night. P. O. Box 1031, Grand Island, Nebraska. np

PHONE MEN Anywhere in N. Y. State; Veteran Convention deal; Journal ads. Work your own territory. No c.o.d., write Seaboard Enterprises, Inc., P. O. Box 21, Hempstead, N. Y. or phone IV 1-9390.

PHONEMEN—INDUSTRIAL AREA; 36 square miles; 3 months' work; Lansing, Mich., Township Firemen's Assn., Inc., 4 depts. Call 9-2400, Bob Beck. Pay your own.

WANTED—EXPERIENCED FOREMAN FOR 25 Wheel and 32 ft. Merry-Go-Round that drives semi. Will book Scale, Age and other Hinky Fanky that don't conflict. Lynn's Amusement Co., Winter Quarters, Gen. Del., Montevideo, Minn.

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

HAMMOND ORGANIST—\$5000 ORGAN, gives added pleasure, class and good-will your business. My music brings people, you profit. Box C-24, c/o Billboard, Cincinnati 22, Ohio. my8

HAMMOND ORGAN, ORGANIST—DINING, tavern specialist; white; 40; male; years of exp.; latest equip.; reasonable. Box C-33, c/o The Billboard, Cincinnati 22, O. my22

LOMBARDO STYLE, LEAD ALTO, CLAR.—Good reader, name experience; age 36, Joe Calciarella, 3215 Forest, Kansas City 3, Mo.

"LOVELY TO LOOK AT; DELIGHTFUL TO hear." College student wants work playing piano; experienced; start June 14th. Write, wire Judy Shepard, Goucher College, Baltimore 4, Md. my8

PIANIST—COMMERCIAL; SOBER, RELIABLE; experienced all lines; prefer small combo; state all in first; available May 9. Wire or write Frank Green, Route #9, Box 658, Birmingham 7, Ala.

PIANIST—SOCIETY, LATIN, COMMERCIAL; shows, locations; capable, dependable, sober, neat appearance; prefer small combo. Box C-28, c/o Billboard, Cincinnati 22, Ohio.

PIANIST—EXCELLENT FULL SOCIETY style, ala Cavallaro. Work showy, yet tasty and very clean; also fine Latin and dinner music, excellent reader; finest name hotel and club experience; age 28, married; available after May 29. Ted Jones, 745 East Maryland, Phoenix, Ariz.

PIANIST—HIGH-CLASS; EXPERIENCED fine hotels, cocktail lounges, summer resorts, radio, etc. Kathy O'Neil, 849 Colburn St., Toledo 8, Ohio.

SOMETHING NEW—RAY MILLER, THE one man band; plays four instruments at once, harmonica, guitar and drums; sings and plays cowboy songs, also plays the four instruments and calls for square dances; a good novelty act, nothing like it anywhere. Was on a coast-to-coast network. Will work for a booking agent or a long time contract; will audition over telephone. Write Miss Josephine Sava, 421 Burnett Ave., Syracuse, N. Y., or call 99221 after 5 a.m. my15

TENOR CLAR.—JOIN IMMEDIATELY; ALL kinds of dance experience; non-drinker, will travel. Eldon Engle, 732 Atwater Ave., Bloomington, Ind. my8

TROMBONE—FINE TONE, READ BASS, cleft, jam, tall gate; age 20, sober, hard worker; available June 7. Stan Christian, 1839 11th Ave., Greeley, Colo. my15

TRUMPET PLAYER—BASS, DOUBLE vocalist, desires location work; all offers considered. Paul Chapman, Vulcan Trailer Park, Birmingham, Ala.

TRUMPET—AVAILABLE SOON, ALL kinds of dance experience; non-drinker, will travel. Eldon Engle, 732 Atwater Ave., Bloomington, Ind. my8

TRUMPET PLAYER, DOUBLE FIDDLE and vocalist, would like job at summer resort anywhere in the East; union; married. Phil Mancini, Hotel Bristol, So. Norwalk, Conn. Phone VO 6-2204. my29

TRUMPET—COMMERCIAL BAND preferred; experienced, arrange. Del Noel, 610 N. Pearl, Joplin, Mo. Phone 3648.

TRUMPET—CIRCUS OR LOCATE, ALSO play bass or snare drum; union. William F. Brooks, 322 West Magnolia St., Lakeland, Fla.

PARKS & FAIRS

BALLOON ASCENSIONS, PARACHUTE jumping for parks, fairs, celebrations. Claude L. Shafer, 1041 S. Dennison, Indianapolis 21, Ind. my29

CHARLES LA CROIX—OUTSTANDING trapeze act (platform necessary); available for outdoor celebrations; flashy paraphernalia; real act. For particulars, literature, address: Charles La Croix, 1304 South Anthony, Fort Wayne, Indiana.

FIVE STAR ACTS—HORSES, BEAR, RIDING Act, Lady Acrobat. Send self-addressed envelope for reply. Herman Miller, Wilton, Wis. my8

HIGH DIVE—SMALLEST TANK IN world; Spears Fire, Back Somersault, etc. Capt. Earl McDonald, 456 Lamplier Place, Warren, Ohio. Phone 4-5337 my9

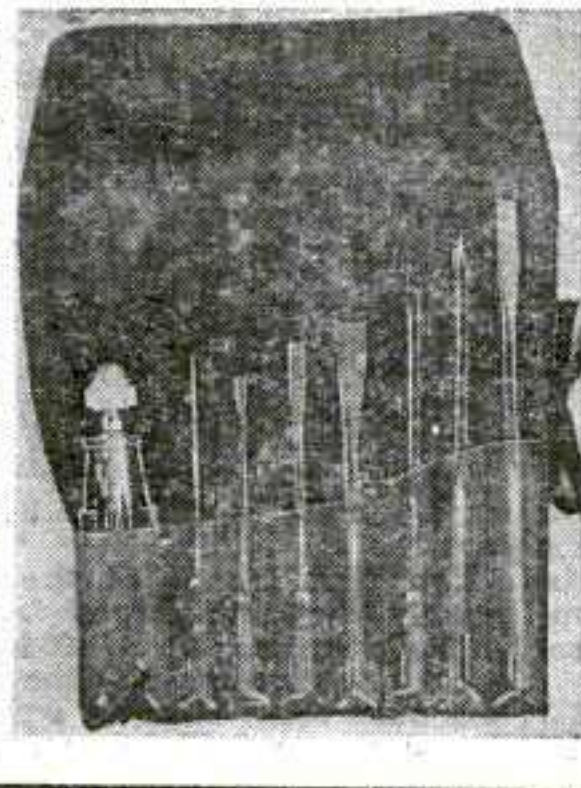
MASTER OF THE STRATOSPHERE—THE Great Telesco, highest pole act in show business today; 150 ft. high; fire works finished. Michael Telesco, 56 Potter Ave., Trenton 9, N. J. Phone 37006. my15

PROFESSOR WRIGHT AND HIS TALENTED 5-person variety stage show of magic, dance and vaudeville. Write Professor Wright, Casey, Ill. my22

VAUDEVILLE ARTISTS

YOUNG MAN DESIRES POSITION AS ASSISTANT to an illusionist; experienced in own small magic act, also television experience; available June 1. Charles Bode Jr., 318 McKay Ave., San Antonio, Tex.

SENSATIONAL!



8-PIECE INTERCHANGEABLE SCREW DRIVER SET

Heat sealed plastic case, flanged aluminum screw chuck, unbreakable, insulated plastic amber handle, hardened and tempered tool steel fully plated blades.

Contains awl, cold chisel, 2 recess screw drivers, 2 cabinet screw drivers, mechanic screw driver and amber handle with chuck.

#3708 1 dozen per display carton . . . \$7.20 per dozen

Samples, \$1.00 each postpaid.

25 deposit with order, bal. C.O.D. Catalog sent on request.

CUTLER & COMPANY, INC. 928 Broadway, New York 10, N. Y.

SEASON'S BEST BUY!



ALL NEW MATERIAL COMFORTER

Covered with rich, lustrous Rayon Taffeta in decorator colors. Large 72"x84" cut size. MOST SUCCESSFUL PREMIUM ITEM IN THE COUNTRY.

Packed in Decorated Plastic Bag—with "QUEEN CHARLOTTE" streamer showing \$24.95 retail price. Comes in assorted colors. 5-Year Mothproof Guarantee. Westinghouse "Ultra-Violet Ray" sterilized and sanitized.

\$4.75 Sample \$5.50 25% deposit, balance C.O.D., F.O.B. N. Y.

each in dozen lots.

JUST OFF THE PRESS! NEW 1954 EDITION 52 PAGE CATALOG. WRITE FOR YOUR FREE COPY TODAY.

CONELLE PRODUCTS CO. Dept. B 343 W. 26th Street New York, N. Y.

SPECIAL! FRYER-COOKER



★ Heavy gauge aluminum. Automatic Signal Light. Gleaming mirror finish. Fully automatic. 4-quart capacity. A 9-in-1 household appliance. \$24.95 retail tag.

\$12.50 Ea.

1/2 dep., bal. c.o.d., f.o.b. Philadelphia. Full cash with orders under \$20.00.

SEND FOR OUR NEW CATALOG!

BAKE COMPANY 708 Sansom Street Philadelphia 6, Pa. Market 7-7428 609 Spring Garden St. Philadelphia 23, Pa. Lombard 3-7866

BULOVA—ELGIN—GRUEN—BENRUS

\$8.95 ea. 3 or more

15-J. \$10.95  
17-J. \$12.95

G.F. Exp Band, \$13.50 add  
Plastic Gift Box, 69¢ add.

Sample, \$1 add.

Brand new model ladies' and gents' cases and dials. Reconditioned and guaranteed like new.

SAVE \$36.50 on this Extra Special Deal. You get 6 essst. 15-J. & 17-J. Swiss Watches with bands for only \$38.50. Regularly priced at \$75.00.

Biggest Electric Shaver

News in Years—Save!

4 Shaving surfaces, double head, precision built vibrator type motor, fully guaranteed. Reconditioned and guaranteed like new.

6 or more, each \$2.66 (Sample, \$2.95)

Send for FREE Value-Packed Spring Flyer.

Wholesale only—25% with order, balance c.o.d. Open account to rated houses.

Midwest Watch Co. 5 S. Wabash Av Chicago 3, Ill.

1000 PIECES OF SLUM ONLY \$6.75

NOVELTIES AT DEEP CUT PRICES

Dart Balloons . . . . . Gro. \$ .75  
Aluminum Ident—  
Ladies . . . . . Gro. 3.60  
Push Poodle—19 in. . . . . Doz. 30.00  
Push Bear—30 in. . . . . Doz. 26.00  
Pennant Case . . . . . 100 1.80  
25% deposit with order, bal. C.O.D. Send for FREE C-54 Carnival Catalog.

OPTICAN BROTHERS

300 W. NINTH ST., KANSAS CITY 6, MO.

BUY WHOLESALE

Save up to 50% on BIG NAME MERCHANDISE!

Send 50¢ Coin or Stamps for Catalog. Same Refunded with first order.

**GALENTINE COMPANY**  
Dept. B, 519 East Jefferson Blvd.  
South Bend 17, Ind.

Genuine Cultured PEARL RINGS

Every pearl guaranteed genuine—for ladies, teen-agers and girls, in a real "Tiffany" style mounting! EVERY RING TAGGED Individually Stating "Guaranteed Cultured Pearl" for your customer's protection

FREE JEWELER'S TRAY with every order for 4 doz. or more.

This is an unbelievable offer — we scooped a famous importer who needed ready cash! We bought every genuine pearl he had at close-out savings — and had them hand pronged into our rings. This offer cannot be repeated — once the supply is gone. You can sell easily for \$1 each or more. They are exquisite pearls cultured naturally by sea oysters and lustrous beyond belief. Order today. Send for Catalog.

If samples desired, we will ship 1 doz. postpaid.

**\$3.00** DOZEN plus postage  
**\$33.00** GROSS Min. order 4 doz.

STERLING JEWELERS

PHONE: ADAMS 4621 44 E. LONG STREET, COLUMBUS, OHIO

BRONZE WESTERN SADDLE HORSES

Weight and Dozen Prices:

10 1/2" 8 1/2" 5 1/2" 4 1/2"

\$16.80 \$13.80 \$6.00 \$3.60

25% Deposit Required With Order F.O.B. Chicago. Wholesale Only.

**COOK BROS.** 916 S. Halsted St. Chicago 7, Ill.



## January Coin Exports Point To Second \$10 Mil-Plus Year

4,281 Units Shipped for \$829,667;  
Total 4% Under '53; Music Up 11%

CHICAGO, May 1.—This will be the second biggest year in the history of coin machine exports, official U. S. Department of Commerce figures for January, released this week, indicate. The first month total of \$829,667—the second highest dollar total for January so far—dipped 4 per cent under 1953's record January of \$866,677 which topped the

same month in 1952 by 98 per cent. The first month of the year usually shows the trend for the entire year, so altho 1954 may not top last year's all-time high, it should come close to equaling it and thus would be at least a \$10 million-plus coin export year. The January figure includes 4,281 amusement games, vendors and juke boxes, compared to 4,513 coin units exported in January last year. For January, 1952, 2,970 machines, valued at \$438,957, were shipped overseas. Music Up 11% According to January figures,

music machines may see their fifth straight record year. A total of 1,251 units valued at \$519,949 were shipped, an 11 per cent jump above the same month last year when 943 jukeboxes were exported for \$462,409. Game exports in January slipped to 1,781 units shipped for \$240,330 from last year's total for the month of 2,218 machines exported for \$301,979. Yet it was 60 per cent higher than the January, 1952, figure of 998 units exported for \$144,286. Vender exports for the month totaled \$69,388 for 1,249 units (Continued on page 65)

## Star Lite New Chicago Coin Shuffle Game

Bowling Unit Has Match Scoring in All 10 Frames

CHICAGO, May 1.—Chicago Coin Machine Company started production this week on a six-player, match type shuffle game called Star Lite Bowler, which has a novelty matching feature coming into play with each frame.

In regular match type bowling games a match number appears only once at the end of the game and the player, whose score matches the number, receives a reward. On the Star Lite Bowler, Ed Levin, director of sales announced, a match number appears in the match portion of the score glass as each player completes his turn in each frame.

When a number is matched in any frame a star lights under the player's score with a maximum possibility of a player matching six stars in any one game. The game may be adjusted so that point awards may be given for lighting any number of stars. Star Lite is also adjustable so (Continued on page 65)

## Mills Industries Sale Confirmed; New Board Elected

Tregenza New President; Dooley Exec. V. P.; Name 5 Other Owners

CHICAGO, May 1.—The sale of Mills Industries, Inc., to a group of investors was confirmed Monday (26) at a corporation meeting when a new board of directors—comprised of the new owners—was elected (The Billboard, April 24).

The name of the firm remains unchanged. The sum paid for it was not made public.

A. E. Tregenza, former executive vice-president, was named new president. Richard F. Dooley, former vice-president of the Admiral Corporation and more recently an executive with John Horne Candy Company, was made executive vice-president.

The purchasers—who are the new directors—are Tregenza, Dooley, William P. Ronan, Harold

S. Russell, Matt O. Blesius, Charles T. Scott and Frank E. Reilly.

The purchase of the capital stock of the corporation included that of former chairman Ralph J. Mills and former president Herbert S. Mills. The sale did (Continued on page 7)

## 400 Coin Ops, Distributions Hold Latin Qtr. Meet

NEW YORK, May 1.—Nearly 400 operators, distributors and their friends jammed the Latin Quarter Sunday night (25) for the second annual dinner dance of the Coin Machine Employees' Union, Local 465.

President James Caggiano's message was a five-point program which included:

"1. Elimination of free riders by making it advantageous and (Continued on page 65)

## N. D. Court Denies New Trial On Johnson Act; Appeal Set

BISMARCK, N. D., May 1.—Herman Paster, St. Paul coin machine operator and former distributor, and Elmo Christianson, North Dakota attorney general, were denied a motion for a new trial Tuesday (27) in Federal District Court here. They were convicted of conspiring to violate the Johnson Act prohibiting interstate shipment of gambling devices.

In the first test of its validity, the Johnson Act was ruled consti-

tutional Monday (19) by judges of the Federal Circuit Court of Appeals in St. Louis (The Billboard, May 1).

The Federal Court jury con- (Continued on page 65)

## Exhibit Adds Four Distributions For Gun Game

CHICAGO, May 1.—Exhibit Supply appointed four new distributors—Southern Automatic, Advance Automatic, Western Distributors and New Orleans Novelty Company—to handle the new Shooting Gallery game, Art Weinand, vice-president, announced this week.

Leo Wineberger, Southern Automatic, will cover Evansville, Ind.; Cincinnati, O.; Louisville, and Lexington. Lou Wolcher, Advance Automatic, will distribute in San Francisco. Budge Wright, Western Distributors, will handle Portland, Ore., and Seattle, Wash.

Lou Boasberg, New Orleans Novelty Company, will act as exclusive distributor for Exhibit in Louisiana and the Southern half of Mississippi.

## CUTS EARNINGS 20%

## TV Bites Into Game, Juke Take: Ark. Op

LITTLE ROCK, May 1.—Television so far this year has taken a healthy bite out of earnings of music and coin-operated amusement machines in the Greater Little Rock area, C. B. Hill, of the Hill Amusement Company, reported last week.

He estimated TV has been nicking coin machine take about 20 per cent.

"Many persons who formerly spent several nights a week listening to juke box music and playing the games are staying home to watch TV," Hill explained.

Location owners, as well as the metropolitan area's 12 operators, are feeling the pinch, according to Hill. He estimates 80 per cent of Arkansas restaurants depend on coin machines to pay rent and part of overhead expenses.

Restaurant owners who have installed TV sets to draw in customers, have noticed sharp drops in juke box revenue, Hill stated. He reported that an Arch Street cafe that formerly divided a \$30 weekly take with the music operator is now lucky to take \$10 a week. A \$24-average weekly business at a North Little Rock court was slashed to \$4 when a TV set was placed on top of the music machine.

Hill said the break-even point on a juke box is \$26 a week, split 50-50 with the location. But some units have been bringing in only \$12 to \$16.

Concerning games, Hill said: "To break even in a year, after paying servicing costs, we must collect \$34 a week from each machine. The location gets half and we get half after deducting State sales tax."

Taxes are burdensome, too, Hill reported. The State collects 2 per cent use tax on each machine bought outside the State and brought into Arkansas. It also takes 2 per cent sales tax on gross collections. Each machine must have three annual tax stamps—\$5 city, \$5 State, \$10 federal.

## Binks Appoints New Distributors In Four States

CHICAGO, May 1.—Binks Industries, Inc., named new distributors in Illinois, New York, Iowa and Florida, Mel Binks, president, announced this week.

Atlas Music, Chicago, will act as a general distributor. John Bilotta, Bilotta Distributing Company, Newark, N. Y., will cover the State of New York except New York City and environs.

Paul Taglione, Bilotta Distributing Company, Albany, N. Y., will handle Albany and the surrounding area.

H. C. Looney, Caldwell, Ia., is assigned to the State of Iowa, and R. P. Ross, Globe Sales Company, Tampa, Fla., will handle Hillsborough County, Fla., and adjoining counties.

Binks is currently in production on two counter novelty games, Zipper, an in-line scoring game, and the new Whiz Bowler.

## Genco Names Two Distributors

CHICAGO, May 1.—Genco Manufacturing & Sales Company appointed two distributors to handle Genco products in Indiana and Tennessee areas.

Ralph Sheffield, sales manager, said that Leighton Smith, S. L. Stiebel Games, Inc., Nashville, would cover the Nashville area.

Fred Baker, Evansville, Ind., will distribute in Evansville and the surrounding territory.

## GERMAN COIN MACHINE FAIR

## Hosts Operators, Distributions, Mfrs. From Four Continents

FANKFORT, Germany, May 1.—The Ninth Annual German Coin Machine Fair, which hosted 35 coin machine firms, mainly from Germany, Denmark and the U. S.—and manufacturers, distributors

and operators from all European countries and Africa, Asia Minor, India, Canada, Australia and North and South America, surpassed even the grandiose prewar Leipzig fairs.

Amusement games, juke boxes and vending machines were all well represented by German, Danish and American firms. German game exhibitors included Fussball-Match, manufactured by Glerios, Stuttgart; Nord-Express Bergmann, Hamburg; Gluckauf, Rennen, Bonus, Gelsenkirchen.

American equipment such as (Continued on page 65)

## Coin Machine Exports

January, 1954

Country	Phonographs		Vendors		Amusement Games		Totals	
	No.	Value	No.	Value	No.	Value	No.	Value
Canada	74	\$ 27,766	460	\$ 45,244	724	\$117,707	1,288	190,717
Mexico	213	89,521	98	6,080	7	731	318	96,332
Venezuela	86	61,217	29	7,509	80	20,877	95	89,603
Colombia	150	54,852	.....	.....	6	2,463	156	57,315
Belgium	304	98,756	.....	.....	28	4,148	332	102,904
Cuba	106	39,020	100	525	20	1,115	226	40,660
Japan	23	12,970	.....	.....	52	15,900	75	28,870
France	3	1,200	.....	.....	117	31,000	120	32,200
Switzerland	17	10,728	.....	.....	22	4,203	39	14,931
Italy	5	1,550	.....	.....	77	8,703	82	10,253
Guatemala	17	11,783	.....	.....	.....	.....	17	11,783
Salvador	28	18,989	2	960	.....	.....	30	19,949
Honduras	4	2,345	.....	.....	3	1,426	7	3,771
Nicaragua	3	1,942	.....	.....	.....	.....	3	1,942
Costa Rica	4	2,881	.....	.....	2	882	6	3,763
Korean Republic	.....	.....	.....	.....	335	1,200	335	1,200
Philippine Republic	22	6,979	.....	.....	33	4,541	55	11,520
Netherlands Antilles	5	3,271	.....	.....	1	550	6	3,821
Netherlands	35	9,415	.....	.....	107	5,560	142	14,975
United Kingdom	2	2,478	.....	.....	.....	.....	2	2,478
Dominican Republic	9	5,386	.....	.....	9	2,096	18	7,482
Peru	29	8,067	.....	.....	.....	.....	29	8,067
Lebanon	.....	.....	.....	.....	18	935	18	935
West Germany	58	38,668	.....	.....	.....	.....	58	38,668
Sweden	1	555	.....	.....	.....	.....	1	555
Panama	.....	.....	.....	.....	4	1,125	4	1,125
Norway	2	1,110	.....	.....	.....	.....	2	1,110
Saudi Arabia	1	900	.....	.....	.....	.....	1	900
British Malaya	.....	.....	.....	.....	57	4,150	57	4,150
French Morocco	.....	.....	.....	.....	15	2,718	15	2,718
Mozambique	.....	.....	.....	.....	8	1,580	8	1,580
Canal Zone	.....	.....	.....	.....	6	2,020	6	2,020
Other Countries	50	7,600	560	9,070	20	4,700	630	21,370
<b>TOTALS</b>	<b>1,251</b>	<b>\$519,949</b>	<b>1,249</b>	<b>\$69,388</b>	<b>1,781</b>	<b>\$240,330</b>	<b>4,281</b>	<b>\$829,667</b>

## 16 UNITED

## Golfers Tee Off Twilight 16-Weeker

CHICAGO, May 1.—Sixteen fairway jockeys of United Manufacturing Company teed off Thursday evening at the Mount Prospect Country Club for their first night of play in their newly formed Twilight Golf League.

The League, which consists of eight two-man teams, plans to meet weekly for nine holes of the favorite summer pastime.

Howard Nerius and Earl Palmer, co-chairmen of the Twilighters, have planned a summer's schedule of 16 weeks. The teams are H. Ross and E. Palmer; I. Wolverton and Bill de Selm; R. Mann and J. Kus; J. Murinos and J. Jung; N. Porcelino and J. Twinam; C. Brand and F. Black; H. Nerius and J. Allen; S. Pond and J. Philips.



## Exports Point to \$10 Mil Year

Continued from page 64

shipped, a sharp drop from the January, 1953, figure of \$102,359 for 1,352 machines.

Operators and distributors in only four countries bought in all three coin machine divisions—Canada, Mexico, Venezuela and Cuba. Altho Canada led major January buyers with 1,288 units, valued at \$190,717, it fell considerably behind purchases for the month a year earlier of \$332,888 for 2,139 units. Venezuela was down from a year ago, too, with 195 units bought for \$89,603, compared to January, 1953, imports: 324 units for \$159,696.

On the other hand, Belgium with 332 machines purchased for \$102,904, represents an over 200 per cent increase above last January's imports of \$31,475 paid for 372 machines.

Here's how five January buyers compare for the last two years:

	January 1953		January 1954	
	No.	Value	No.	Value
Canada	2,139	\$332,888	1,288	\$190,717
Venezuela	324	159,696	195	89,603
Belgium	372	31,475	332	102,904
Cuba	144	55,005	226	40,660
France	288	44,089	120	32,200

However, Mexico with 318 machines for \$96,332, was a major buyer in January, as was West Germany with \$38,668 juke purchase; Colombia was also a major buyer. (See accompanying chart for complete market breakdown.)

It is interesting to check major countries for January, 1954, with the entire year for 1953. In juke boxes, Venezuela, Belgium, Canada, Colombia and Mexico, in that order, were the top five for the last three years. It is significant Mexico took the lead away from Venezuela in the first month this year. In games, Canada, France and Japan in that order were leading markets in 1953. In January, 1954, Canada takes undisputed first place, followed by France, Venezuela and Japan.

## Riteway Names 3 Distributors

NEW YORK, May 1.—Nat Cohn, head of Riteway Distributors here, announced this week that three new distributors have been appointed to handle sales on the new Riteway 3-D Theater.

They are Joe Mangone, All Coin Amusements, Miami; Budge Wright, Western Distributors, Portland, Ore., and T. B. Holiday & Company, Columbia, S. C., and Charlotte, N. C.

All firms are scheduled to have showings of the new 3-D unit Wednesday (5).

## Eppy Capsule Vending Wheel Scores in N. Y.

JAMAICA, N. Y., May 1.—Samuel Eppy & Company, Inc., ended its first month in the capsule conversion wheel business with a flying start. According to Sam Eppy, president, some 4,000 wheels had been shipped to operators, mainly in the New York area. He added that conversion wheels are now being sold on a national basis.

Eppy predicted a rush on the part of bulk vender manufacturers to enter the capsule field. He said that his firm was working on conversion units for several brands of bulk venders. The initial unit was designed for the Victor Deluxe Topper.

Most of the capsule venders in the New York area have been placed in drug and variety chains on a lease basis, with the location purchasing the capsule charms and filling the machines, Eppy stated.

He said that because the trend is to puzzle-type charms his firm plans to release several new capsule charms of this type in the next few weeks. Plans are to sell only filled capsules.

## Calendar for Coinmen

May 7-8—NAMA sectional meeting, covering Arkansas, Louisiana, Oklahoma, Colorado, Kansas, Nebraska and Texas (Region 9 and Western part of Region 8), Baker Hotel, Dallas.

May 10—Amusement Machine Operators' Association of Greater Baltimore, bi-monthly meeting, Mandell-Ballow Restaurant, Baltimore.

May 14—Music Guild of New Jersey, 17th annual banquet, Military Park Hotel, Newark, N. J.

May 14-15—NAMA sectional meeting, covering Illinois, Indiana, Wisconsin, Iowa, Missouri, Minnesota, North and South Dakota, Edgewater Beach Hotel, Chicago.

May 18—Westchester Operators' Guild, annual banquet, Holiday Inn, Scarsdale, N. Y.

May 24—Central States Phonograph Operators' Association, monthly meeting, Peoria.

May 30-31—South Dakota Phonograph Operators' Association, quarterly meeting (probable four-State event), Charles Gurney Hotel, Yankton, S. D.

June 4-5—NAMA sectional meeting, Cleveland Hotel, Cleveland, covering Kentucky, West Virginia, Ohio, Michigan.

June 5-6—Music Guild of Nebraska, annual officer election meeting, Hill Hotel, Omaha.

June 7-10—National Confectioners' Association, annual convention exhibit, Conrad Hilton Hotel, Chicago.

## German Coin

Continued from page 64

Shoot the Bear, Sky-Fighter, and Kiddle rides such as Big Bronco, Rudolph and Atomic-Jet were shown. Firms exhibiting 3-D machines included Nova, Hamburg; European Amusements, Antwerp; Husemann, Cologne, and Bongartz, Duisburg. The only German 3-D exhibit was Wild West manufactured by Nitzki, Berlin.

Over 50 juke boxes were shown including three German makes: the Wiegand (40-selection); the Tonomat (100-selection) and Symphonie (48-selection), made by Bergman. Twelve Seeburg-HFG's (100-selection) were exhibited by Lowen-Automaten, Braunschweig. IMA-AMI (40-selection) Jensen, Denmark, and AMI-E's of all sizes (40, 80 and 120-selection) were represented by Rehbock, Hamburg.

Husemann introduced the Wurhlitzer Model 1700 (104 selection). Rock-Ola's Comets and Fireballs were displayed by Nova.

The DWM firm of Berlin (Deutsche Waggon- und Maschinenfabriken, Berlin-Borsigwalde) bowed bulk venders styled after American makes. Wiegand displayed perfume sprayer venders, small-size wall and table machines. Assmann of Ludenscheid, Fischer, of Berlin, and Hoehne, of Heidelberg, exhibited table and wall vending machines.

A new bulk vender called Nussa was shown by Santelmann, Hamburg. Another bulk machine, the Deka vender made by Hans Gerards of Amsterdam, was exhibited by Bongartz.

## 400 Coin Ops

Continued from page 64

attractive for all such non-union employees to become union members.

"2. Wage increases and improved working conditions for union members.

"3. The fostering and maintaining of close and harmonious co-operation among our own union members, and with the association-industry representatives, as well as the seeking of a better understanding of each other's problems and needs.

"4. The compelling necessity for the continued growth of our union as the only real representative of our union members, respecting each other and respected by the industry-association and the public."

Louis Monas, union attorney, hailed the co-operation between Local 465 and the Associated Amusement Machine Operators of New York.

## Yale & Towne Co. Re-Elects 12 Directors

STAMFORD, Conn., May 1.—The twelve directors of Yale & Towne Manufacturing Company, lock firm supplying the coin machine field, were re-elected this week at the annual meeting of stockholders.

They are Gabriel S. Brown, Easton, Pa.; Herbert G. Wellington, New York; Fred Dunning, Stamford; William H. Mitchell, Cincinnati; Bayard Colgate, Darien, Conn.; Eugene W. Statson Jr., Southport, Conn.; Gilbert W. Chapman, New York; Foye F. Stamford, Lawrence, N. Y.; Earl Thompson, New York; William H. Mathers, Oyster Bay, N. Y.; Elmer F. Twyman, Princeton, N. J., and Jere D. Buckley, Norwalk, Conn.

## N. D. Court

Continued from page 64

victed the two men Thursday (22) of "conspiring to violate the Johnson Act and bring slot machines into North Dakota."

Federal District Judge Charles J. Vogel, denying a motion for a new trial, sentenced Paster to two years in prison and fined him \$10,000. Christianson's sentence was for one year and a day.

Paster remains free under a \$10,000 bond, pending an appeal. Christianson too was released on a \$2,500 bond. Attorneys said they would ask the Circuit Court of Appeals to review the case.

This was the second trial for the two men. A year ago they, along with Allen Nilva, Paster's brother-in-law, were tried on the same charge. A jury failed to reach a verdict on Paster and Christianson, acquitted Nilva.

Judge Vogel, Tuesday sentenced Nilva to a year and a day on charges of criminal contempt of court, in connection with the trial of the two men. He accused Nilva of giving "false and evasive" testimony in the case in a hearing in the judge's chambers April 1. Nilva was granted a 30-day stay while the court considers his plea for probation.

Paster last week lost an appeal to the Circuit Court of Appeals in St. Louis on another Federal Court conviction in Minnesota growing out of the alleged interstate shipment of slot machines from Iowa into Minnesota. His attorneys indicated they would appeal the case to the United States Supreme Court.

## Star Lite

Continued from page 64

that two match numbers appear after certain frames. It has the original advance scoring and 10th frame features, a new light-up for scoring units and a new hinged score frame glass. The game is available with 10-cent or three-for-a-quarter chutes.

## Cig \$ Off in Utah

SALT LAKE CITY, May 1.—The State Tax Commission reported collections from the general fund's 2 cent cigarette tax dropped 1 per cent in the past nine months of the current fiscal year, for a total of \$727,465. Revenues have been declining steadily since December, 1953.

In February this year, cigarette tax receipts continued downward. Owing to a February 18 tax hike from 2 to 4 cents per pack, total cigarette revenues for March were up, with \$81,210 going into the general fund and an equivalent amount into the uniform school fund. However, State officials reported March figures revealed a 28.2 per cent drop.

## Portland Tavern Owners Contest City Pin Curb

PORTLAND, Ore., May 1.—Portland tavern owners threatened with serious loss of revenue thru a surprise City Council action that would remove all pinball games from locations, this week moved to protect their interest in games thru action at the polls.

The Council Wednesday (28) voted down 4 to 1 in a surprise move a licensing ordinance that would have established the legality of games in the city by repealing a 1951 ordinance banning the games.

Editor's Note: The State Supreme Court earlier ruled that cities may prohibit operation of amusement-only pinball games despite a provision in State law taxing these machines. It upheld validity of the 1951 Portland city ordinance banning games. (The Billboard, April 24).

The tavern owners filed the Council chambers Thursday (29) to lay their case before the city

commissioners and were told that the issue was closed with the City Council's action on Wednesday.

Gene Rossman, secretary of the Oregon Licensed Beverage Association, announced that plans would be launched to utilize the election process to win sanction for game operation. Said Rossman: "Portland's 618 taverns must have additional revenue from coin-operated amusement devices in order to survive."

Stanley G. Terry, game operator, who has been spearheading the legal efforts to license games, said the operators would abide by the Council action and remove their equipment when so ordered. The order is expected to come as soon as the Council receives from the State Supreme Court the mandate upholding the 1951 ordinance banning games.

Terry had led the fight which won a District Court decision against the ordinance. The city appealed that decision to the high court which then rendered its decision in favor of Portland.

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ST. LOUIS, MO.



## New England Operators Bank On Resort Type Locations

### 4 Eastern Distributors Exhibit At 29th Annual Restaurant Show

BOSTON, May 1.—New England juke box operators are banking on resort locations, set to open soon, to pull them out of their slump.

That was the impression gathered from the four music machine distributors exhibiting at the 29th annual New England Hotel and Restaurant Show which ended a three-day run at the Hotel Statler here Friday (30).

The four exhibiting firms,

Trimount Automatic Sales Corporation, Music and Television Corporation, Poole Distributors, Inc., and World Fair, Inc.—took space to do missionary work among location owners, particularly those with resort locations.

Few operators attended the show, and few orders were taken, yet distributors reported interest high among restaurant owners, with the result that a large number of location leads were sent to local operators.

At World Fair's exhibit, Ed Raverby, general manager, and Louis Green, salesman, were on hand to show the Evans Holiday, displayed for the first time in New England, and the Capitol Projector horse ride and carousel.

Green reported that ice cream stands looked like they were shaping up as good summer locations.

At Poole, Kingsley Jack, sales representative, said that although a dozen juke box operators had

visited the Wurlitzer exhibit, the bulk of the inquiries came from resort restaurant owners in Northern New England. All prospects are being sent to local operators, he said.

Jack has long been an advocate of point-of-sales gimmicks, which he calls "nickel builders." For example, one scheme which has worked well on restaurant locations is the clipping of colored cards to the menus. The cards suggest tunes, which may be found on the juke box, to go with certain dishes or drinks.

Another nickel builder which has worked well is the cellophane bag with a nickel inside. The bags are given to patrons and stamped "compliments of the management for your listening pleasure." The patron usually ends up feeding more nickels into the coin chute than he gets, Jack said.

Jack said that military instal-

(Continued on page 70)

## Court Upholds Union Right to Picket Jukes

NEW YORK, May 1.—The right of the juke box union to picket locations not serviced by union servicemen was upheld by Judge Cortlandt A. Johnson in New York Supreme Court, Mineola, L. I., last week.

The plaintiff, Moe Kutlow, Coronet Vending Corporation, had sought a temporary injunction against Local 1690, RCIA, AFL, to enjoin the union from picketing locations where he operates juke boxes.

Attorney Arnold Cohen, representing the union, argued that "juke boxes formerly employed in those locations were serviced by members of Local 1690, whose salaries were based on the amount of money found in the machines."

### No Clear Showing

In handing down the ruling, Judge Johnson commented that the plaintiff produced no clear showing of the right to relief.

Barney Schlang, president of the union, said, "This gives Local 1690 the right to picket against juke boxes which are serviced by non-union workers and this protects the jobs of our members and their earnings."

## OP COPS TOP 50-TUNE PRIZE

MIAMI, May 1.—Morris Marder, M. & M. Amusement Company, received a pleasant surprise in the mail this week from Columbia Records' New York office.

He was informed that he had won a High-Fidelity 360 Consollette Columbia phonograph for selecting the 50 top hits recorded by Columbia. Marder made his selections from a long list printed in The Billboard some weeks ago. The contest was a joint effort of the Music Operators of America and Columbia Records.

"One evening at home," Marder said, "I had nothing in particular to do, so decided to enter the contest. Of course I didn't dream I would be one of the winners."

## Hemple Named 1st Prexy Of L. A. Operator's Assn.

LOS ANGELES, May 1.—The Los Angeles division of the California Music Merchants Association with 45 members present elected its first permanent slate of officers at its meeting here Thursday (22). Organized the first part of this year, the slate had been serving on a temporary basis.

Those elected were Walter Hemple, president; Ben B. Korte, vice-president; Mrs. Irma Bryant, secretary; Gabe Orland, treasurer, and Sam Ricklin, sergeant-at-arms.

Named to the board of directors were Pete Pellegrino, Larry Collins, George Nachtweith, Merle Holmes, Lee Walker, Glenn Catlin, Albert Hanlin, Fred Ross, Fred Ferris, and Henry Bringas. Alternates include Al Cohn, Joe Donchi, Don Wyckoff, Dean Brown, E. J. Locke, and Glenn Wolcott.

George A. Miller, CMAA president and business manager, was present from his office in Oakland. He briefly discussed legislation effecting the phonograph

## Young Opens N. J. Branch

NEWARK, N. J., May 1.—Young Distributing, Inc., New York Wurlitzer outlet, opens its Northern New Jersey branch today at 123 W. Runyon Street here. It will share the office of the Ajax Distributing Company.

Manager will be Al Cohen, with Harold Chasen as assistant manager. Both are Ajax employees. Joe Young, head of the juke box outlet, said no other man will be added to the staff. Operators in the area attended an open house here today.

business in this country as well as Mexico. The application of the California Fair Trade Act to the juke box industry was also outlined.

Flavio Nevar, Mexico City attorney who was the guest of Henry Bringas, made a brief address at did Hemple.

Ben Chemers, local business manager, urged each member to bring in an application. New members voted into the group at this session were Dean Brown, Carl J. Larson, Horace Rutherford, Calsadillas.

## WEEKLY TAKES UP

### Location Objections to 10c Minimum Prove Unfounded

NEWARK, N. J., May 1.—In spite of some opposition of location owners, juke box conversions from a nickel to two-for-a-dime play has made considerable progress, according to Harry Goldman, chairman of the Conversion Committee of the Music Guild of New Jersey.

"It seems," Goldman said, "that the only opposition to the conversions is coming from the location owners. The public does not seem to resent the move nor do the collections warrant a change back to the old price."

Actually, the New Jersey operators have not raised their prices. The experiment includes two tunes for a dime and either five or six-for-a-quarter, with the single play for a nickel eliminated.

## MOC Adds New Ops to Ranks

HARTFORD, Conn., May 1.—Three new members were added to the ranks of the Music Operators of Connecticut this week. They are Ernest Zuech, of EZ Amusement Company, Norton; Thomas Maisano, of South Norwalk, and Lucien Wilson, of the Wilson Novelty Company, Middletown.

In addition, two operators in the Norwich area are in the process of forming a local MOC branch. James O'Connor and Peter Kavanis will act as delegates to the MOC headquarters in Hartford if the branch is established.

At a recent MOC meeting the following guests attended: Bob Jones, Redd Distributors; Wesson D'Amico, Poole Distributors; Mac Perlman, Seaboard New York Corporation, and Paul Rechtschafer, Reliable Coin of Hartford. The meeting was held at the Waverly Inn in Cheshire.

## EXPORT VOLUME HITS NEW HIGH IN JANUARY

WASHINGTON, May 1.—According to figures released this week by the Department of Commerce, juke box exports hit a new high in January. A total of 1,251 machines, valued at \$519,949, were shipped, topping last year's record of 943 juke boxes, priced at \$462,409, by 11 per cent.

Belgium headed the list of importers with a total of 304 machines, valued at \$98,756. Mexico, Venezuela, Colombia, Cuba and Western Germany followed in that order. (See story and charts on first Coin Machine page for complete export data).

## \$ IDEAS

### Promote Juke Play on New Video Show

PEORIA, Ill., May 1.—Les Montooth, one of the leading operators here, and Bob Burton, popular TV disk jockey, put their heads together last week and came up with a new TV show that should go a long way in promoting juke box play in this area.

The show, which made its debut last Saturday over Station WTVH, is called "Burton's Back Room" and is aimed at the teen-agers. Burton announces all tunes played on a juke box and about 16 teen-aged couples from local high schools dance to the music.

As an added highlight, Burton awards three out of the 16 couples with record albums for the best dancing. The juke box is equipped with coin chutes and Burton uses a coin for each tune.

The program is on Saturdays from 4 to 5 p.m.

## Ops Weigh Nat'l Local Problems At Peoria Meet

### Air McCarran Bill, Increased Costs, Third Copyright Org

PEORIA, Ill., May 1.—Operator problems on national and local levels sparked the monthly meeting of the Central States Phonograph Operators' Association held here last Monday (26).

Charles Sisney, newly elected president, kicked off the business session with a report from George A. Miller, president of the Music Operators of America, on the status of the McCarran hearings held in Washington. Sisney said that he was sure that as long as operators throught the country stood together, the outcome would be favorable.

Les Montooth, secretary of MOA and past president of the Central States Association, reviewed the 3d Copyright Organization proposal made at the MOA convention. He said that a committee had been appointed to work out the details and that the plan could be set into motion whenever necessary.

### Operating Costs

The problem of higher operating costs was discussed by John Bush, secretary, who pointed out that even title strip prices had been increased. He asked members to check the quantity of title strips being received, and to see if they could possibly reduce their orders. Title strips are furnished by the association and the cost is met by membership due funds.

Over 25 operators and servicemen attended the monthly meeting and dinner. Those present included: Bill Fleming, Andy Anderson, Chuck Johnson, Joe Rudolph, Les Pulsever, Bob Summers, Bill Bush and Gib Plaster, all of Peoria; Jim Murdock, D. W. McFarland, Les Loudon, Charles Schell, K. McDonald, H. F. Anderson and Herman Luback, representing Galesburg; B. Carr, of Macomb; D. W. Gillbert and A. Logeland, of Bloomington, and Jim Wickman, of The Billboard. The only two missing members were Don Knott, Galesburg, and Myrtle Davis, Chillicothe.

The next meeting was scheduled for May 24.

## Evans Names French Distrib

CHICAGO, May 1.—H. C. Evans & Company this week appointed the firm of Phonomatic, 6 Rue Martel, Paris, distributor of the Holiday juke box thruout France. Les Rieck, phonograph sales manager, said that the first Holiday shipments were on their way and that Phonomatic would hold operator showings as soon as the shipments were received. Phonomatic was one of the largest coin machine distributors in France.

## Alge, Caucino Buy Union City Route

JERSEY CITY, N. J., May 1.—Frank Alge and Joe Caucino, head of Pleasant Music Company, announced the purchase of Star Amusement Company's route in Union City, N. J., this week.

## Over 350 Expected to Attend 6th Annual Ill. Op Banquet

CHICAGO, May 1.—Over 350 operators and guests are expected to attend the 6th annual banquet of the Music Operators of Northern Illinois at the Elmhurst Country Club next Thursday (6).

Jerry Schuman is chairman of the banquet committee.

The event, scheduled to start at 7 p.m., will include entertainment and dancing, Schuman said. Top recording stars, skedded to be on hand to add to the festivities, include Johnny Desmond, June Valli and Carl Schriever and his orchestra.

Schuman said that every music

supplier and distributor would be represented, and that the event would be the biggest ever held by the organization.

Other members on the committee include Bill Nyland and Paul Brown, in charge of the program; Louis Arapia, ticket sales; Bob Gnarro and Andy Hesch, entertainment, and Barney Poss, in charge of flowers.

Schuman asked that all operators desiring tickets to the event call the association's headquarters. The Elmhurst Country Club is on Woodale Road between Irving Park Road and Grand Avenue.

## 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:

COURT RULES ON OLD TUNES. Diskers can't collect mechanical rights on pre-1909 tunes (Music department).

CAPITOL MOVES TO STRENGTHEN DISTRIB SET-UP. Establishes new company-owned branch, transfers key personnel (Music department).

'53 DISK SALES HIT \$205,000,000. Trust Fund report breaks figures down by speeds (Music department).

SHOW BUSINESS MEANS BUSINESS. Big role is played by music entertainment in regular business world (Music department).

And many other informative news stories as well as the Honor Roll of Hits and pop charts.



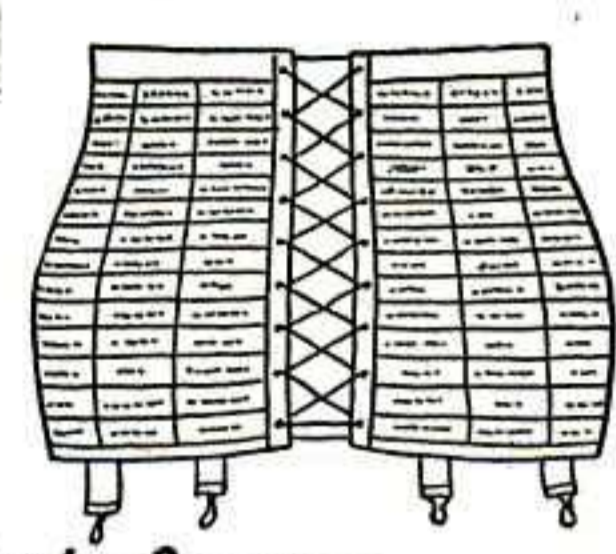
# What You Need to Build the IDEAL JUKE BOX!

**1**



**"Hurry-Bird" Slug Rejector**  
The "Hurry-Bird" watches the stream of coins flow by. Gets the lead out of it!

**2**



**Elastic Program**  
Two-way-stretch program panel. Compresses program for patron with one coin, stretches w-a-y out for the spender with a handful of quarters.

**3**



**Three-D Sound**  
Polaroid ear muffs are worn over ears to give all notes a third dimensional effect.

**4**



**The "Mufflematic"**  
Mechanical ear activates arm when music is too loud. Hand plucks cotton from picker and thrusts it down throat of speaker.

**5**



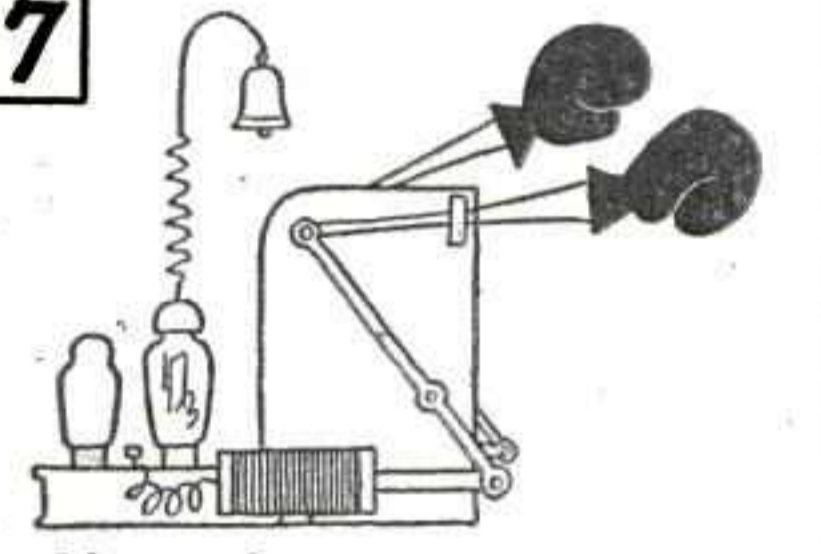
**Spherical Record**  
Plays up, down, around and over. All hot tunes located on equator.

**6**



**Accordion Cabinet**  
Adjusts box to individually desired height (sometimes).

**7**



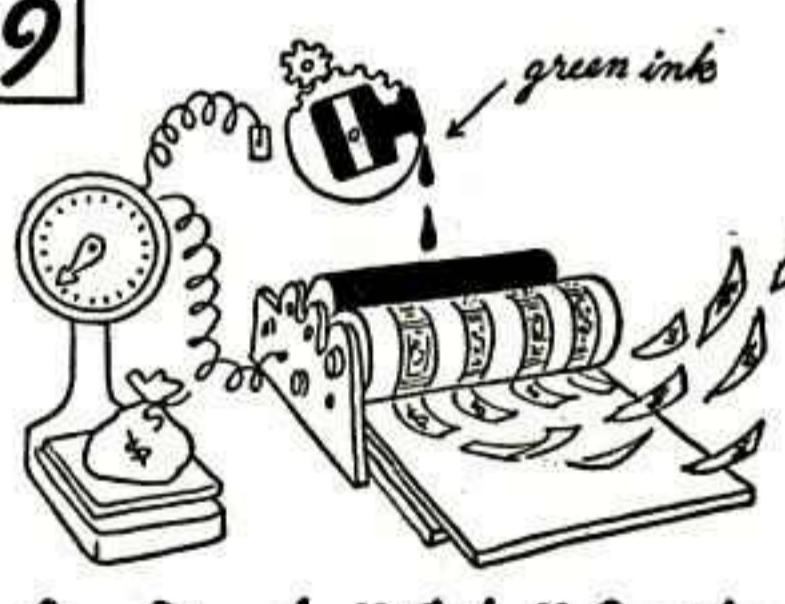
**Abuse Avenger**  
Handy set of mechanical arms, complete with gloves. Punches patron who kicks machine. Also takes swipe at route man for prolonged neglect.

**8**



**"Compose-Your-Own" Blanks**  
Come in handy packs of 500. Leave with locations that are never satisfied with the music you give them.

**9**



**Jim Dandy "Take" Booster**  
Begins printing quality "engravings" whenever coins in box fall below set weight.

**OR** If you have difficulty assembling the parts shown, see your AMI distributor about the Model "E." It's an outstanding buy that comes close as possible to meeting the needs of every operator!

# AMI Incorporated

GENERAL OFFICES AND FACTORY, 1500 UNION AVENUE, S. E., GRAND RAPIDS 2, MICHIGAN

Licensee: Jensen Music Automates—building the IMA-AMI Juke Box sold through Oscar Siesbye A/S, 5 Palaisgade, Copenhagen K., Denmark



**CLOSE OUT!  
TAKE YOUR PICK!**

**\$50.00**

**SEEBURG 146**

**ROCK-OLA 1422**

**FIRST COME FIRST SERVE**

**WIRE-WRITE-PHONE**

**MUSIC SYSTEMS, INC.**

CLEVELAND 2600 Euclid Ave. CHerry 1-3801  
TOLEDO 1302 Jackson Main 6192  
DETROIT 10217 Linwood Tulsa 3-3900  
LANSING 1224 Turner Lansing 5-4243

**HEINIE ROBERTS . . .**

asks that you watch  
and get ready for the  
greatest development in  
music ever conceived!

**COMING VERY SOON**

**YOUR AMERICAN RED CROSS IS ALWAYS THERE  
AFTER TRAGEDY STRIKES**

**Music Route Management**

**Steady Profit in Wired Service**

By JIM WICKMAN

What happens when an operator finds juke locations near the saturation point? That was the problem confronting Charles Sisney, head of Peoria Telematic Company, Peoria, Ill., back in 1944. Then he discovered the possibilities of wired music.

Sisney, who entered the coin machine business in 1938 as a serviceman for a local operator, since retired, started his own route early in 1944 and found little available in the way of new locations. He noticed, however, a number of the town's "swanky" spots without juke boxes and decided to find out why.

At the Pere Marquette, Peoria's largest hotel, he found that altho music for customers was agreeable with the hotel's officials, a juke box was considered a little below standard. Sisney came up with an answer to the problem and by the end of the year he had his first non-juke location: Wired music.

Today Sisney operates nearly as many wired music outlets as he does juke box locations. From his downtown office he plays music to customers, guests and employees in banks, factories, hotels, restaurants, railroad stations, drugstores, dentist offices, food stores, equipment stores and general business offices.

**Wire Music Set-Up**

"Setting up a wired music system isn't as difficult as it seems," says Sisney, who has his music relayed thru the local telephone company's wires. "The telephone company charges so much for the first quarter mile and then a smaller amount for each quarter mile thereafter. If an operator's headquarters are located near the telephone company, the rates aren't too bad at all."

Sisney offers his wired music customers a choice of two programs. One plays continuous music from 7:30 a.m. to 1 a.m., while the other plays staggered music—half hour on and half hour off—from 7:30 a.m. to 5 p.m. In addition, Sisney plans to add another program in the near future offering special music for dances and parties.

"There are two basic methods of charging for wired music serv-

ice," Sisney explained. "If the location buys the speakers, or already owns them, the charge is a dollar a day plus line charges and the cost of installation. If the speakers are rented, the cost of the equipment should be broken down about the same as it would be for juke box equipment."

**Depreciation Figures**

Sisney believes that an 18-month depreciation breakdown should be used on rented equipment. He figures that the average charge per speaker comes to about \$5 a month.

"A factory using 10 speakers would be charged about \$50 a month," he said. "Once an operator has built a route, he may find a new out-of-the-way location interested in his music. If the distance from the telephone company to the location makes the rates too high, the operator can install a complete unit on the location providing it warrants the investment."

A record library for wired music presents no big problem, Sisney said, since a juke box operator already has a fairly large supply of records. "It is surprising the number of records that can be used for both juke boxes and wired music," he said.

Sisney's newest wired music location is at Peoria's new shopping center, the Sheridan Village, located at the edge of town. There he has speakers playing on the grounds and around the parking area as well as in most of the shops. Charges for the music service are paid by the store owners on the same percentage basis that public utilities are paid—square footage and window display space.

**ASCAP Status**

A wired music service is classified by ASCAP for royalty payments, the same as a radio station, Sisney said. However, he explained, there are different rates for nearly every type location. He pointed out how they charged differently for locations where the music was played to the public, to employees, to clients and so on.

According to Sisney, a wired music service is more than a side line. It gives an operator an op-

portunity to acquire locations that could never be reached with a juke box.

"Another important point," Sisney says, "is that the revenue from a wired music location does not vary as it does with a juke location. It is steady income that can be counted on even when television hits your town."

Peoria operators first witnessed TV early last year and since then have found collections from 15 to 20 per cent below what they were prior to its introduction. Sisney said that all of his juke locations have been reduced while none of his wired music locations have been affected.

**Sisney Quarters**

Sisney's office is small and compact. The wired music equipment is located in the front of the office and occupies an area measuring no more than six feet by six feet. There are two 100-record Seeburg units, an RCA amplifier and a small cabinet for records. On the wall there is a telephone line control box measuring 2 by 15 inches.

Assisting Sisney are Hal Sisney, father and co-owner, and Bob Summers, service representative. Sisney and Summers split the work of collecting and servicing juke box locations, while Hal Sisney keeps an eye on the shop. Between the three, a smooth running organization is maintained.

The back of the shop is devoted to the juke box end of the business. Parts, records and work tables are located in the back half of the office.

Early last month Sisney ran a full-page ad in the local paper announcing that Peoria Telematic was celebrating its 10th anniversary in the field of wired music. It pointed out how the music furnished relieved tension of employees and clients, and put customers in better buying moods. A list of the various types of locations already being serviced accompanied the advertisement plus a picture of the equipment available.

"All in all," Sisney says, "I know I would never go back to straight juke box locations."

**Meet Charles Sisney**

Charles (Chuck) Sisney, head of Peoria Telematic Company and one of the best liked operators in Peoria, Ill., entered the coin music business in 1938 as a serviceman. Six years later, after deciding to take a crack at the business on his own, he started a route.

"Locations were tough to come by in those days," Chuck recalls, "and before I knew it I was in the wired music business as well as in the juke box business."

Today, Chuck has one of the finest combination juke box and wired music operations in the country. He is president of the Central States Phonograph Operators' Association and is as interested in the problems confronting the Music Operators of America as he is in those concerning his own organization.

At his home he's just as happy, if not more so, than he is at his office. He is a model railroad fan and has his basement rigged with enough HO gauge track and equipment to keep the average grown-up fascinated for hours.

His office is divided into two sections: One for his juke box

business, the other for wired music. Helping out at the office are Hal Sisney, Chuck's father, and Bob Summers, service representative.

Chuck likes the coin machine business and is always trying



CHARLES SISNEY

to think up new ideas for making it better. He is now planning to add a third wired music program for his customers.

**Change Dates  
Of S. D. Meet  
To May 30-31**

MOBRIDGE, S. D. May 1.—Harold Scott, secretary-treasurer of the South Dakota Phonograph Operators Association, announced this week that the dates of May 29-30 for the next association meeting in Yankton had been changed to May 30-31.

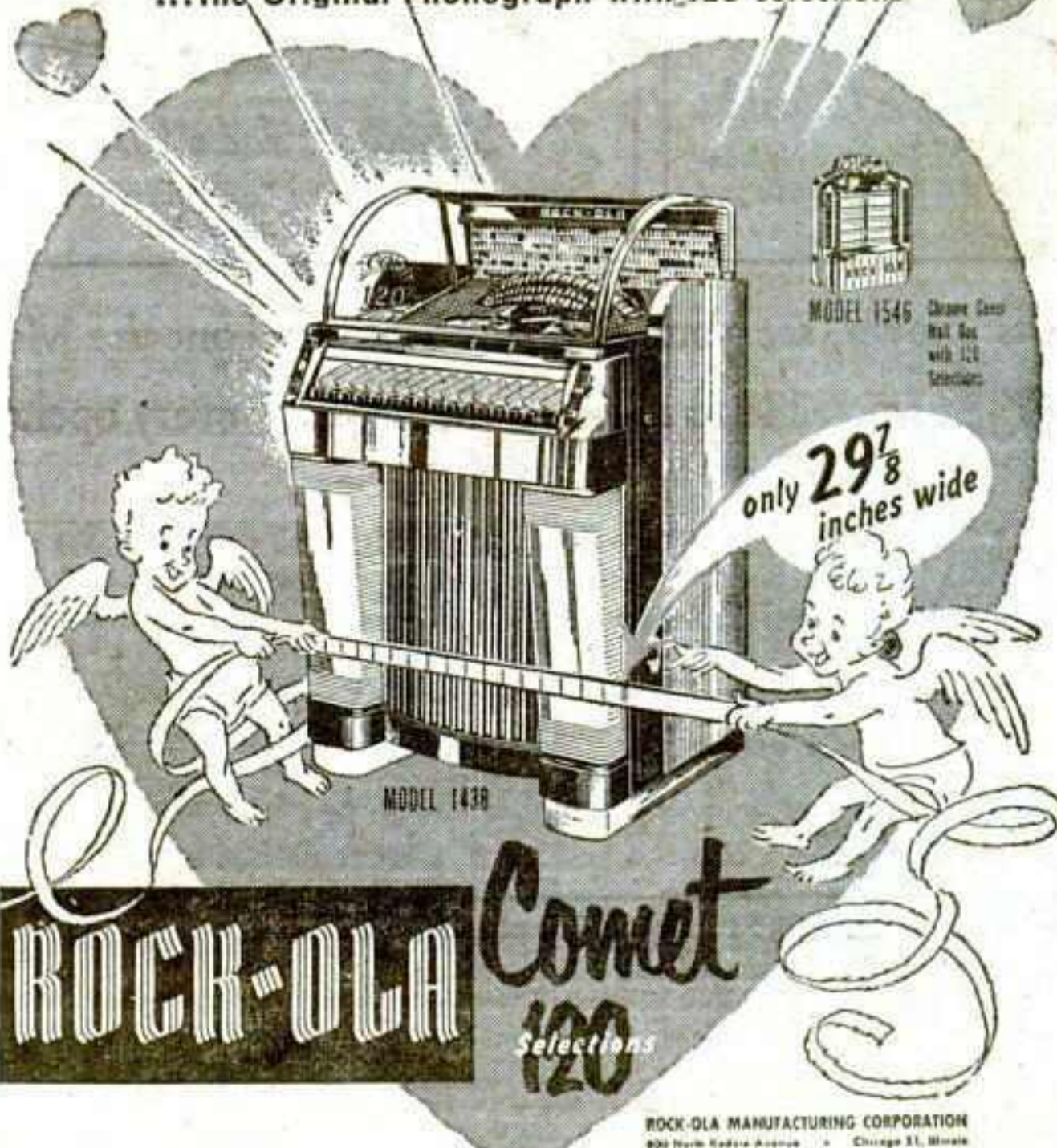
Scott said that the move had

been necessitated because of a mix-up in reservation dates at Kelly's Cove, site of the association banquet. He reported that Mike Imig, president of the association, had been unable to secure the dining room as originally planned.

The meeting is expected to be attended by operators from at least four States—Nebraska, South Dakota, North Dakota and Minnesota. Reservations, Scott said, should be made at either the Charles Gurney Hotel or the Flaming Motel.

**Everybody's LITTLE Sweetheart!**

...The World's SMALLEST multi-selection phonograph  
...The Original Phonograph with 120 selections



**ROCK-OLA**

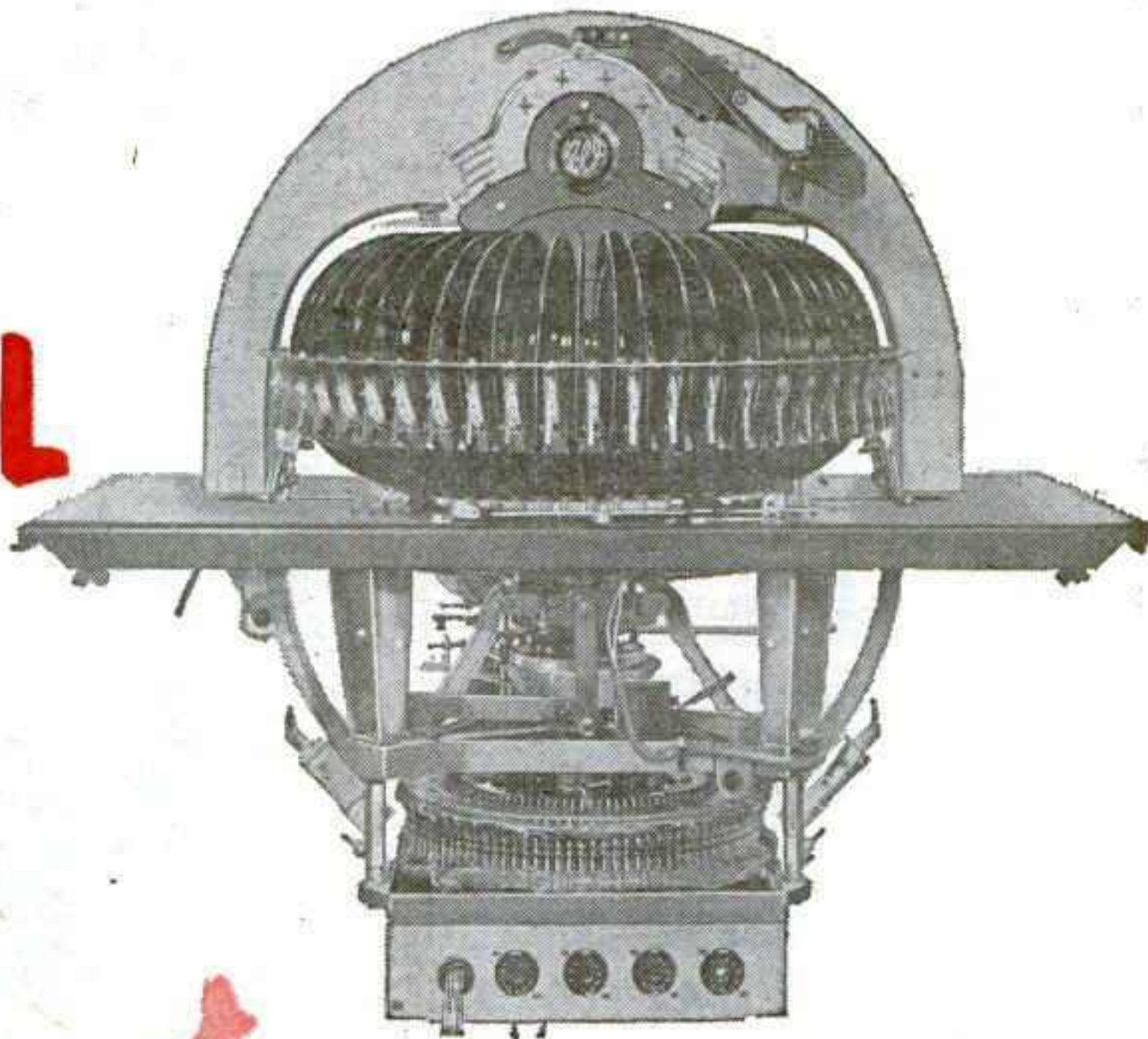
**Comet  
120  
Selections**

ROCK-OLA MANUFACTURING CORPORATION  
800 North Kedzie Avenue • Chicago 31, Illinois



**Here is what happened  
when another**

**WURLITZER  
1700 CAROUSEL  
Record Changer  
was field-tested in**



★ **ALTON, ILLINOIS**

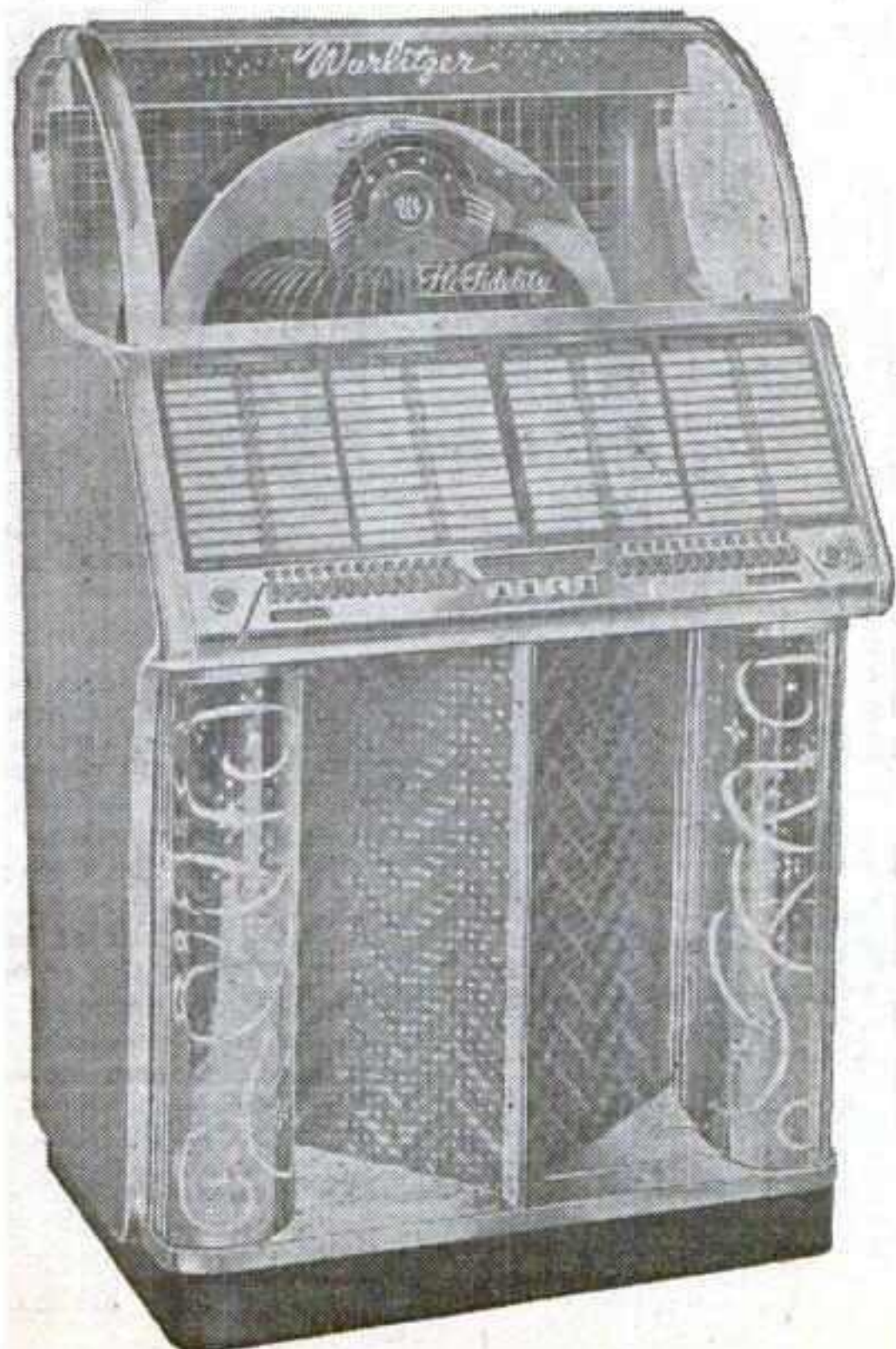
Before the Wurlitzer 1700 Phonograph was ever presented to the operators of America, it was field-tested in locations all over the country.

Here is what happened in Alton, Illinois. The new Wurlitzer 1700 mechanism, disguised in a 1550-A cabinet, was turned

over to Harry Schaffner, President of the Southern Illinois Operators Association, and an operator himself for ten years.

He and his service men handled the entire testing program.

At the conclusion of the test, Mr. Schaffner stated, "Collections are terrific. This is it! It's wonderful!"



PROVED IN ADVANCE OF ITS INTRODUCTION  
THE GREATEST PHONOGRAPH OF ALL TIME

THE FABULOUS HIGH FIDELITY

*Wurlitzer* **1700 HF**

**SEE IT, HEAR IT AND BUY IT**

AT YOUR WURLITZER DISTRIBUTOR

**The Rudolph Wurlitzer Company**

North Tonawanda, New York



# COINMEN YOU KNOW

## Los Angeles

Badger Sales Company has been named distributor for the new Air Hockey game manufactured by Richman Products Company, New York. Badger is also handling the whirling Basketball Game, with president Bill Happel reporting high interest by operators in both games. Farnk Dunkel continues in his dual capacity at Badger's export department, while Joe Duarte suns himself in South America.

Phil Robinson, regional representative for Chicago Coin, returned from a business trip to San Francisco. Phil reports the firm's six-player baseball game is garnering excellent reception up North as well as in Southern California. . . . Jacob Mintz in from San Clemente this week.

Minthorne Music Company has added to its facilities thru the acquisition of additional storage and parking space. Firm has erected several huge brightly colored

signs pointing to customer parking. . . . Mary and Kay Solle, Bill Leuenhagen's Record Bar, mourning the passing of their mother last week.

Lyn Brown, Exhibit Supply, reports the kiddie ride field continues status quo, with good weekly averages, providing an operator works at rotating his equipment and maintains good service. . . . V. Van Natten, Auto Photo Company, back from a business tour that took him back East, and

then up to San Francisco for a quick trip. . . . Frank Schultz, field service engineer for Rock-Ola Manufacturing Corporation, back to Chicago after completing service installations at the A. P. Cane Company. . . . Charley Daniels, Paul Laymon Company, making plans for the opening of the fishing season with avid fisherman Jimmy Wilkins.

## Miami

Maury Horwitz, Bishop Amusements, announced he had sold a portion of his music route to Joseph Koganovsky and his son, Bernie. The Koganovskys are newcomers to Miami from New York and plan to expand their operation to include games, shuffle alleys and shuffleboards. Their firm will be known as J. B. Amusement Company.

Morris Marder, M & M Amusement Company, received a pleasant surprise in the mail from Columbia Records' New York office. He was informed he had won a High Fidelity 360 Console Columbia phonograph for selecting the 50 top hits recorded by Columbia from a long list printed in The Billboard some weeks ago. The contest was a joint effort of the Music Operators of America and Columbia Records.

"One evening at home," Marder said, "I had nothing in particular to do so decided to enter the contest. Of course I didn't dream I would be one of the winners."

Eli Ross, Ross Distributing Company, returned from a business trip to Chicago. . . . Doris Shapiro, AMOA secretary, is back on the job after a one-week reunion with

(Continued on page 79)

# Only Two Weeks Remain in Chi Bowling League

CHICAGO, May 1.—With only two more weeks remaining in the Automatic Phonograph Operators' Bowling League, the three game margin between the leading team Decca Coral, and the second placers; Oomens Sons, begins to look pretty wide.

Both teams won three games last week, holding their standings. Paschke Phono held third place by winning two games, while fourth placers ABC Music moved within a game of third place by winning all three.

Following are the teams and their standings after 99 games:

	W.	L.
Decca Coral	64.5	34.5
Oomens Sons	61.5	37.5
Paschke Phono	55	44
ABC Music	54	45
Star Music	50	49
B & B Novelty	48.5	50.5
Atlas Music	48	51
Gillette Distribs	47	52
Western Music	46	53
Melody Music	43	56
Mercury Records	42.5	56.5
Coven Music	37	62

The league, consisting of operators and their wives, bowls Monday night at the Fireside Bowl.

## Purveyor Ships Phonos to S. A.

CHICAGO, May 1.—Purveyor Distributing Company this week completed a large Latin American order for used phonographs, according to Herb Perkins, firm head.

Charles Peters, manager of Purveyor's export division, said that the majority of the boxes were Wurlitzers and that it had not been necessary to dismantle them for shipment.

## New England

Continued from page 66

ations were beginning to open up thruout the area and that three Wurlitzer machines had been installed in the Fargo Building, a Boston Navy installation.

The Music and Television Corporation's booth was manned by President J. J. Colombo, with the assistance of Ray August and Al Levine. The Rock-Ola outlet has been strongly backing the move for an operator association in the Boston area, Levine said.

### Seeburg Library

Russ Eckel, sales manager, said that he felt the time had come for operators to broaden the base on their routes, getting locations which were normally not juke box stops. He pointed out that better-class restaurants, department store and even industrial were turning out to be good locations for the library unit on rental and service contracts. Eckel said that interest on the part of restaurant owners had been high and that he had compiled an extensive list of location leads for operators.

Bert Thomson, of Trimount, said that altho collections were off about 15 per cent in the New England area, a good resort season should put operators ahead of last year's average.

### Dime Play

Eckel said that a couple of Boston operators had instituted 10-cent play, three-for-a-quarter, with a high degree of success.

He pointed out tho, that all the dime locations had been new stops—places which never had a juke box. Eckel explained that few location owners will go for dime play after being accustomed to a nickel. However, he said, the location owner who has never had nickel play on the premises will often accept the dime rate without question.

As far as the customers are concerned, he added, the extra nickel does not cut down play in class locations.

Registration at the show topped 10,000. One hundred eighty firms spirit that prevailed was one of optimism, boding well for the operator whose weekly takes are connected directly with the business volume at restaurant location.

## Neb. Op Guild Skeds Annual Meet June 5-6

OMAHA, May 1.—The annual meeting of the Music Guild of Nebraska has been scheduled for June 5-6 at the Hill Hotel here, Howard N. Ellis, secretary-treasurer of the organization, announced this week.

Heading the list of activities for the event, will be the election of officers, Ellis said. A report of the association's achievements during the past year and a juke box donation to some worthy organization will wind up the two-day session.

## THE BILLBOARD INDEX

# ADVERTISED USED MACHINE PRICES

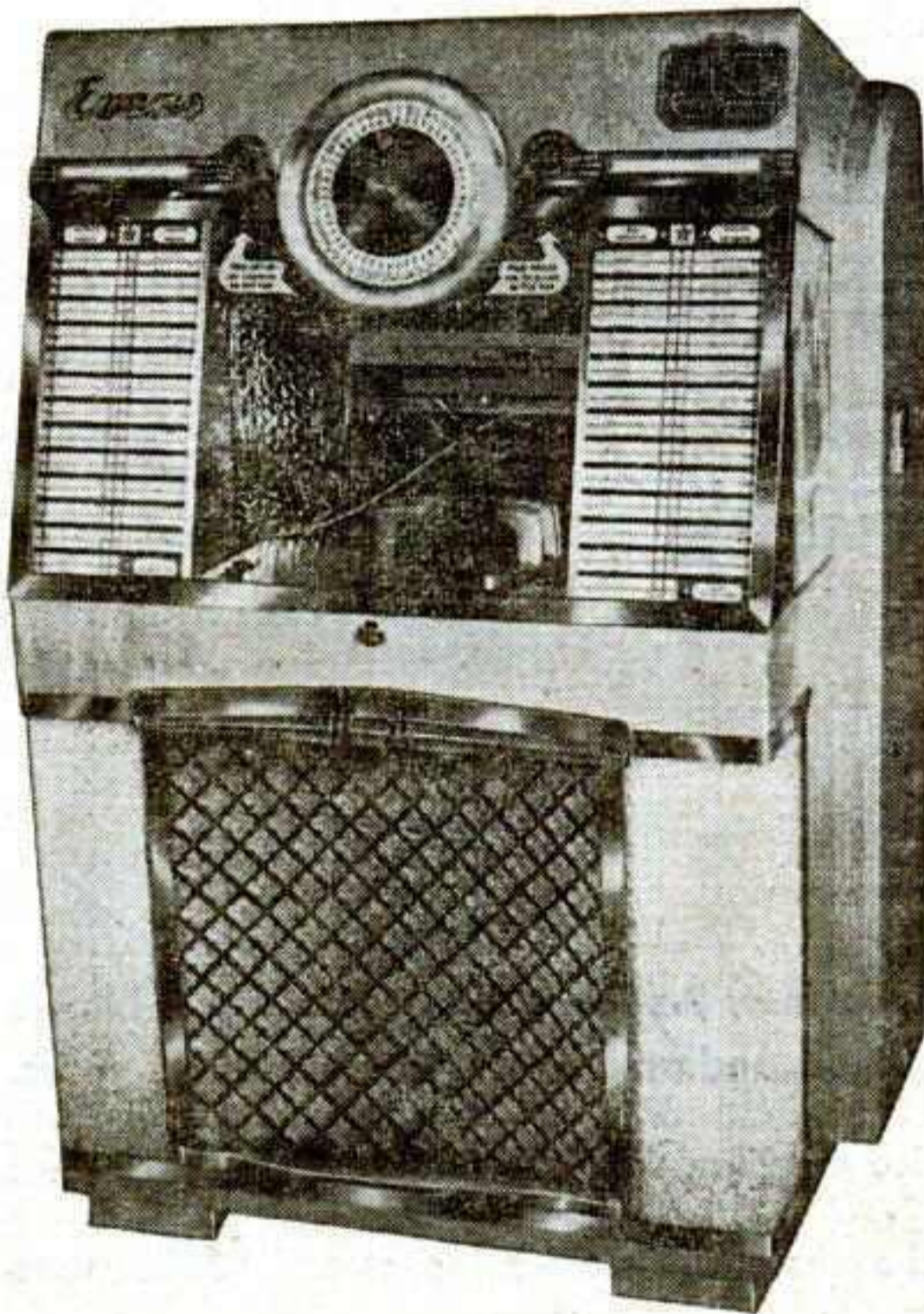
## MUSIC MACHINES

Equipment and prices listed below are taken from advertisements in The Billboard issues as indicated below. All advertised used machines and prices are listed. Where more than one firm advertised the same equipment at the same price frequency with which the price occurred is 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 1	Issue of April 24	Issue of April 17	Issue of April 10
<b>AMI</b>				
Model A.....	\$175.00 195.00	\$139.50	\$139.50 180.00 195.00	\$139.50 185.00 195.00
Model B.....	250.00	229.50 250.00 269.00	229.50 250.00 275.00	229.50 250.00 275.00(2)
Model C.....	275.00(2)	225.00 249.50 275.00	249.50 275.00(2)	249.50 275.00 325.00
Model 0-40.....	395.00(2)	395.00(2)	395.00(2)	395.00(3)
Model 0-80.....	439.50 475.00 495.00	475.00 495.00 534.50	495.00(2)	475.00 495.00
Hideaway.....	249.50			
<b>CHICAGO COIN</b>				
Band Box.....	139.00	99.50 139.00	139.00	139.00
<b>EVANS</b>				
Constellation.....				325.00
<b>RISTAUCRAT</b>				
Selective, 12 Rec., 45 RPM.....	50.00		50.00	
<b>ROCK-OLA</b>				
Fire Ball 45 RPM.....				495.00
1422.....	89.00	55.00 89.00(2) 125.00(2)	75.00 89.00(2) 125.00	89.00(2)
1426.....	109.00	109.00	109.00	109.00
1428.....		225.00	225.00	
1436 Fireball 45 RPM.....	445.00		495.00(3)	495.00
<b>SEEBURG</b>				
Hideaway.....			125.00	125.00
M 100 C.....		695.00		
W 100 A 78 RPM.....	449.50	395.00 449.50 495.00	449.50	449.50
W 100 B 45 RPM.....		495.00 639.50		
146.....	99.00 99.50 135.00	99.00 115.00	99.00 125.00 135.00	99.00 135.00
H 146 Hideaway.....		75.00	75.00	75.00
147.....	109.50 129.00 150.00	129.00 145.00	129.00 145.00 150.00	75.00 129.00 150.00
148 Hideaway.....			195.00	150.00
H 148 Hideaway.....	95.00	95.00	95.00	95.00
148.....	145.00	159.50	190.00	195.00
148 M.....	189.00	189.00	189.00	189.00
148 ML.....	159.50 199.00	179.00 199.00	199.00	199.00
<b>WURLITZER</b>				
1015.....	69.50 75.00	69.50 79.50 125.00	79.50 100.00 125.00	79.50 99.00 135.00
1017 Hideaway.....		99.00	89.50	89.50
1017 A Hideaway.....		99.50		
1080.....	99.00 110.00 125.00	99.00 99.50 135.00	99.00 100.00 115.00 125.00(2)	99.00 119.00 125.00
1100.....	225.00	225.00	189.50 195.00 225.00 245.00	189.50 225.00
1217 Hideaway.....	199.00	199.00	199.00	199.00
1250.....	239.50 275.00 295.00	239.50 275.00	249.50 275.00 290.00 295.00	249.50 275.00 295.00
1400.....	419.50 495.00	445.00 495.00	419.50	419.50
1450.....		474.50 495.00		
<b>WILLIAMS</b>				
Music Mite.....			75.00	

# NEW—ALL THE WAY THRU! EVANS' HOLIDAY

100 SELECTION • 45 RPM



## EVANS' DEPENDABILITY PAYS OFF... BIG!

You get more real quality in Evans' Holiday due to superiority in every detail. Precision engineering, beauty of design and true high fidelity reproduction all contribute toward more profitable operating. Yes, you can bank on Evans' Holiday for all-around dependability and most important . . . maximum earning power!

## ON DISPLAY AT YOUR EVANS DISTRIBUTOR!

H. C. EVANS & CO. 1556 W. CARROLL AVENUE CHICAGO 7, ILLINOIS

## ACT FAST—DON'T DELAY!

LEADING MANUFACTURER OF COIN-OPERATED PHONOGRAPHS HAS SEVERAL TERRITORIES AVAILABLE FOR

### DIRECT FACTORY DISTRIBUTORS

GOOD OPPORTUNITY FOR AGGRESSIVE, ESTABLISHED OPERATORS TO ADVANCE INTO DISTRIBUTING ARRANGEMENTS.

WIRE OR WRITE

BOX 730, THE BILLBOARD

188 W. RANDOLPH ST., CHICAGO 1, ILLINOIS



## 25 CENTS AND TWO CUPS

### Canada Dry Breaks Vending Promotion

NEW YORK, May 1.—Canada Dry's latest promotion, the Annie Oakley Billfold, will be boosted by newspapers, radio, video, outdoor billboards—and cup drink venders.

Also a full-page four-color advertisement of the premium offer is scheduled for publication in the May 17 issue of Life magazine. This marks the first time that a national concern has used automatic merchandising on a par with other media in an effort to boost sales thru a premium offer.

On cup venders, an order blank will be attached to or placed near

the unit. The blank tells the purchaser that for two Canada Dry imprinted paper cups and 25 cents the sender will receive a 69-cent billfold of alligator-grain plastic with a gold-finish clip and a card pocket.

#### Display Card

A display card, showing a picture of Annie Oakley with a Canada Dry cup in her hand and a duplicate of the order blank, is available for posting on venders.

The vending offer will be similar to the offer made on the other media, except that the newspaper, (Continued on page 77)

## NAMA-NBBB Start National Drive Against 'Sharpies'

### Concur on Vender Code, Issue Checklist to Screen Ad Copy

By FRED AMANN

CHICAGO, May 1.—Joint approval of the seven point code for vending machine advertising by co-authors National Automatic Merchandising Association and National Better Business Bureau, Inc. (The Billboard, December 25, 1953, and January 30, 1954), sparked the start of an intensive anti-promotional ad campaign this week on a national scale.

The NAMA and NBBB agreement, it is expected, will be further strengthened by concerted action by other segments of the advertising and newspaper field shortly. These will include the National Editorial Association (with a membership of some 6,000 small newspapers); Association of Newspaper Classified Advertising Managers; Inland Daily Press Association (a regional group of between 500-600 members); Pennsylvania Newspaper Publishers' Association; Southern Newspaper Publishers' Association and the Newspaper Advertising Executives' Association.

Each of the six organizations has expressed a desire to co-operate with NAMA-NBBB in curbing promotional ad activity.

Three other groups currently being contacted are the American Newspaper Publishers' Association, Bureau of Advertising and California Newspaper Publishers' Association.

First official approval of the "Minimum Standards for Vending Machine Advertising" (the seven point code) by NBBB came this week with the bureau's release of its four-page April bulletin. Latter is devoted entirely to discussion of promotional vender ad and sales tactics, in addition to carrying the full code.

At the same time, NAMA also released a nine-point "Suggested Vending Machine Advertisers' Checklist" (carried in full elsewhere in this section), developed by G. R. Schreiber, editor of Vender and coin machine editor of The Billboard. The checklist is based on the seven-point code, is designed to aid newspapers in screening vending machine ad copy for conformity with the code.

Howard Olsen, chairman of the NAMA on Promotional Advertising, stated that the complete "package" of checklist and NBBB April bulletin would be immediately released to newspaper trade

publications (including Editor & Publisher, Printers' Ink, Tide, Advertising Age, etc.).

The package will also be presented to key newspaper groups, whose secretaries will be urged (Continued on page 74)

## 36 Milk Venders Vandalized in Bronx

NEW YORK, May 1.—All 36-quart milk vending machines operated in the Bronx by the City Milk Company were vandalized early Sunday (25) in what appeared to be a well-organized effort to harass the operating concern.

According to Ben Simon, City Milk head, the first report, at 7 a.m., came from a serviceman who

said that a milk vender was covered with a "sticky substance" and would not operate. A check revealed that pancake sirup had been poured down the coin chute.

Simon had every unit in the Bronx checked, and in each case it was the same—sirup had been poured down the coin chutes of all 36 venders.

City Milk servicemen spent all day Sunday cleaning the machines. By the end of the day all units were functioning properly.

City Milk currently has about 150 Rowe milk venders in large apartment house lobbies in Manhattan, the Bronx, Queens and Brooklyn. According to Simon, the route is being built up at the rate of five new locations a week.

Considering that the City Milk Bronx route covers more than 50 square miles in the Bronx, and that the forays took place within a two or three-hour period, the possibility of individual acts of vandalism were ruled out. Simon feels that several men, all taking their orders from the same source, were involved.

The raid may boomerang, said Simon. He pointed out that residents of the apartment buildings assured him they were more than ever determined to continue buying milk from venders.

Bronx District Attorney Frank J. McNabb is investigating the case.

## Dad's Sets Can Line, Resumes Chi Bottling Op

CHICAGO, May 1.—Dad's Root Beer Company this week announced it was readying early introduction of canned root beer, bowing a new dietetic beverage and resuming its own bottling operations in the Chicago area.

Walter Sala, advertising manager, said new 12-ounce flat-top cans will feature a colorful lithograph of the drink being poured, a hamburger sandwich to identify the drink's tie-in with snack and picnic lunches, all superimposed on a gingham background.

The canned beverage will be (Continued on page 77)

## 10c Candy, 5c Gum Gains in Chi Transit Vending Picture

### Combine to Soften 35% Drop In 1c Items After Fare Increase

CHICAGO, May 1.—Dime candy and nickel gum venders have almost offset the 35 per cent drop in sales of penny gum and candy machines thru Chicago Transit Authority stations that followed CTA's elimination of odd-cent fares last year.

So reported Transit Sales, Inc., this week in summing up a year's progress of its 100 per cent dime candy and stepped up nickel gum vending program (The Billboard, May 2, 1953).

Together, 10-cent candy and 5-cent gum accounted for 20 per cent of Transit Sales' total gross from subway and el station locations during 1953. So far this year, officials state the slice is even better—30 per cent.

#### 5c Vs. 1c Gum

Nickel gum units are outselling 1-cent tabs by more than a 100 per cent dollar margin (a prime factor is the loss of the penny-change impetus previously afforded by the odd-cent fare). A January-March check showed that nickel gum venders (including

columns in candy machines) turned in an average monthly gross of \$52 on subway and \$62 on el platforms, while penny gum units averaged \$23 each on subway and \$16 on el locations.

The weekly average on 30 dime candy venders (19 of which include nickel gum columns) for the past year was \$39.70. There are from two to four separate (Continued on page 76)

## Fair Trade Act Hit in Minn.

### Cigarette Suit

#### State Injunction Against Wholesaler Denied by Judge

ST. PAUL, May 1.—The price of the product is the only form of business competition in the wholesale cigarette market, a St. Paul judge ruled Monday (26) in what is being interpreted as a serious reversal for the Minnesota State fair trades practices act.

Judge Gustavus Loevinger in Ramsey County refused a motion by the State for an injunction against Miles E. Efron, doing business as the Midway Cigarette (Continued on page 79)

## A&A Changes Vender Design For Selectivity

PLAINFIELD, N. J., May 1.—The A&A Company, Inc., has set late summer or early fall as the production date for its forthcoming cigarette vender, Alfred Mignione, company president, disclosed this week.

Last summer A&A had tooled up and was ready for production of an eight-column electrically operated vender. The unit had been location tested and at the (Continued on page 77)

## Chi Cig Vender License Set for Council Study

CHICAGO, May 1.—The much-debated ordinance to license cigarette venders in Chicago may be a major subject when the City Council meets Thursday, May 11.

Ald. Daniel A. Ronan, chairman of the eight-man special city council subcommittee formed to study the proposal almost nine months ago, stated that at a Thursday (29) meeting of his group, the licensing ordinance was reviewed. He said he hoped to have a committee report ready before the City Council's next meeting.

The off-again on-again proposal to revise the city's present anti-cigarette vending ordinance

(making it the only major American city to ban such equipment) was near passage in the final weeks of 1953. However, presentation by Ronan's subcommittee to the City Council was held up at a December 18 meeting when a new group, Chicago (Continued on page 77)

## Gum Machs. on Miami Buses

MIAMI, May 1.—Penny gum vending machines have been installed on buses of the Miami Transit and Miami Beach Railway companies.

"The experiment has been tried in other cities," said R. D. Freeman, senior vice-president of the Miami Transit Company. "Some places took to them, others didn't."

Freeman added: "If Miamians indicate they like gum vending machines on buses, we'll gradually install them in all the buses. If they don't, we'll revue the machines we're experimenting with."

## Federal Jury Charges Conspiracy By N. Y. Cig Ops, Assn. and Union

### Indict CMA, Local 805, Rowe Corp.; Location Allocations, Boycotts Alleged

NEW YORK, May 1.—A trade association, five member corporations, a labor union and seven individuals were named Wednesday (28) by a federal grand jury here in an indictment alleging violations of the anti-trust laws in cigarette vending machine operations.

According to the indictment, the defendants had conspired since 1936 to monopolize the cigarette vending machine business so as to exclude independent operators. Named as defendants were:

#### List of Defendants

The Cigarette Merchandisers' Association, Inc., 290 Madison Avenue, and Matthew Forbes,

New Rochelle, N. Y., executive director.

The Confectionery & Tobacco Drivers & Warehousemen's Union, Local 805, AFL, and Milton Holt, Kew Garden Hills, Queens, secretary-treasurer.

The Rowe Corporation, 31 East 17th Street, and Arthur Gluck, 24 Bennett Avenue, executive vice-president.

Cigarette Service, Inc., 36 Cooper Square, and Gustave Stern, 285 Central Park West, president.

The United Tobacco Corporation, 3700 East Tremont Avenue, Bronx, and Jackson Bloom, 89 Metropolitan Oval, Parkchester, secretary-treasurer.

## Mills Industries Sale Confirmed; New Board

Continued from page 64

not include the Bell-o-Matic Corporation, owned by Ralph and Herbert Mills. Blesius remains president of Mills Automatic Merchandising Corporation, an independent operating concern. Other officers elected at the

meeting were Walter F. Hermann, vice-president in charge of manufacturing; G. T. Lawler, treasurer; Fred G. Pace, secretary and Joseph J. Koster, assistant secretary and assistant treasurer.

#### Manufacturing Plans

Tregenza announced Friday (30) that future manufacturing plans would be detailed at a later date. Recently Mills showed a coffee vending machine and purchased the rights to the ice cream bar vender built by Arctic Vender Sales of Appleton, Wis., but neither vender is in production as yet.

According to a company announcement (Continued on page 78)

## VENDER EXPORTS OFF IN JANUARY

CHICAGO, May 1.—Vending machine exports during January totaled 1,249 units, valued at \$69,388, a decline from the 1,352 units at \$102,359 shipped abroad in the same month in 1953.

The January total was also a drop from the previous month, December, 1953, when 1,609 units, worth \$78,431, were exported.

(See detailed export table giving market breakdown for January.)



**MANDELL GUARANTEED USED MACHINES**

N.W. DeLuxe 12 & 54 Comb.	\$12.00
N.W. #39 1/2 Porc.	7.95
N.W. #33 1/2 Porc. B.G.	7.45
Master 12 Bulk Porc.	7.45
Master 54 Bulk Porc.	7.95
Master 12 & 54 Bulk Porc.	7.45
Columbus 12 Bulk	7.45
Silver King 12 B.G. or Mese.	7.45
Silver King 54	15.00
Exhibit Post Card (Metal)	7.45
Advance 2 D 12 B.G.	5.95
Advance #11 Mese.	5.95

**MERCHANDISE & SUPPLIES**

Pistachio Nuts, Jumbo Queen	\$.85
Pistachio Nuts, Vendor's Mix	.70
Pistachio Nuts, Shell	.52
Cashew Whole	.55
Cashew Butts	.50
Peanuts, Jumbo	.38
Spanish	.35
Mixed Nuts	.55
Almonds 480 ct. 5 lbs. vac. pk.	.85
Baby Chicks	.32
Rainbow Peanuts	.30
Boston Baked Beans	.38
Jelly Beans	.38
Licorice Lozenges	.33
M & M	.44
Assorted Fruit Charms, 100 ct.	.42

Rain Ball Gum, all sizes, 200 lbs. minimum. Prepaid, per lb. \$ .38  
 Adams Gum, all flavors, 100 ct. \$ .44  
 Wrisley's Gum, all flavors, 100 ct. \$ .47  
 Beech-Nut, 100 ct. \$ .47  
 Hershey's Chocolate, 200 ct. \$ 1.30  
 Minimum Order, 25 Boxes Assorted.  
 Complete line of Parts, Supplies, Strands, Globes, Brackets, Charms Everything for the operator.  
 1/3 Deposit, Balance C.O.D.

**NORTHWESTERN SALES AND SERVICE CO.**

MOE MANDELL  
 446 W. 36th St., New York 18, N. Y.  
 Longacre 4-6407

**DuGrenier Electric Selector—11 column Cigarette Machine. \$99.50**  
 Distributor for Keeney Deluxe Cigarette Vendor

**PURVEYOR DISTRIBUTING COMPANY**  
 4322-24 N. Western Ave., Chicago 18, Ill.  
 Phone: Juniper 8-1814

**'SELL' NOISE**

**Coin Clocks Must Pay Fla. Vender Tax**

TALLAHASSEE, Fla., May 1.—Coin-operated alarm clocks in Florida's hotels and motels are subject to occupational license taxes because they sell noise, Attorney General Richard W. Ervin ruled this week.

Ervin advised Comptroller C. M. Gay that such clocks are covered by a State law providing a \$5 license for vending machines.

"Altho the alarm clock in question vends no merchandise," said Ervin, "it does, by reason of insertion of the coin, vend noise calculated to be sufficient to awaken a sleeping person."

**Keeney Offers New Cig Vender Finish**

CHICAGO, May 1.—J. H. Keeney & Company, Inc., has added a natural wood grain finish to its cigarette venders, Paul Huebsch, general sales manager, announced this week.

The new finish is in addition to the regular hammerloid maroon or hammerloid gray, and is available in either light grain or dark mahogany. The natural wood finish will run at \$5 more than the regular models.

Huebsch stated that production had been discontinued on the firm's refrigerated sandwich machine.

**Canteen Offers New Stock in Financing Plan**

CHICAGO, May 1.—Automatic Canteen Company directors Monday (26) authorized the offering of 77,706 additional shares of \$5 par value common stock to stockholders as part of a new financing program.

Nathaniel Leverone, chairman, said the program would result in an increase of approximately \$3,000,000 of working capital.

The offer will be on the basis of one full share for each six shares held on the subscription record date of May 20, 1954, or such later date as the company's registration statement becomes effective. Canteen is authorized to issue 625,000 shares of common, of which 466,240 are outstanding. The offering will be underwritten by a group headed by Glone, Forgan & Company.

Leverone declared that the financing program was one under which the company's existing long-term debt is expected to be refunded by new long-term loans. Latter, and the new stock offering, will add the \$3,000,000 to general funds for use in Canteen's extended activities in the vending field, he said.

Meanwhile, Canteen reported a sharp increase in consolidated sales but a drop in net income for the second quarter of the current fiscal year, ended March 20. Sales were \$11,101,316, compared with \$10,693,891 for the corresponding period a year ago.

Net income, after taxes, was \$179,494, or 37 cents per share of common stock, against \$23,870 or 49 cents per share a year earlier.

PIERRE, S. D., May 1.—The State cigarette tax brought in \$390,902.61 in the first quarter of 1953, but dropped to \$356,768.73 in the same period this year, State Tax Director W. R. Wilder reported.

**Amer. Dairy Chief Cites Milk Venders**

SALT LAKE CITY, May 1.—American Dairy Association president Merrill N. Warnick predicted stimulation of milk sales on a national level due to wider use of venders.

Warnick spoke at the annual meeting of the Hi-Land Dairy Association. He told the dairy producers that "vending machines will be used in all parts of the U. S. to increase milk sales" and pointed out that Secretary of Agriculture Ezra T. Benson favors by-the-drink sales and has milk venders in his Washington office building.

**Modern Expands Parliament Route To 102 Locations**

PORT CHESTER, N. Y., May 1.—Modern Tobacco Company, one of Westchester County's largest cigarette operators and a pioneer in the flat-pack vending field, has expanded its Parliament route from 62 to 102 units in less than three months.

According to Fred Yolen, Modern executive, Parliament sales are averaging about 20 packs a week per machine. The auxiliary single-selection unit, attached to standard venders and made specially for Modern, holds 30 packs and vends at 35 cents a pack.

While most of the new locations are better-class restaurants and bars, Yolen said that bowling alleys, pizza places and bus depots have also proven to be good stops.

Yolen said that one location, a Yonkers hot dog stand, now requires service three times a week.

**National Biscuit Nets \$4.6 Mil in Quarter**

NEW YORK, May 1.—The National Biscuit Company reported a net income of \$4,653,941, equal to 66 cents a share, for the first quarter of the year. This compares with \$3,902,541 for the initial period of 1953.

Net sales were \$88,771,820 against \$87,522,922 in the corresponding quarter of last year.

Net profit for the 12-month period ended March 31 was \$18,896,559, equal to \$2.72 a common share, compared with \$17,496,660, or \$2.51 a share, for the corresponding period in 1953. Net sales were \$360,266,534, against \$348,607,651.

**oak's Rainbow captures pennies**

precision-built in the world's largest factory devoted exclusively to the manufacture of bulk vending machines. You'll find it easy to sell locations with OAK's streamlined Rainbow. 10-columns to vend tab gum, charm candies, Hersheys. Guaranteed mechanically.

Convert your Acorns—vend tab gum!

**oak MANUFACTURING COMPANY**  
 11421 KNIGHTSBRIDGE AVE  
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 eastern office  
**PENNY KING CO.**  
 2538 MISSION STREET • PITTSBURGH 3, PA.

**NOTHING LIKE IT!**

**Victor MODEL HMS**  
 \$16.95 each  
 Less than 100

**\$16.50 each**  
 100 or more

We stock the complete line of Victor venders.

Write for complete chart and merchandise lists and all bulk vending supplies.

**GRAFF VENDING SUPPLY CO.**  
 2841 W. Davis, Dallas, Texas  
 Telephone Ya-8223

**NORTHWESTERN 10 SELECTOR GUM VENDOR**  
 Greatest Money-Maker  
**SPECIAL! CHLOROPHYLL BALL GUM**  
 210 Count  
**28¢** per pound  
 LIMITED OFFER—ORDER NOW!  
 Immediate Delivery

**Reconditioned Like New**  
 N. W. TAB GUM VENDERS ..... \$18.95  
 N. W. 49ERS, 12 or 54 ..... 12.50  
 A. B. T. Challenger Gum ..... 65.00  
 NEW N. W. 33, 39, 40 PORC. .... 4.95  
 S. K. HUNTER BALL GUM GUN ..... 24.50  
 SILVER KINGS, 3¢ ..... 7.50  
 Write for prices of charms & supplies.  
**BADGER SALES CO., INC.**  
 2251 W. Pico Blvd., Los Angeles 5, Calif.

**Money-Making, Money-Saving IDEAS FOR OPERATORS!**

**Valuable Information Can Be Yours Every Month... Without Cost!**

This breezy little newspaper has made a big hit with operators the country over... not only for its up-to-the-minute news of bulk merchandising, but also because of many helpful operating hints and valuable information on equipment. To get yours FREE, just write The Northwestern Corporation, 2703 East Armstrong, Morris, Illinois.

**Northwestern**

**THIS WEEK'S SPECIAL IN CIGARETTE MACHINES**

All machines vend King Size and Standard Brands in all columns—including matches. Can be set for either 25c or 30c operation. (\$5.00 additional for 30c vending.)

**UNEEDA CIGARETTE VENDORS**  
 Model E, 4 cols., 168 cap. .... \$ 75.00  
 Model A, 9 cols., 270 cap. .... 95.00  
 Model 500, 9 cols., 350 cap. .... 100.00

**ROWE CIGARETTE VENDORS**  
 Imperial, 4 cols., 180 cap. .... \$ 85.00  
 Royal, 10 cols., 400 cap. .... 110.00  
 Royal, 8 cols., 320 cap. .... 100.00  
 Crusader, 10 cols., 475 cap. .... 155.00

**SPRING SPECIAL**  
 Uneeda Candy, Wall Model, 120 cap.  
**\$62.50**

**SODA and COFFEE MACHINES**  
 Coca-Cola Bottle Vendors—  
 Cup Drink Vendors—Coffee Vendors

**WRITE FOR INFORMATION**  
 Our Paints are VENERIZED. Prevents Peeling, Flaking and Rusting. All Equipment Unconditionally Guaranteed. Trade Prices.  
 1/3 Deposit, Balance C.O.D.

**UNEEDA VENDING SERVICE, INC.**  
 "The Nation's Leading Distributor of Vending Machines"  
 NEW... RECONDITIONED LIKE NEW  
 250 Meserole Street, Brooklyn 6, N. Y. • HEgeman 3-6295

**HERE AGAIN!!!**

**VICTOR'S TOPPER**  
 The world's finest bulk and charm vendor

**\$50.00** per case of 4, less than 25 cases.

**\$48.00** per case of 4, 25 cases or more.

We stock the complete line of Victor venders.

Send today for complete charm and merchandise lists and all bulk vending supplies.

**BIRMINGHAM VENDING COMPANY**  
 540 Second Ave., No., Birmingham 4, Ala.  
 Tel.: 54-7526

**RINGS! RINGS! RINGS!**

**NEW SIGNET INITIAL RING (A Beauty!)**

**FUNNY FACE RING (24 Different!)**  
 Nickel \$10.25  
 Gold \$11.00 (FOB Brooklyn)

Perfect in any Charm Mix, holds a marble firmly, sure-fire in capsules! Order direct or from your Distributor. Send for price list today, or \$1 brings 50 samples plus other items. (Limited number rings available in capsules. Write for information and Low Prices.)

**ABBEY PLASTICS CORP.**  
 3354 Nostrand Ave. Brooklyn, N. Y.

**READY FOR DELIVERY 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.

**A Paul Price Original Sensational Quality Design**

**INITIAL RING**

Looks like true Jeweler's work—proven strong customer appeal—will skyrocket sales. All initials available. Beautiful simulated gold embossed raised initial on black stone—available in white plastic band, copper plated and nickel plated bands.

**WHITE PLASTIC... \$13.50 per M**  
**COPPER PLATE... 16.50 per M**  
**NICKEL PLATE... 17.00 per M**

All F.O.B. N.Y.C.  
 These rings vend perfectly—one at a time—in Rockets as well as machines with ball gum wheels—also fit capsules for merchandise vending. Compare quality and price—definitely worth several dollars more! Our assortments consist of the correct number of the right initials.

**WRITE FOR CATALOG SHEET!**

**PAUL A. PRICE CO.**  
 55 Leonard St., New York 13

**Brand New! Victor MODEL HMS**  
 \$16.95 each  
 Less than 100

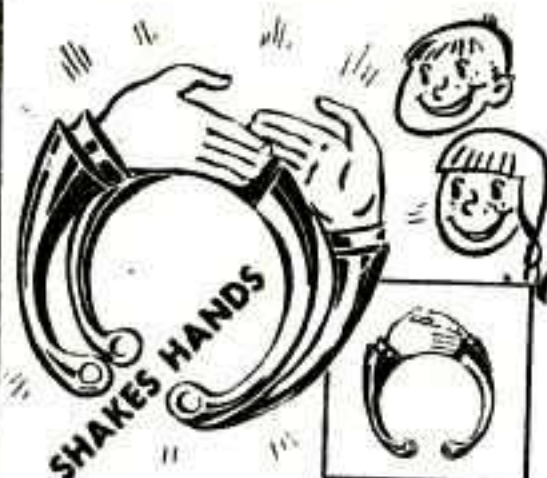
**\$16.50 each**  
 100 or more

Write for free 22 page catalog.

**Parkway Machine Corp.**  
 715 Ensor St. Baltimore, Md.



**Shake Hands**  
WITH **GUGGENHEIM'S**  
new, hot item . . .



**FRIENDSHIP RINGS!**

Vends in capsule, bulk or rocket machines.

**\$16.00** per thousand  
F.O.B. N.Y.

Order from your distributor or from . . .

**Guggenheim**  
INC.  
33 UNION SQUARE  
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The Greatest Ever!  
**VICTOR MODEL HMS**

**\$16.95** each  
Less than 100

**\$16.50** each  
100 or more

We also carry a complete line of ball gum and charms at low, low prices. Telephone: Emerson 4360

**H. B. HUTCHINSON JR.**

860 North Ave., N.S.  
Atlanta 6, Ga.  
Tel.: Emerson 4300

**Advance Candy Bar and Cracker Vendor**

Typical Advance sturdy construction — all steel for indoor and outdoor use — with famous Advance coin-detector. This machine has an adjustable hopper for handling many sizes of candy bar, cracker or goods in cartons. A flexible vendor that will give you steady repeat sales 52 weeks in the year.

Standard Machine, 5c or 10c Coin Control.

Sample 2 to 11. \$19.30

\$24.10 12 to 49. 18.05

**ORDER TODAY**

1/3 dep., bal. C.O.D., F.O.B. N.Y.

**J. SCHOENBACH**

Distributor of Advance Vending Machines  
1445 Bedford Ave., Brooklyn 25, N.Y.  
P. Resident 3-2900



Brand New!  
**VICTOR MODEL HMS**

**\$16.95** each  
Less than 100

**\$16.50** each  
100 or more

Can be bought on weekly payments. Write for details

**ROY TORR**  
Lansdowne, Pa.

**THE BILLBOARD INDEX**  
**ADVERTISED USED MACHINE PRICES**  
**VENDING MACHINES**

Equipment and prices listed below are taken from advertisements in The Billboard issues as indicated below. All advertised used machines and prices are listed. Where more than one firm advertised the same equipment at the same price frequency with which the price occurred is indicated in parentheses. Where quantity discounts are advertised, as in the case of bulk 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 1	Issue of April 24	Issue of April 17	Issue of April 10
Acorn Tab Gum (10 col.)	\$21.95	\$21.95	\$21.95	\$21.95
Adams Gum Vendor (6 col.)	17.25			
Advance Model D Ball Gum	7.45	7.45	7.45	7.45
Advance No. 11 Mds	5.95	5.95	5.95	5.95
Advance Stick Gum, 1c	8.50	8.50	8.50	8.50
Ajax (8 Col.)	125.00	125.00	125.00	125.00
Athletic Scale (Mercury)		49.50(2)	49.50	49.50
25c Ball Point Pen Vendor	49.50	49.50	49.50	49.50
Bradley, 2 selection		275.00	275.00	275.00
C-8 Electros	135.00	135.00	135.00	135.00
Columbus 1c		7.45	7.45	7.45
Craig Ice Cream Vender, 10c			210.00	210.00
DuGrenier Champion (9 col.)	97.50	97.50	100.00	100.00
DuGrenier Model W (9 col.)	95.00	125.00	95.00	125.00
Exhibit Card Vendor, 1c	15.00	15.00	15.00	22.50
Foot Ease	75.00	75.00	75.00	75.00
Hawkeye Hot Popcorn	129.50(late)	129.50(late)	129.50(late)	129.50(late)
Hershey 1c (2 col.)	55.00	55.00	55.00	55.00
Hot Snack Bar (5 col.)	6.50	6.50	6.50	6.50
Hupp Cold Drinks		150.00	150.00	150.00
Keeney Electric (9 col.)	110.00	110.00	110.00	110.00
Kleenix 5c or 10c	150.00	150.00	150.00	150.00
Kalva 3 Selective Bottle Vendor	49.50	49.50	49.50	49.50
Marion Scale			125.00	125.00
Master 1c & 5c	89.50	89.50	89.50	89.50
Master 1c	7.95	7.95	7.95	7.95
Master 5c	6.95	7.45	7.45	7.45
Mills Candy (8 col.)	7.45	7.45	7.45	7.45
Mills Tab Gum	198.50	198.50	198.50	198.50
National 930	27.50	27.50	27.50	27.50
National 950	130.00	130.00	130.00	130.00
Northwestern 33 Ball Gum	145.00	145.00	145.00	145.00
Northwestern Deluxe 1c and 5c	6.95	7.95	7.95	7.95
Northwestern Model 39, 1c	12.00	12.00	12.00	12.00
Northwestern 49, 1c	7.95	7.95	7.95	7.95
Northwestern 49, 5c	12.50	17.35	17.35	17.35
Northwestern Stamp	12.50	17.35	12.50	17.35
Northwestern Tab Gum	69.00	69.00	69.00	69.00
Pop Corn Sez	18.95	25.95(2)	18.95	25.95(2)
Pop-N-Hot Popcorn	65.00	65.00	65.00	65.00
PX (10 col.)	65.00	65.00	140.00	140.00
25c Razor Blade	19.50	19.50	19.50	19.50
Revco Model 400 Ice Cream	150.00	150.00	150.00	150.00
Rowe Candy (8 col.)	85.00	85.00	85.00	85.00
Rowe Crusader (10 col.)	355.00	355.00	355.00	355.00
Rowe Diplomat Electric (8 col.)	150.00	150.00	150.00	150.00
Rowe Imperial (6 col.)	85.00	85.00	85.00	85.00
Rowe President (8 col.)	155.00	155.00	130.00	155.00
Rowe President (10 col.)	155.00	155.00	135.00	155.00
Rowe Royal (8 col.)	100.00	100.00	100.00	100.00
Rowe Royal (10 col.)	110.00	110.00	110.00	110.00
Rowe Royal (9 col.)	100.00	100.00	100.00	100.00
Silver King, 1c Bulk	8.50	8.50	8.50	8.50
Silver King, 5c Bulk	8.50	8.50	8.50	8.50
Silver King Hunter Ball Gum	19.50	19.50	19.50	19.50
Silver King 1c Ball Gum	8.50	13.95	8.50	13.95
Silver King 1c Mds	7.45	7.45	7.45	7.45
Silver King 5c	7.45	7.45	7.45	7.45
Silver King Hot Nut	7.45	7.45	7.45	7.45
S. K. Hunter Ball Gum Gun	29.95	29.95	29.95	29.95
Smoke Shop Lo-Boy	24.50	24.50	24.50	24.50
Super Vend Selective Drink Vendor, 3 Drinks	249.50	249.50	249.50	249.50
Uneeda Candy	62.50	62.50	325.00	325.00
Uneeda Challenger (8 col.)	110.00	110.00	62.50	62.50
Uneeda Model A (6 col.)			110.00	110.00
Uneeda Model A (9 col.)	50.00	75.00	87.50	87.50
Uneeda Model E (6 col.)	50.00	75.00	50.00	75.00
Uneeda Model E (9 col.)	95.00	95.00	95.00	95.00
Uneeda Model 500 (9 col.)	85.00	85.00	95.00	110.00
Uneedapak Model 500 (9 col.)	100.00	110.00	100.00	110.00
U-Select-It	135.00	135.00	135.00	135.00
	49.50	49.50	49.50	49.50

**Sloyer Intros Cabinet Type Bottle Vender**

SAN FRANCISCO, May 1.—Sloyer Sales & Manufacturing Company has announced production of its first bottle vender, a reach-in type cabinet model. Called the Sloyer Select Model 100, it was developed over the past year by the firm's three partners, A. W. Sloyer Sr., A. W. Sloyer Jr. and Wayne E. Sloyer. Price was not reported.

Wayne and Sloyer Jr., who head the sales department, state features of the new model include a simple release mechanism, large capacity compared with floor area required, and a packaged refrigeration system of the firm's own design that incorporates two blower fan motors.

The vender is 39 inches high, 46 inches long and 28.25 inches wide. Capacity: nine cases, total, with four cases in the vend rack and five cases in pre-cool. Present plans call for supplementary models to round out the line at a later date.

The Sloyers, as Sloyer Sales, originally organized to represent Ideal Dispenser Company in the fall of 1949 thru several Pacific Northwest States. Following termination of their association with Ideal in December, 1952, the Sloyers undertook development of their own bottle vender.

Offices are at 615 Second Street, San Francisco, while actual vender production is thru separate facilities in Oakland.

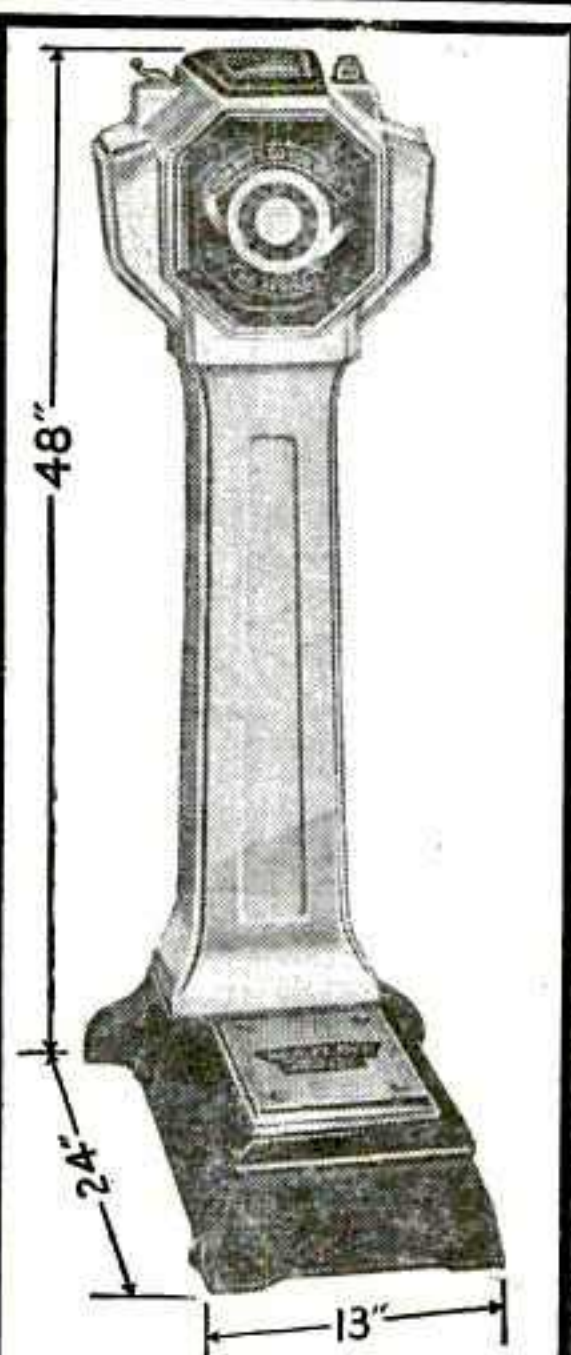
**Nestle Re-Opens Illinois Plant**

NEW YORK, May 1.—The Nestle Company, Inc., has reopened its Granite City, Ill., instant coffee plant this month to help meet the rising public demand for the concentrate.

Increased sales of instant coffees, officials noted, is due to at least two major factors; convenience and faster preparation, and the soaring cost of ground coffees.

It was pointed out that the instant product costs the consumer about 25 per cent less than the roasted type.

An important factor in growing acceptance of concentrates since 1948—the coffee vender—is seen as an even more potent force in their future acceptance for both in-the-home and away-from-home consumption.



**\$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.

**NOW AVAILABLE!**

Colorful—Wood Imported Miniature

**YO-YO'S**

Perfect for all Penny Vending

**\$9.99 M.**

Freight Prepaid. Write for Free Sample.

**OHIO GUM SUPPLY CORP.**

P. O. Box 155 Wickliffe, Ohio

**RECONDITIONED MACHINES**

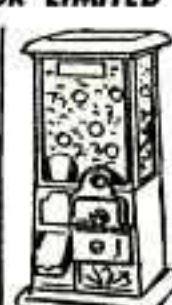
FOR LIMITED TIME ONLY!



6 Col. GV GUM VENDOR

With 600 pieces of assorted Adams Gum

ONLY \$17.25 EA.



MASTER 1c NOVELTY VENDORS LIKE NEW

Porcelain finish, screw type lock top & bottom.

SPECIAL \$6.95 EA.



Silver King Hunter Ball Gum Vendor Amusement Game

SPECIAL . . . \$19.50



ATLAS 5c ALMOND TRAY VENDOR

Special Deal: 1 Mach. & 5 lbs. of Almonds (700 Count)

\$10.95



NORTH-WESTERN Model 33 1c Ball Gum

BRAND NEW!

\$6.95 ea. WHILE THEY LAST!



SILVER KING 1c or 5c Bulk completely re-conditioned

\$8.50 EA.

Write for Catalog of New & Used Vendors, Accessories & Supplies Full Cash With Order Less Than \$20.00. All Others 1/3 Deposit, Balance C.O.D.

**RAKE COIN MACHINE EXCHANGE**

609A SPRING GARDEN STREET Lombard 3-2676 PHILADELPHIA 23, PA.

**Dr. Pepper Forms Operations Dept.**

DALLAS, May 1.—Dr. Pepper Company announced the formation of a new operations department under C. L. Callaway, a vice-president in charge of company-owned plants. The department will handle purchasing, sirup transportation, fleet operations, insurance, tax matters, profit-planning, including budgets, saftey, leases and construction, and all items of expense.

New manager of company-owned plants is High Thompson, formerly assistant to Callaway.

According to President L. M. Greene, consolidation of over-all operations under the new department was made to increase efficiency. He attributed need for the move to the firm's expansion to nearly 400 bottlers in 35 States and three foreign countries.

Greene also reported a sharp increase in net income for the first 1954 quarter, compared with the like period in 1953: \$107,111.92 against \$88,232.06.

Credited with contributing to the increase were the firm's bottle and fountain divisions, which showed marked gains, and its single flavor cup vender, M-250, introduced in 1953.

**Mich. Okays Vitamin Mchs.**

LANSING, Mich., May 1.—The State Attorney General's office has held that vitamin vending machines may be operated in Michigan.

Back of the opinion: the fact that other States have approved the vending of vitamin tablets on grounds that they are food supplements and not drugs.

**Airport Vending New Illinois Corp.**

CICERO, Ill., May 1.—Airport Vending Service, Inc., an Illinois corporation, has succeeded Airport Vending Service.

Bernard J. Kiley Jr., as owner of the former firm, retains control of the new operation with the office of president.

Airport Vending, a pioneer coffee operation in the Chicago area, placed its first equipment in 1947. It subsequently branched into a diversified route, including all types of major vending equipment. It operates, for the most part, in industrial, office and transportation centers.

*It's a dynaMITE!*  
**ATLAS MASTER** penny nickel  
**PROFIT MAKER**  
the modern Ball Gum and Charm Vender for Biggest Profits—more nickel sales—faster emptying!

**ATLAS MFG. & SALES CORP.**  
12220 Trickett Rd.  
Phone ORchard 1-7725 Cleveland 11, O.  
Also vends NUTS and CANDY  
Be first with the best in your territory! Get the facts! Write, Wire or Phone TODAY!





**We Have Newer CHARMS!**

**NEW DESIGNS**  
**NEW IDEAS**  
**NEW FINISHES**

send 35¢ Complete Sample Kit

National Sales Agents for ACORN CHARM VENDOR parts and accessories

**PENNY KING COMPANY**  
2538 Mission Street Pittsburgh 3, Pa.

# NAMA-NBBB Start Nat'l Drive

Continued from page 71

to distribute the bulletin and checklist to their members with a recommendation the checklist be used in the preparation and printing of similar checklists suited to their local needs.

Olsen, however, stressed that for the utmost co-operation and effective ad control, leading newspapers must be contacted on the code on a personal basis, in addition to association and bureau activity. This should be done by members of the NAMA ad committee in their respective areas, and by leading operators in other areas.

### NBBB Bulletin

The NBBB April bulletin did not cut corners. It stated, in part: "The great majority of those engaged in the manufacture, sale and operation of vending machines are legitimate and honorable businessmen dedicated to building enduring enterprises on the sound basis of customer service and satisfaction."

"However, as is frequently true of new industries whose functions are not well understood by the public, vending is presently infested by a small number of unscrupulous promoters who are fleecing inexperienced investors with plausible but false promises of large profits with little work and no risks."

The bulletin pointed out that victims who lost up to \$1,700 in dealing with promoters had not purchased machines from established manufacturers "who sell excellent equipment at reasonable prices, and are glad to assist the novice in getting started."

### Hotel Interviews

Instead, NBBB declared, they (victims) had been sold by traveling independent distributors who move from community to community and interview prospective applicants in hotel rooms. Contact with prospective investors is generally made thru classified newspaper advertisements.

Concluding, the bulletin stated that "substantial strides (in curbing the unscrupulous promoter) can be made by denying the shady agent access to his principal avenue for contacting prospective victims—the classified and display advertising columns in newspapers. With this in mind, the NAMA . . . has joined with Better Business Bureaus in developing minimum standards for the acceptance of vending machine advertising."

"Observance of these standards will inflict no hardship on the vending machine company or salesman whose reliability can be established and is willing to tell his story honestly. On the contrary, it may lead to greater use of advertising by legitimate vending firms. . . ."

### Code History

The present campaign to throw out the vending machine "sharpie," or unscrupulous promoter, stemmed from two major factors that crystallized over the past two years; the soaring rate of promoter activity, especially on bulk vending equipment and a series of expose articles carried by The Billboard and its sister publication, Vend.

The first industry-wide step to curb such blue-sky activity came with the formation by NAMA of its Promotional Advertising Committee in November, 1953. A month later, the NAMA committee had evolved a seven-point advertising code, similar to one used by NBBB, and gained its approval by the association's board of directors.

In January, NAMA presented its version of the code for NBBB approval. The present code is the result of the combined efforts of both organizations.

Making up the eight-man NAMA ad committee, in addition to Olsen, are: W. E. Bolen, president of The Northwestern Corporation; Charles Brinkman, vice-president of Rowe Manufacturing Company, Inc.; Richard Cole, vice-president of Cole Products Corporation; Frank Newman, secretary of Automatic Canteen Company of America; G. R. Schreiber and P. G. Schultz, official of the Hershey Chocolate Corporation.

# Chalcroft New S-K Field Rep.

AURORA, Ill., May 1.—Silver-King Corporation has named Jack Chalcroft field representative in charge of appointing direct factory representatives over the country.

Chalcroft was formerly sales manager of the Coan Manufacturing Company.

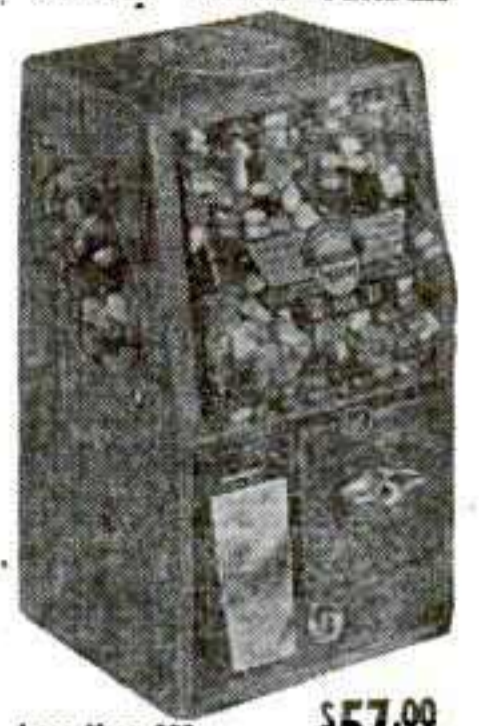
The new Silver-King factory representatives will handle the full venter line, including the firm's bulk models and its re-introduced Coffee Pot machine.

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# VICTOR'S 1c Deluxe BABY GRAND CHICLE TREETS VENDER



Less than 100 (packed 4 to case) **\$57.00** Case  
100 or more **\$54.00** Case

**SPECIAL: Sample, \$15.00**

Time payment plan available. Trade-ins accepted. Prices subject to change without notice.

### CHARMS IN CAPSULES

Initial Rings, Per 1,000 . . . . .	\$20.00
Funny Face Rings (24 different items), Per 1,000 . . . . .	20.00
Rings Are Ass'd., Nickel Gold & Oxidized.	
Tops, Per 1,000 . . . . .	22.50
Spiders, Per 1,000 . . . . .	20.00
Lizards, Per 1,000 . . . . .	20.00
Yo-Yos, Per 1,000 . . . . .	20.00
Playing Cards, Per 1,000 . . . . .	20.00

All Victor Models Available. Write for our complete charm and merchandise list.

**Pioneer Vending Service**  
590 Albany Ave., Brooklyn 3, N. Y.  
Phone: PResident 4-3358

### Suggested Vending Machine Advertisers' Checklist

- Does the advertiser's copy indicate in any way his affiliation with any distributing company or manufacturer?  YES  NO
- If the answer to Question 1 is "YES," has the advertiser submitted evidence in writing from the distributing company or manufacturer authorizing him to insert this ad?  YES  NO
- If the advertisement refers to specific earnings from vending machines, is there proof these earnings are factual?  YES  NO
- Does the advertisement clearly state that it is an offer to sell vending machines?  YES  NO
- Does the advertisement offer a franchise?  YES  NO
- If the advertisement offers a franchise, does the copy clearly state the conditions of the franchise?  YES  NO
- If reference is made to locations or routes, has the advertiser submitted PROOF that the locations have been secured on contract or are available for inspection?  YES  NO
- If advertised brand names are used in the advertising copy, has the advertiser PROOF that the owner of the brand name (Hershey, Wrigley, etc.) has given permission for use of his name?  YES  NO
- If the advertiser claims or implies sponsorship of civic, charitable, religious or fraternal organizations, has he submitted PROOF of that sponsorship?  YES  NO

Either "YES" or "NO" acceptable.

"NO" is unacceptable

"NO" is unacceptable

"NO" is unacceptable

Either "YES" or "NO" acceptable.

"NO" is unacceptable

"NO" is unacceptable

"NO" is unacceptable

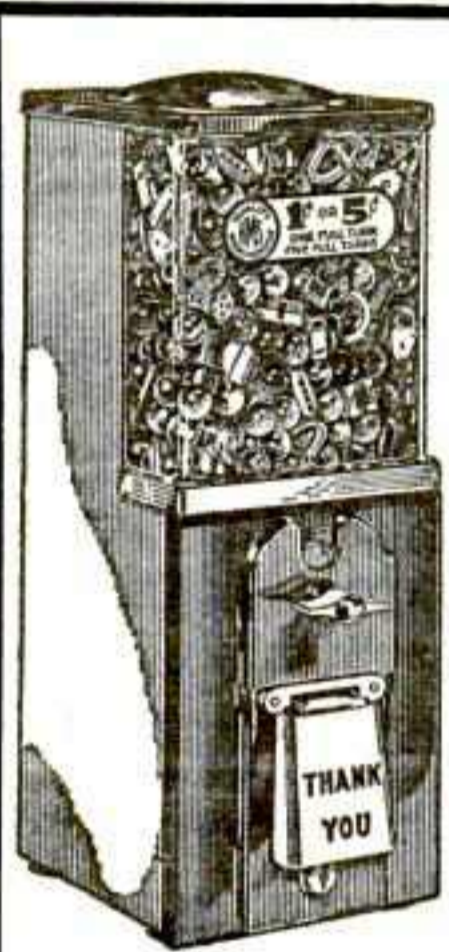
"NO" is unacceptable

NAME OF PERSON PLACING ADVERTISEMENT:.....

PERMANENT (HOME) ADDRESS OF PERSON PLACING ADVERTISEMENT: .....

NAME AND ADDRESS OF COMPANY REPRESENTED IF DIFFERENT FROM ABOVE:.....

(Produced by Vend Magazine for National Automatic Merchandising Association)



# VICTOR'S MODEL HMS PENNY-NICKEL COMBINATION VENDOR

The Most Flexible Bulk Vender Ever Constructed

## 6 MACHINES IN 1

The answer to "extra profits" from your present locations . . . and the perfect machine for opening new locations. You can change MODEL HMS over to ANY operation in a matter of seconds. Nothing extra to buy . . . no special tools needed . . . nothing to put on or take off.

### VENDING WHEELS

- #104—For Chiclé Treets or Chicle Treets—(2 pcs. each portion).
- #105—Merchandise Vending Wheel with adjuster plate.
- #106—Ball Gum Wheel vends 148, 178 or 218 count gum with or without charms.

PRICES:  
Less than 100 machines . . . . . \$14.95 ea.  
100 or more . . . . . 14.50 ea.  
Packed and sold 4 machines per case. Minimum shipment: 1 case.  
Prices F.O.B. Factory. Patents Applied for.

SEE YOUR NEAREST VICTOR DISTRIBUTOR

# VICTOR VENDING CORP.

5701-13 W. GRAND AVENUE

CHICAGO 39, ILLINOIS



# NEW 5c ROCKET CHARM MIX

(TRADEMARK)

We always have new items in the above mix. Immediate Delivery! \$21.00 per M. Thousands of locations are waiting for 5c ROCKET CHARMS. Be first and get the good spots.

The Victor 5c Rocket Charm Machine holds approximately 500 of "Graff Rocket Charm Mix." Takes in approximately \$25.00 and costs only \$10.00 to fill. Never before have operators experienced such tremendous profits. Our new 5c Rocket Charm Mix guarantees fast results. Get started today.

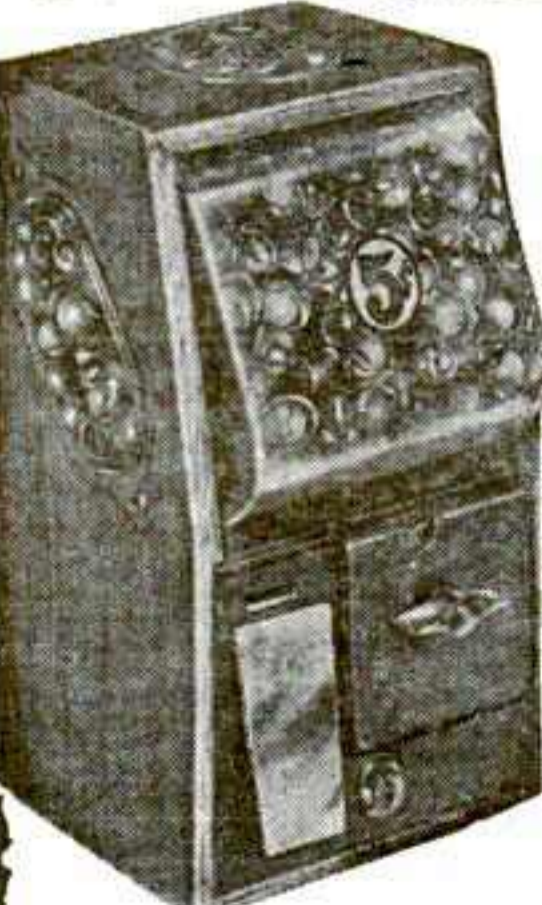
### SPECIAL GET STARTED OFFER

4 Victor 5c Rocket Charm Machines . . . . .	\$57.00
2,000 "Graff's 5c Rocket Charm Mix" . . . . .	40.00
<b>TOTAL COST . . . . .</b>	<b>\$97.00</b>

**30 DAY MONEY BACK GUARANTEE IF NOT COMPLETELY SATISFIED**

Terms: 25% deposit with order, balance C.O.D. or send full amount and save C.O.D. charges.

**GRAFF VENDING SUPPLY CO.** 2841 W. Davis, Dallas, Texas



Packed & Sold 4 to the Case. Capacity 500 Rocket Charms.

# New Empire Wafer

NEW YORK, May 1.—Empire Biscuit Company has introduced a new round chocolate wafer for the ice cream trade. Originally developed for a chain of ice cream drive-in stores, the wafer is 3 3/16 inches in diameter, comes 40 to the pound.

# BALL and VENDING GUMS

New LOW Factory Prices

## BUBBLE • CHICLE CHLOROPHYLL

Bubble Ball Gum, 140-170 & 210 ct. . . . .	24¢ lb.
Chlor-o-Vend Ball Gum, 140 & 210 ct. . . . .	40¢ lb.
Chlor-o-Vend Chicks, 275 & 320 ct. . . . .	45¢ lb.
Chicle Chicks, 320 & 520 ct. . . . .	36¢ lb.
Bubble Chicks, 320 & 520 ct. . . . .	30¢ lb.

F.O.B. Factory, 150 lb. Lots

AMERICAN CHEWING PRODUCTS  
4th & Mt. Pleasant • Newark 4, N. J.

# Guaranteed Deal . . .

## SPECIALTY SALESMEN WANTED

Change in company policy allows an unusual opportunity for reliable salesmen to handle nationally known line . . . this is positively a guaranteed deal. Locally and nationally advertised. WE want salesmen—not promoters. Find out the complete details. Write to BOX 728, c/o The Billboard Publishing Co., 188 W. Randolph St., Chicago, Ill. Complete Line of Vending Machines GUM • HOT NUTS PEANUTS • CANDY BARS

## 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



THE BILLBOARD INDEX

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.

Table listing various amusement games and their prices across four issues (May 1, April 24, April 17, April 10). Games include ABC (United), All Star Baseball, Aquacade, Arizona, Army-Navy, Atlantic City, Baby Face, Basketball Champ, Batting Practice, Beach Club, Beauty, Be Bop, Bermuda, Big Top, Boleros, Boston, Bowling Champ, Bright Lights, Bright Spot, Buffalo Bill, Buttons & Bows, Cabana, Campus, Canasta, Champion, Circus, Citation, C.O.D., College Daze, Coney Island, Control Tower, Cyclone, Dallas, De-Icer, Dew-Wa-Ditty, Double Action, Double Feature, Dreamy, Disk Jockey, Dude Ranch, Eight Ball, Fairway, Floating Power, Football, 400, Four Corners, Four Horsemen, Frolic, Georgia, Gizmo, Glamor, Globe Trotter, Gold Cup, Golden Nugget, Golden Gloves, Gun Club, Happy-Go-Lucky, Hayburner, Humpty-Dumpty, Jalopy, Jockey Special, Joker, Judy, Jumping Jack, Just 21, Knock Out, Leader, Lite-o-Line, Long Beach, Lucky Inning, Majors of '49, Marble Queen, Minstrel Man, Monterey, Moon Glow, Niagara, Night Fighter, Oklahoma, One, Two, Three, Palm Beach, Palm Springs, Pin Bowler, Pinks, Poker Face, Puddin' Head, Quarterback, Quartet, R-g Mop, Red Shoes, Robin Hood, Rockette, Round Up.

COINMEN YOU KNOW

Chicago

Frank Mencuri, Chicago Coin, reportedly near end of long journey, visiting Kansas and Des Moines. . . . Harold Lieberman, visiting with Ed Levin at Chicago Coin. Harold said he was making the rounds in Chicago.

Joe Kline reports nice orders received from First Distributors' roadmen Sam Kolber and Fred Kleinman on their trip thru Illinois. . . . Wally Finke having big problem getting delivery of enough Exhibit Shooting Gallery games to keep up with orders. . . . Marvin Rosenstein, office manager at First, has office filled with pretty gals. Angie Triggiano and Peggy Loye are the latest additions.

Sheldon Spira, National Coin Machine Exchange, planning a trip down to Georgia. Sheldon is a brand new uncle and will visit his new niece, and his brother who is attending med school. . . . Joe Schwartz' wife, Lillian, recuperating after recent operation at Edgewater Hospital. Ronnie Schwartz looking forward to two week trip thru Iowa and Illinois. . . . Mort Levinson, National salesman, is one up on Sheldon Spira, having recently become an uncle for second time.

Sign on Bill Bolles' desk at Binks Industries: "A fast penny can beat a slow nickel." . . . Kenosha visitors at First Distributors were operators Frank Barca and Jack Krueger. Advance Novelty Company, Frank, who is running Club Highview, nite spot just outside of Kenosha, is a busy boy these days.

Gang at United Manufacturing Company watching Joe McCarthy on TV during noon hour. Billy Selm happy about United's new Twilight Golf League due to begin at Mount Prospect Country Club. Earl Palmer and Howard Nerius are league chairmen.

Alvin Gottlieb, Gottlieb & Company, says Sam London, Milwaukee distributor in to see them recently. . . . Paul Huebsch, of Keeney, expecting Roy McGinnis, president, back from Florida adventure. John Conroe already back. . . . Art Weinand, Exhibit Supply, says Henry Nelson of St. Ignace, Mich., dropped in for a visit. . . . Herb Jones, Bally, working hard with Surf Club and bowling games bonanza.

Sam Gensburg's mother, Mrs. Cyril Gensburg, 87 years old, died of a heart attack Wednesday morning (28) at her home in Los Angeles. Sam, who was vacationing in Florida, flew to Los Angeles and was at her bedside when she passed away as were sons Louis, Myer and Dave Gensburg, who founded and operated Genco, Inc., for over 20 years. . . . Avron Gensburg, Genco head, left with his wife, Nancy and their baby to visit his parents, Mr. and Mrs. Sam Gensburg. Avron will return in about 10 days but wife and baby will enjoy extended stay.

Herb Perkins, Purveyor Distributing Company, says the folks

out there getting more and more overtime with spring business, resort operations and orders for Keeney Diamond Bowlers all jumping. . . . Sam Wolberg, Chicago Coin, happy over new Star Lite Bowler. . . . Mel Binks says Whiz Bowler really a whiz at Binks Industries.

Don Moloney, Donan Distributing Company, received first shipment of Bally Victory and Champion Bowlers and looking forward to sales equaling Surf Club. Mac Brier says Donan sales of Lion TV sets increased with McCarthy-Army hearing. Shirley Saunche, Donan secretary, back in circulation after surgery at Manor Hospital where she spent a week.

Joel Stern and Fred Skor, World Wide Distributors, hoping Len Micon, now on vacation, will be happy with news of big sales on Rock-Ola phonos. Al Stern at helm, finding Williams All Star Baseball another good seller.

Nate Feinstein, of Atlas Music, Seeburg distributors, back from trip. Nate was on business in and around Rockford. . . . John Oomens, of Walter Oomens Sons, planning trip to Alton, Ill., for bowling tournament next Saturday. Tournament is sponsored by Illinois State Moose organization. . . . Eli Ross, Rock-Ola distributor in Miami, in town for the week visiting with Kurt Kluever, sales manager of Rock-Ola. Kurt spending quiet week-ends planting full grown trees around his home. Anybody want to help?

Detroit

Vincent Pope, who formerly headed Reliable Shuffleboard Service, a refinishing service, has closed the business and returned to show business to manage the Circle Theater in Dearborn.

Joel G. Jacob is incorporating the Automatic Food Service, Inc., to deal in vending machines. The company has a capitalization of \$50,000.

Mrs. Ann Snell is taking over and carrying on the Hy-Park Amusement Company established by her husband, the late Gordon A. Snell, operating a diversified route of games, juke boxes, vending machines and Photo-Matics.

New York

Gerald Kaplus, the Union Specialty Company, Hillside, N. J., has joined the music guild of New Jersey. . . . Frank Alge and Joe Caucino, of the Pleasant Music Company, Jersey City, N. J., purchased the juke box route of the Star Amusement Company, Union City, N. J.

Washington

Sid Lotenberg, owner of Westway Vending, spent a week in New York visiting friends. Sid is expanding his ice cream routes, and reports cigarette and soft drink volume picking up. . . . Evan Griffith says his Pioneer Novelty is doing a steady business. Evan, who is secretary of the Washington Music Guild, re-

ports the Guild will hold a meeting May 4.

The Canteen Company has converted 50 per cent of its machines to dime vending, says manager Joseph O'Neil. Ice cream and beverage routes are picking up rapidly to offset the seasonal drop in candy, he says. Canteen recently installed a Servinet in the Chamber of Commerce building in time to serve the convention delegates.

Hirsh de La Viez, of Hirsch Machines, reports the show at Walter Reed Hospital was a success. Hirsch is a member of the Variety Club, which sponsored the appearance of Horace Heidt and his revue.

Vital Statistics

Deaths

Gordon A. Snell, 45, Detroit coin machine operator, April 9 in that city. He was formerly with the Lemke Coin Machine Company and later established the business as the Hy Park Amusement Company. He also operated machines in the Arcade at Jefferson Beach Amusement Park, St. Clair Shores, Mich. Survived by his widow, Ann, and a daughter. Burial in Evergreen Cemetery, Detroit.

For Everything You Need in new and used equipment LOWEST PRICES Write for Our Lists

DAVID ROSEN Exclusive A.M.I. Dist. Ea. Pa. 655 N. BROAD STREET PHILADELPHIA, 23, PA. PHONE: STEVENSON 2-2903

WANTED LATE "BINGO" GAMES WILL PAY CASH FOR DUDE RANCHES BEACH CLUBS PALM SPRINGS ICE FROLICS CABANAS HAVANAS-RIOS Write-Wire-Phone CENTRAL OHIO COIN MACHINE EXCH. 525 S. High St. Columbus, Ohio ADams 7254

WANTED LATE BINGOS AND SHUFFLE ALLEYS State best price and condition in first letter. PURVEYOR DISTRIBUTING COMPANY 4322-24 N. WESTERN AVE. CHICAGO 18, ILLINOIS PHONE: JUNIPER 8-1814

KIDDIE RIDES (COIN-OPERATED) \* METEOR LEADS THE FIELD! \* LARGEST ASST. OF MODELS-10 IN ALL! \* ALL STEEL CONSTRUCTION! \* THEY'LL OUTLAST 'EM ALL! \* ONE YEAR GUARANTEE! \* FREE INSURANCE! MAIL THIS AD FOR DETAILS! METEOR MACHINE CORP. 75 W. 45th St., New York 36, N. Y. Phone: Circle 6-2241

Table listing various amusement games and their prices across four issues (May 1, April 24, April 17, April 10). Games include Saratoga, Screwball, Shoo Shoo, Slugfest, Snooks, Special Entry, Spot Bowler, Spot-Lit, Starlite, Stars, Struggle Buggy, Super World Series, Tampico, Tahiti, Telecard, Tennessee, Texas Leaguer, Th-e-o-f-a-Kind, Three Musketeers, 3-4-5, Times Square, Tri-Score, Tropics, Tumbleweed, Turf King, Utah, Virginia, Wild West, Winners, Yanks, Yacht Club, Zingo.



### MOVIE FILM

Tremendous Library  
16 mm. Subjects  
for  
Every Type  
of Coin-Operated Movie  
Machines

**CAPITOL 16, INC.**  
152 West 42d St.  
New York, N. Y.

**FOR SALE**  
All types of free play consoles: Saddle & Turf, \$300.00; Glamor, \$50.00; Double Feature, \$35.00; Virginia, \$20.00; Lucky Inning, \$35.00; Wild West, \$55.00; Tri-Score, \$40.00; Boston, \$35.00; Four Horsemen, \$35.00; Pinky, \$35.00; Pin Bowler, \$35.00; Minstrel Man, \$75.00; Major, \$35.00; Niagara, \$75.00; Shoo Shoo, \$35.00; Wurlitzer 3031 Boxes, \$5.00; Jumpin' Jacks or Gold Nuggets, \$50.00. All games ready for locations. Send one-half deposit.

**FRANK GUERRINI**  
Burnham, Pa.

**PANORAM FILMS**  
NEW SUBJECTS - NO DUPES  
COMPLETE 16MM FILM LAB  
Negative & Positive developing  
35-16 Reductions—color reproductions  
Write for list

**VIDEO FILM SERVICE**  
1523 N. Western Ave.  
Hollywood 28, Calif.

## 10-Cent Candy, 5-Cent Gum

Continued from page 71

candy venders on a subway platform, with the larger number mainly on central platforms (those serving trains on either side). Average for both el and subway stations, however, is two machines.

Transit Sales' four-column nickel gum venders are currently selling over 25 per cent of the dollar volume of dime candy machines. But to check the "competitive sell" of nickel gum and dime candy on an even closer basis, the firm recently concluded a 27-week survey of five combination dime candy-nickel gum venders.

### Gum Vs. Candy

In the test machines, eight-column models with a two-flavor gum selection, nickel gum accounted for 15 per cent of the machines' dime candy sales, dollar-wise, or \$1 worth of gum for every \$6.50 of candy vended.

On a unit basis one package of gum was sold to every 3 1/3 candy bars. And in some cases, it was noted, the test venders were in competition with straight nickel gum machines on the same platform.

When the all-dime candy venders were first installed a year ago, Transit Sales set a precedent in automatic merchandising. It was the first time a 100 per cent dime candy operation was undertaken; making the move even more significant was the fact that the firm had not operated nickel candy equipment previously. (However, Union News stands thru CTA at that time, as now, offered nickel candy. Venders are

not installed on platforms covered by Union News.)

Several provisos adopted with the initial placement of the dime candy units are still followed. These include stress of variety in dime columns, thus each column carries a different bar (duplicate columns limit variety); 15 different dime bars make up the brand range; rotation of the 15 brands thru the eight and seven-column (when they also vend gum) machines provides a full product range.

An interesting sidelight: Popularity of a dime peanut butter cookie package continues on the same level as when introduced a year ago; its sale is at or just below that of one or two major brand dime bars in some machines.

Future plans of Transit Sales: To increase the volume of nickel gum vending by adding more gum equipment, both in the form of separate units and columns in candy machines, and to continue and possibly increase the scope of its dime candy operation.

### Amer. Chicle Net Up

NEW YORK, May 1.—American Chicle increased its net income by nearly \$400,000 in the first 1954 quarter over the like period a year ago. For the first three months this year, net income was \$1,480,768, compared with \$1,083,141 for the December-March quarter in 1953.

Earnings per share also saw a sharp increase, from 83 cents a year ago to \$1.14.

## THE BILLBOARD INDEX

# ADVERTISED USED MACHINE PRICES

## ARCADE EQUIPMENT

Equipment and prices listed below are taken from advertisements in The Billboard Issues as indicated below. All advertised used machines and prices are listed. Where more than one firm advertised the same equipment at the same price frequency with which the price occurred is indicated in parentheses. Where quantity discounts are advertised, as in the case of bulk venders, only the single machine price is listed. Any price obviously depends on condition of the equipment, age, time on location, territory and other related factors.

	Issue of May 1	Issue of April 24	Issue of April 17	Issue of April 10
Ace Bomber (Mutoscope)....	\$195.00	\$195.00	\$195.00	\$195.00
All Star (Williams).....	75.00	69.50 75.00	75.00	75.00
Atomic Jet Space Ship.....		264.50	265.00	
Automobile Ride.....		224.50		
Barrel Rolls (Jennings).....	125.00	125.00	125.00	125.00
Baseball (Bally).....	45.00	49.00	49.00	49.00
Baseball (Scientific).....	79.50	79.50	79.50	79.50
Bat-a-Score (Evans).....	160.00	160.00 165.00	160.00(2)	160.00(2)
	165.00(2)	169.00 275.00	165.00 275.00	165.00 275.00
Big Bronco (Exhibit).....	395.00 500.00	395.00 500.00	475.00 500.00	475.00 500.00
Big Inning (Bally).....	140.00 150.00	140.00 150.00	140.00(2)	140.00 150.00
			150.00	
Blow Ball (Kirk).....	125.00	125.00	125.00	125.00
Boomerang.....	45.00	45.00	45.00	45.00
Bowl-a-Ball (Chicago Coin)...	200.00	200.00	200.00	200.00
Challenger (ABT).....	20.00 65.00	75.00	65.00 75.00	65.00 75.00
	75.00(2)			
Champion Horse (Bally).....	395.00 495.00	394.50 395.00	395.00 500.00	395.00 500.00
	500.00	500.00	525.00	525.00
Chicken Sam (Seeburg).....	75.00 110.00	75.00 110.00	75.00 110.00(2)	75.00 110.00
Choo Choo Train.....	395.00	395.00	495.00	495.00
Dale Gun (Exhibit).....	50.00 55.00	55.00 65.00	50.00 55.00	50.00 55.00
	59.50 65.00	69.50 94.50	65.00 69.50	65.00 69.50
		94.50	94.50 95.00	94.50
Derby, 4 player (Chicago Coin).....	125.00 195.00	125.00 195.00	110.00 125.00	125.00 195.00
			195.00	
Drivemobile (Mutoscope).....	225.00	159.50 169.50	225.00	169.50 189.50
		225.00		225.00
Electric Shocker (Monarch)...			34.50	34.50
Flash Hockey (Colney).....	75.00	75.00	75.00	75.00
Flying Saucer (Genco).....		125.00 159.00	125.00 159.00	125.00 159.00
Flying Saucer (Mutoscope)...	125.00 159.00			
Goatlee (Chicago Coin).....	75.00 95.00(2)	75.00 95.00	75.00 90.00	75.00 95.00(2)
	100.00 119.50	100.00 119.50	95.00(2) 100.00	100.00 119.50
			119.50	
Gun Patrol (Exhibit).....	165.00 175.00	165.00 185.00	165.00 175.00	165.00 175.00
	185.00 195.00	195.00	185.00 195.00	185.00 195.00
Heavy Hitter (Bally).....	40.00 45.00	40.00 45.00	40.00 45.00	40.00 45.00
Hi-Ball (Exhibit).....	75.00	75.00		
Hit-a-Homer.....	18.50	18.50		
Hockey (Chicago Coin).....				55.00
Horsefeathers (Williams)....	99.50	99.50	99.50	99.50
Jack Rabbit.....	149.50	149.50		
Jeep Auto.....	145.00	149.50	145.00	145.00 159.50
Jet Gun (Exhibit).....	175.00(2)	175.00(2)	175.00(2)	175.00(2)
	195.00	195.00	195.00(2)	195.00(2)
	95.00	95.00	95.00	95.00
Jet Saucer (Mutoscope).....				
Lite League.....	75.00 99.50	75.00 99.50	75.00 99.50	75.00 99.50
Metal Typer (Gretchen)....	375.00	375.00	375.00	375.00
Midget Movies.....	185.00(2)	185.00(2)	65.00 185.00(2)	185.00(2)
	295.00	295.00	295.00	295.00
Midget Skee Ball (Chicago Coin).....	165.00	165.00	165.00	165.00
Miss America Boat (Lane)....	395.00	395.00	375.00	295.00 375.00
Night Fighter (Genco).....	299.50 310.00	299.50 310.00	310.00 325.00	310.00 325.00
	325.00	325.00		
Ocean Liner (Scientific).....			475.00	475.00
Panoram (Mills).....	250.00	250.00	250.00	250.00
Photomatic (Mutoscope)....	250.00	250.00 329.00	250.00 650.00	250.00
	650.00(late)	650.00(late)	650.00(late)	650.00(late)
Pistol Pete (Chicago Coin)...	95.00(2)	95.00 99.50	75.00 95.00(3)	95.00 99.50
	99.50		99.50	
Pitch 'Em & Bat 'Em.....	185.00(2)	185.00(2)	185.00(3)	185.00(2)
Pool Table (Edicol).....	75.00	75.00	75.00	75.00
Pop Up.....	18.50 24.50	24.50	24.50	24.50
Punching Bag (Mills).....	189.00			
Q Ball Pool Table.....	125.00	125.00	125.00	125.00
Quizzer.....	95.00	79.50 95.00	95.00	95.00
Rifle Range Ray Gun.....	75.00	75.00	75.00	75.00
Rocket Ship (Meteor).....	250.00	250.00	250.00	250.00
Rudolph the Red Nose Reindeer (Exhibit).....	395.00	395.00	395.00	395.00
Sea Jockey.....	75.00	75.00	65.00 75.00	75.00
Shocker (Acme).....	24.50	24.50	24.50	24.50
Shipman Art Show.....	45.00 49.50	45.00 49.50	49.50	49.50
Shoot the Bear (Seeburg)....	145.00 165.00	145.00 149.50	145.00 155.00	145.00 155.00
	195.00(3)	159.00 164.00	165.00 179.50	165.00 179.50
		179.50	195.00(3)	195.00(3)
		195.00(3)		
Silver Bullets (Exhibit).....	135.00	119.50 135.00	135.00	100.00 135.00
Silver Gloves (Mutoscope)...	195.00	195.00	195.00	195.00
Silver Skates.....	115.00			
Six Gun Rifle Range (ABT)...	650.00	650.00	650.00	650.00
Six Shooter (Exhibit).....	145.00(2)	135.00	145.00(3)	145.00(3)
	150.00	145.00(2)		
Skee Ball (Williams).....	150.00	150.00	150.00	150.00
Ski Roll (Evans).....	95.00	95.00	95.00	95.00
Skill Gun (ABT).....	25.00	25.00		
Sky Fighter (Mutoscope)....	125.00 195.00	125.00 195.00	125.00 195.00	125.00 195.00
Space Gun (Exhibit).....	185.00(2)	159.00 179.50	150.00 185.00	150.00 185.00
	195.00(2)	185.00	195.00(2)	195.00(2)
		195.00(2)		
Space Ship (Bally).....	395.00		375.00	
Spark Plug.....	75.00	75.00	75.00	75.00
Star Series (Williams).....	75.00 139.50	75.00 79.50	75.00 139.50	75.00 139.50
		139.50		
Submarine Gun (Keeney)....	110.00 125.00	110.00 125.00	110.00 125.00	110.00 125.00
Super Bomber (Evans).....	175.00 195.00	175.00 195.00	125.00 175.00	175.00 195.00
		195.00	195.00	
Super Jet (Chicago Coin)....	475.00 495.00	424.50 475.00	475.00 495.00	475.00 495.00
Team Hockey (United).....				85.00
Telegiz.....	169.00	169.00	169.00	115.00 169.00
Ten Strike (Evans).....	65.00	65.00	65.00	65.00
Three Way Gripper (Gottlieb).	18.50 24.50	18.50 24.50	24.50	24.50
13-Way Athletic Scale (Mercury).....	89.50	89.50	79.50	79.50
Thunderbolt Horse.....		264.50		
Thunder Horse.....		224.50		
Twin Pokerino.....				150.00
Twine Shoe-Shine.....				150.00
Undersea Raider.....	150.00(2)	150.00(2)	150.00(2)	150.00(2)
Voice-o-Graph (Mutoscope)...	525.00 595.00	525.00 595.00	525.00 550.00	525.00 595.00
		595.00	595.00	
Voice Recorder (Wilcox-Gay)...	195.00	129.00 195.00	195.00	195.00

**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 ADS**  
Set in usual want-ad style, one paragraph, no display. First line set in regular 5 pt. caps.  
RATE: 15¢ a word—Minimum \$3.00  
CASH WITH ORDER

**DISPLAY CLASSIFIED ADS**  
Set in larger type (up to 14 pt.) and displayed to best advantage. No illustrations or cuts permitted.  
RATE: \$1.00 a line—\$14.00 per inch.  
CASH WITH ORDER (unless Credit has been established)

**IMPORTANT INFORMATION**  
In determining cost of regular Classified Ad be sure to count your name and address when computing cost of ad.  
When using a Box Number in Care of The Billboard allow for 6 additional words.  
On Box Number Ads a special service charge of 25¢ per insertion is made for handling replies.

ADDRESS ALL ORDERS AND INQUIRIES TO:  
THE BILLBOARD PUBLISHING CO., 2160 PATTERSON ST., CINCINNATI 22, OHIO

### Agents, Distributors

**RADAR HOT DOG MACHINES** — WILL sell in lots of 3, 10 and 20, 85¢ each or best offer. Leonard Kampwerth, 648 E. 15th St., Indianapolis, Ind. FX 9963. my15

### 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. je5

**COIN-OPERATED TELEVISIONS**—14-INCH Cividones, metal cabinets; best offer on 80. Commercial Television, 4900 Cummins St., Omaha, Neb.

### Parts, Supplies & Services

**1c-5c CANDY, CIGARETTE, NUTS, TAB GUM, BALL GUM VENDERS BOUGHT AND SOLD**  
Cast Iron Stands, \$4.25 ea.; 6 or more, \$4 ea. Top Plates for 2 Venders, \$1 ea. 3 Venders, \$1.35 ea. Aluminum Coin Counters, 1¢ or 5¢, \$1.45 ea. prepaid. Tubular Coin Wraps, 1¢ or 5¢, 85¢ per M; 10,000 or more, 80¢ per M.  
ALL SMALL PAN CANDIES AND JELLY BEANS AT NEW LOW PRICES.

**TAB GUM—MIN. 25 BOXES**  
All Wrigley, 47¢; All American Chicle, 44¢; Teaberry, 42¢; Chloro Tab (100 ct.), 45¢; Candy Charms, 42¢; Hershey Choc. (200 ct., 1c), \$1.30; Suchard Almond or Milk (200 ct., 1c), \$1.25.

Ball Gum, 210, 170, 140—25 lb. cases, 26¢ per lb. Chloro Ball Gum, 210, 170, 140—25 lb. cases, 45¢ per lb. Asstd. Candy Coated Gum Chicks, 320 ct.—30 lb. cases, 38¢ per lb.; 520 ct.—30 lb. cases, 31¢ per lb.; Chloro Candy Coated Gum Chicks, 320 ct.—30 lb. cases, 47¢ per lb. King's Hard Shell Coated Choc's, 500 ct.—22 lb. cases, 41¢ per lb. All prices—F.O.B. Chicago —1/2 Dep., Bal. C.O.D.

**KING & CO.**  
Direct Factory Distributors for Northwestern Venders and PX Cigarette Venders.  
2702 W. Lake St., Chicago 12, Ill.

**CHARMS, CHARMS, CHARMS, CHARMS**—Largest selection, best prices. Write for free price list order blank. Logan Co., 916 Milwaukee, Chicago 22, Ill. my22

**NEW—EVERETT TIME MASTER CARRYING** unit for "Service Head Vendors"; saves time, money, storage. Everett, 419 Plum St., Aurora, Ill. je12

**STAMP FOLDERS DIRECT FROM MANUFACTURER**; unlimited quantities; immediate delivery. Write for prices. Veedo Sales Co., 2124 Market St., Philadelphia 3, Pa. LOcust 7-1448. je5

### Help Wanted

### SALESMEN

**\$500.00 A WEEK EASY**  
If you have vending machine selling experience, can work clean, we have the finest deal in the country. Write, giving full details, to Box M-53, c/o The Billboard, Cincinnati 22, Ohio.

### Positions Wanted

**MECHANIC** — 12 YEARS' EXPERIENCE music, pins, arcade and cigarette routes; reliable, sober, married; prefer Ohio, Indiana; references, Jack McGuane, 1141 1/2 Asbury Ave., Asbury Park, N. J.

### Routes for Sale

**ADVANCE MACHINE ROUTE IN TEXAS**; large operation, priced right. McDonald Dist. Co., P. O. Box 6095, Dallas, Tex. my15

**PHONOGRAPH, SHUFFLE ALLEY ROUTE** in resort area; year around income. Box M-52, c/o The Billboard, Cincinnati 22, O. my29

### Used Coin-Operated Equipment

**A-1 CIGARETTE AND CANDY VENDING** machines, from \$25 to \$125; every make and model; prices under all competition; all other types of vending machines too. What have you to sell? Mack H. Postel, 2682 Milwaukee Ave., Chicago, Ill. my29

**AUTO PHOTO MACHINE—MODEL 9**, excellent condition, used one season. King Amusement Device Co., 610 McCabe Ave., Bradley Beach, N. J. Telephone Dunkirk 82121.

**CIGARETTE MACHINES** — SIX COLUMN Rowe Imperial, \$45 ea.; nine column 9-30 Nationals, \$50 ea. Machines on quarter operation. Central Vending Machine Service Co., 3967 Farris St., Philadelphia 4, Pa. EV 6-4244. my



# SHUFFLE GAMES

	Issue of May 1	Issue of April 24	Issue of April 17	Issue of April 10
Advance Bowler (Chicago Coin).....	395.00	\$395.00		
Big League Bowler, 4 player (Keeney) .....	85.00	85.00	\$85.00	\$85.00
Bonus Bowler (Keeney)....	460.00			
Bowl-a-Ball (Chicago Coin)....	125.00			
Bowl-a-Matic (Universal)....	345.00	345.00	345.00	345.00
Bowling Alley (Chicago Coin)....	59.50	59.50	59.50	59.50
Carnival Bowler (Keeney)....	295.00	295.00	295.00	295.00
Cascade Shuffle Alley, 6 player (United).....	270.00	270.00	280.00	280.00
	275.00(2)	285.00(2)	285.00(2)	285.00(2)
	285.00(2)	300.00	325.00	325.00
	300.00			
Classic Shuffle Alley, 6 player (United).....	315.00	325.00	335.00	340.00(2)
	325.00(2)	345.00(2)	345.00(3)	345.00(2)
	345.00(2)	350.00	360.00	375.00
	350.00			
Clover Shuffle Alley, 6 player (United) .....	275.00	290.00	275.00	295.00(2)
	295.00	325.00(2)	320.00	325.00
	325.00(2)			
Club Bowler, 10 player (Keeney) .....	245.00	245.00	245.00	245.00
Crown Bowler (Chicago Coin)....	275.00(2)	275.00(2)	275.00(2)	275.00
	295.00	295.00	320.00	325.00
			325.00	325.00
Crusade Shuffle Alley (United)				
De Luxe League Bowler (Keeney) .....	125.00		135.00	150.00
Double Bowler (Chicago Coin)....	250.00		295.00	
Domino Bowler (Keeney)....	325.00(2)	325.00	325.00	325.00
Double Header (Williams)....	40.00(2)	40.00	40.00	45.00
Double Score Bowler 10th Frame (Chicago Coin)....	235.00	275.00	280.00	275.00(2)
	295.00			285.00
Drum Scoring, 6 player (Chicago Coin).....			150.00	150.00
Five Player Shuffle Alley (United) .....	75.00	75.00w/p	59.00	75.00
	80.00	100.00	105.00	109.00
	109.00w/p	109.00w/p	110.00	119.50
	110.00	119.50	110.00	119.50
	110.00	119.50	125.00	125.00
Four Player (Keeney).....	75.00	75.00	109.50	75.00
Four Player Shuffle Alley (United) .....	55.00w/p	70.00	65.00w/p	55.00
	109.50			65.00
			75.00	100.00
			109.50	109.50
Hi-Score, 6 player (Chicago Coin) .....	105.00w/p	105.00w/p	105.00w/p	105.00w/p
	135.00w/p	135.00w/p	115.00	120.00
	159.50	159.50	135.00w/p	135.00w/p
			159.50	159.50
Hook Bowler (Bally).....	45.00		45.00	49.00
Horseshoe (Chicago Coin)....			65.00	70.00
Imperial Shuffle Alley (United) .....	395.00(2)	400.00	995.00	400.00(2)
	400.00	425.00(2)	400.00(2)	415.00
	425.00(2)		415.00	425.00(2)
			425.00(2)	
League Bowler, 4 player (Keeney) .....	50.00	99.50	99.50	45.00
League Bowler, 6 player (Keeney) .....				110.00
Leader Shuffle Alley (United)	460.00	465.00	465.00	465.00
Matched Bowler, 6 player (Chicago Coin).....	165.00	165.00	175.00	175.00
Name Bowler (Chicago Coin)....	210.00	210.00	225.00	225.00
Official Shuffle Alley, 4 player (United).....	175.00	175.00	175.00	180.00
Olympics Shuffle Alley (United) .....	295.00	315.00	295.00	299.00
	325.00(4)	325.00(4)	325.00(4)	300.00
			350.00	335.00
				350.00
Royal Shuffle Alley (United)....	345.00	385.00	345.00	385.00
	399.50	399.50	360.00	385.00
			399.50	399.50
Shuffle Alley Deluxe, 6 player (United) .....	89.00	95.00w/p	95.00w/p	95.00
	110.00	135.00	110.00	129.00
	139.00	145.00	135.00	145.00
	149.50	149.50	149.50	149.50
Shuffle Alley, 6 player (Chicago Coin).....			90.00	90.00
Shuffle Alley, 6 player (Keeney) .....	95.00	99.50	95.00	99.50
	100.00	125.00	125.00	125.00
Shuffle Alley, 6 player (United) .....	90.00	100.00	100.00	85.00
	125.00(2)	125.00(2)	125.00	90.00
	125.00w/p	129.50	125.00	129.50
	129.50		135.00w/p	135.00
Shuffle Alley, 10 player (Keeney) .....	140.00	140.00	140.00	140.00
Six Player 10th Frame (United) .....	169.00	185.00		185.00
Star Bowler (United).....	189.00	189.00		
Star Bowler, 2 player.....	295.00	295.00	295.00	295.00
Star 6 Player (United).....	159.00	175.00	210.00	235.00
	195.00	210.00	225.00	235.00
Star 10 Frame, 6 player (United) .....	200.00	210.00	165.00	210.00
	229.00	245.00	229.00	245.00
	265.00(2)	265.00(2)	259.50	265.00(2)
	275.00	275.00	265.00(3)	279.50
Super Deluxe League Bowler (Keeney) .....	135.00		135.00	
Super Matched Bowler (Chicago Coin).....	200.00	200.00	215.00	215.00
Super Six Shuffle Alley (United) .....	140.00	150.00	140.00	150.00
	185.00	195.00	185.00	195.00
Target (Genco).....	65.00		70.00	75.00
Team Bowler, 10 player (Keeney) .....	225.00	235.00	235.00	195.00(2)
			235.00	235.00
Tenth Frame Special Bowler (Chicago Coin).....			235.00	250.00
Tenth Frame Super Shuffle Alley (United).....	165.00	185.00	219.00	225.00
	219.00	225.00	250.00	275.00
	250.00			
Tenth Frame Bowler (Chicago Coin).....	165.00	165.00	175.00	175.00
Tenth Frame, Double Bowler (Chicago Coin).....			345.00	
Triple Score Bowler (Chicago Coin).....	315.00	325.00	325.00	330.00
	330.00		325.00(2)	325.00
via Shuffle Alley Rebound (United) .....			45.00	45.00
via Player (United).....	49.00w/p		50.00	50.00
	59.00w/p			
via Rotation .....	125.00			

## Dad's Can Line

• Continued from page 71

shipped from Dad's Chicago plant to franchised bottlers within a 100-mile area of the city; other arrangements will be made for national distribution of the canned product.

Dad's also announced new 12, 32 and 64-ounce throw-away bottles for its regular root beer line (the 64-ounce size is a new package) and 12 and 32-ounce throw-away bottles for its dietetic beverage.

Dad's this week began its own bottling operation, replacing Dad's Bottling Company of Chicago, for this area. First deliveries from the Dad's home plant will commence May 17.

## A&A Changes

• Continued from page 71

time was considered ready for the market.

However, the recent growth of filter-tip and premium-sized brands caused Mingione to change his plans and redesign the unit with an eye toward larger capacity and greater selectivity.

The new unit, Mingione said, will have either eight or 10 columns, one of which will be able to handle flat-pack brands. Capacity will be more than 500 packs. He added that each column will be able to vend at an individual price.

## Vitamin Vending Okayed in Mich.

LANSING, Mich., May 1.—It's legal to sell vitamin tablets in vending machines in Michigan.

The attorney general's office so held in an opinion pointing out that courts in other States had approved on grounds that vitamins are food supplements and not drugs.

## Canada Dry

• Continued from page 71

radio and television advertisements require the sending of 25 cents and six Canada Dry Ginger Ale bottle caps. The offer runs thru June.

Meanwhile Allan Glazebrook, CD's national sirup sales manager, broke the promotion to the vending trade in a presentation consisting of a velvet-finish display card with two Canada Dry imprint cups, a quarter and an Annie Oakley billfold with a crisp dollar bill clipped on.

Reading from left to right, the presentation said, in effect, two cups, plus an order blank, plus a quarter, equals a billfold. A letter said, "Canada Dry has always believed that patrons of cup vending machines should, in some way, be able to participate in rewarding premiums heretofore obtainable at the food store level only."

## New Solenoid Valve Marketed by Hays

ERIE, Pa., May 1.—Hays Manufacturing Company has introduced a new solenoid valve with a built-in strainer and automatic on and off flow control of water, air or gas lines. Called Electro-Mite Valve, it is designed for small-flow volume applications, such as cup venders.

It is produced with 1/4 inch inlet and 3/8 inch outlet; 1/4 inch bushings are available for the outlet. Both inlet and outlet are 1/4 inch when used with an optional flow volume control feature, which maintains one set rate of flow regardless of pressure.

## Chi Cig Vender

• Continued from page 71

Protective League (which since changed its name to Chicago Civic League so as to obtain a State charter) protested passage on the grounds it would "make cigarettes available to minors and enable hoodlums to take over the business."

The ordinance, which had already been approved by the subcommittee for submission to the City Council, was then recalled for further study. The subcommittee's meeting this week was the first time the ordinance came up for debate since the December hearing.

# YOU HAVE A DATE . . .

With more than 30,000 COIN MEN who will be looking for your White Elephant Sale ad in next week's issue . . .



**LESS THAN 10 DAYS TO GO!**

If you have not sent in your ad, **DO IT NOW!** Make sure you get your share of this 'plus' business. . . .



32,027 coin men read The Billboard every week . . . they have all been alerted to look for the bargains in this issue. . . . They will be reading it with more interest and closer attention. You can take advantage of this intensified readership by placing your list of unwanted games, parts and supplies in this issue. **CALL, WIRE OR WRITE TODAY TO YOUR NEAREST BILLBOARD OFFICE.**

- Chicago 188 W. Randolph St.
- New York 1564 Broadway
- Cincinnati 2160 Patterson St.
- St. Louis 390 Arcade Bldg.
- Hollywood 6000 Sunset Blvd.

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



# "FIRST" WITH THE LATEST!

## SHUFFLE GAMES

- NEW**  
Chicago Coin  
SUPER FRAME  
CRISS CROSS
- Keeney  
DIAMOND BOWLER  
MAINLINER
- United  
TEAM SHUFFLE  
LEAGUE SHUFFLE
- Genco  
SHUFFLE POOL

## "First-Conditioned"

- UNITED**
- CLASSIC ..... \$345  
OLYMPIC ..... 325  
CASCADIA ..... 285  
STAR 10TH FRAME ..... 345  
SUPER 10TH FRAME ..... 315  
STAR 4 PLAYER ..... 210  
OFFICIAL S.A. .... 175  
SUPER 4 PLAYER ..... 185  
DELUXE 4 PLAYER ..... 145  
6 PLAYER w/term. .... 125  
6 PLAYER ..... 100  
5 PLAYER w/term. .... 100  
5 PLAYER ..... 75

## KEENEY

- DOMINO ..... \$325  
CARNIVAL ..... 295  
CLUB BOWLER, 10 Player ..... 245  
10 PLAYER TEAM BOWLER ..... 235  
6 PLAYER ..... 125  
BIG LEAG. BOWL. .... 85

## CHICAGO COIN

- DOUBLE SCORE BOWLER ..... \$275  
TRIPLE SCORE BOWLER ..... 325  
CROWN BOWLER ..... 275  
6 PLAYER HI SCORE, flyaway pins, form. 135  
4 PLAYER HI SCORE w/stat. pins, form. 105

## NEW COUNTER GAMES

- M & T ZIG-ZAG \$75.50  
Sinks ZIPPER ..... 75.50  
Sinks WHIZ BOWLER  
AST CHALLENGER ..... 75.00

## MERCHANDISE BOARDS

Greatest play stimulator. Quality merchandise expertly selected and beautifully mounted. From \$25 to \$50. Satisfaction absolutely guaranteed.

# EXHIBIT'S NEW SHOOTING GALLERY



**Greatest Gun Idea In 10 Years!**  
A Realistic 3-Dimensional Shooting Gallery for Every Location!

• 25 Targets! • Bonus Scoring • Match Feature!  
• Free Game Feature!  
• Authentic Remington Rifle!  
• Compact—2 1/2 x 3 1/2 ft.

## BINGO 3 BALLS

**NEW**  
BALLY SURF CLUB  
UNITED MEXICO

"First-Conditioned"

- BALLY**
- DUDE RANCH ..... \$425  
YACHT CLUB ..... 395  
BEACH CLUB ..... 375  
BEAUTY ..... 315  
PALM BEACH ..... 215  
PROLIX ..... 215  
ATLANTIC CITY ..... 175  
CONEY ISLAND ..... 155  
SPOTLIGHT ..... 115  
BRIGHT SPOT ..... 125  
BRIGHT LIGHTS ..... 95  
Wms. LONG BEACH. 95

## VENDED CIGARETTE VENDERS

- FACTORY REBUILT**  
—LIKE NEW—  
25c Operation—  
King Size Cols.
- DuGren, W's, 9 Col. \$115  
9 Col. .... 125  
Natl. 9-30's, 9 Col. .... 130  
Natl. 9-30's, 9 Col. .... 145  
Rowe Royals, 10 Col. 145  
Rowe Presidents, 10 Col. .... 155  
Unesda Etc., 9 Col. .... 125

## ARCADE

Chicago Coin  
**HOMERUN**

4-Player Baseball Grandstand  
Home Run  
Features for Extra Runs!  
Runs Ball flies through air. 1 to 3 innings per game.



## NEW

- Evans BAT-A-SCORE  
Genco  
2-PLAYER BASKETBALL
- "FIRST-CONDITIONED"
- EX. REINDEER ..... \$395  
Wms. PENNANT BASEBALL, Fl. Sample. 325  
Genco NIGHT FIGHTER ..... 325  
EX. SPACE GUN ..... 195  
Seeburg SHOOT THE BEAR ..... 145  
Mills PUNCHING BAG ..... 189  
EX. JET GUN ..... 175  
Chi Coin BASKET BALL CHAMP ..... 175  
Evans BAT-A-SCORE ..... 165  
EX. GUN PATROL ..... 165  
Mutescope  
JET SAUCER ..... 95  
EX. SIX SHOOTER ..... 145  
CHICKEN SAM ..... 75  
RIFLE RANGE RAY GUN ..... 75  
Chi Coin GOALEE ..... 75  
EXHIBIT DALE GUN ..... 65

# FIRST DISTRIBUTORS, Inc.

Joe Kline & Wally Finko  
1750 W. NORTH AVE. • CHICAGO 22, ILLINOIS • Dickens 2-0500

# Confirm Mills Industries Sale

Continued from page 71

nouncement, "its line of beverage coolers, venders and continuous ice cream making machines will be extended." The announcement continued, "The management also plans to release for early production a number of new products that have been engineered and field tested."

Mills' principal business until 1950 was the manufacture of slot machines. After 1950, and the enactment of the federal law which prohibits the interstate shipment of these machines, Mills concentrated on its ice cream freezer line, candy, gum and soft drink machines.

**Proud History**

The Mills firm has a long, and colorful history, dating back to 1889. In that year the firm—called Mills Novelty—was founded by Herbert Stephen Mills in a small workshop at Jefferson and Lake Streets in Chicago, when he and two employees began the production of its first counter machine called the Klondike, a unit succeeded the same year by the Owl Lifter—the predecessor of all Mills Arcade type machines.

By 1891 the firm had outgrown its original quarters and moved to Clinton and Quincy Streets where it occupied production facilities 75 by 125 feet. The company continued to grow and prosper until 1894 when a business setback necessitated a return to the Jefferson and Lake Street plant. This was almost immediately followed by a costly fire which destroyed the factory, including detailed plans on future products and prefabricated work on the Klondikes and Owls.

**Pioneer Spirit**

The pioneer spirit of Mills drove him to carry on in a little factory at Randolph and Desplains Streets. It was there that Mills Novelty production and sales boomed to such a point that the firm moved to a four-story building at Green Street and Jackson Boulevard and made progress in the coin-operated amusement field which led to world-wide recognition.

Some of the machines turned out were the Autosteroscope, Wizard Fortune Teller, Dewey, Brownie, Bag Puncher, Perfume

Vendor, Magnetic Piano, Cupid Post Office, Target Practice.

This factory also produced the Violano-Virtuoso, a coin-operated unit which played one or more violins and was listed by the federal government as one of the 10 greatest American inventions in the 1910-1920 decade. It is now one of the attractions at the Smithsonian Institute, the Henry Ford Museum, and in other public and private collections in various parts of the world.

**Further Expansion**

By 1926, the Mills Novelty Company again had to look for larger quarters and the present plant on Fullerton Avenue was built. A modern plant of 375,000 square feet, the building was designed to offer complete facilities for coin machine construction.

The firm expanded into other segments of the coin field, developed venders, music machines

and also became a leader in the ice cream freezer and hardening equipment field. Its condensing units were so efficient that Mills set up a refrigeration division which includes prominent nationally known firms as its customers.

The name of the firm was changed in 1944 from Mills Novelty to Mills Industries, Inc., to cover all its various enterprises.

**War Role**

The firm's war role was so extensive that over 45 individual heavy type production assignments were completed for the Army, Navy and Air Force.

In April, 1946, Bell-O-Matic Corporation was formed as world distributor of Mills bell products, and its personnel was made up wholly of what was formerly known as the Mills coin machine department.

As part of a program to make the firm a "well-contained unit," Mills in December, 1948, withdrew from the automatic phonograph business, selling its complete phonograph inventory to H. C. Evans & Company, Chicago.

## EXCLUSIVE DISTRIBUTORS FOR CHICAGO COIN MACHINE CO. IN NORTHERN OHIO

- New Delivering—** HOMERUN BASEBALL GAME  
SUPER FRAME BOWLER  
CRISS CROSS MATCH BOWLER

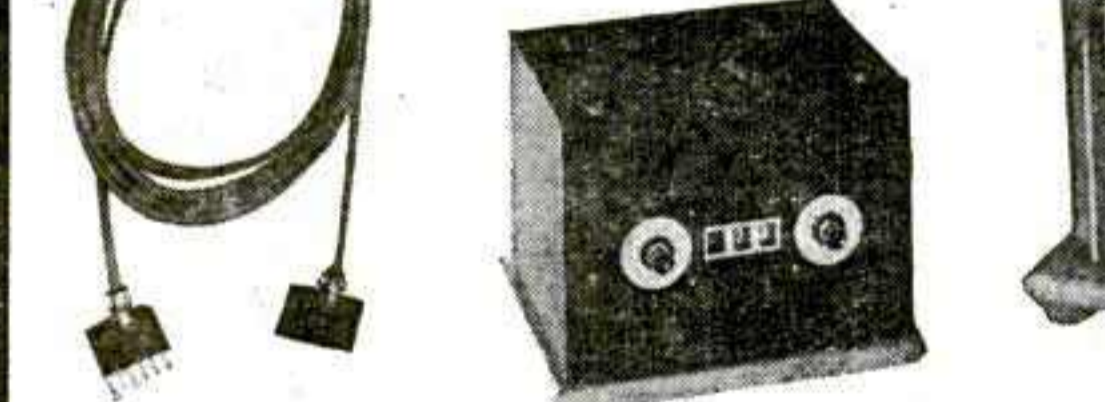
## SPRING CLEARANCE SALE ON ALL USED SHUFFLE ALLEYS. WE NEED THE ROOM.

WHOLESALE PRICES

ARCADE	PIN GAMES	SHUFFLE GAMES
Bally Big Innings...\$140.00	Hay Burner	Williams Double Header ..... \$ 46.95
Exhibit Gun Patrol 175.00	Sea Sockers	<b>CHICAGO COIN</b>
Exhibit Space Gun 185.00	Sprk Plug	Matched Bowler ..... \$145.00
Mutescope Voiceograph	Jalopy	10 Frame ..... 145.00
—Late Model..... 575.00		Super Matched ..... 200.00
Wilcox Gay Voice Recorder 195.00		Name Bowler ..... 210.00
Midge Movies ..... 185.00		10 Frame Special, Double in the 5th Frame ..... 235.00
Mills Panoram ..... 250.00		Double Score Bowlers ..... 280.00
Genco Sky Gunner Write		Crown Bowlers ..... 295.00
Midge Skee Ball..... 165.00		Triple Score Bowlers, Like New ..... 320.00
Exhibit Dale Gun..... 69.50		Col Cup, Replay Model ..... 345.00
Exhibit Jet Gun..... 175.00		Advance Bowlers, Like Brand New ..... 395.00
Seeburg Shoot the Bear ..... 195.00		<b>UNITED ALLEYS</b>
Goatee ..... 175.00		United 4 Player, Formica Top & Large Pins ..... \$ 65.00
Foot Ease 54 ..... 75.00		United 5 Player, Formica Top & Large Pins ..... 75.00
Big Bronco ..... 580.00		United Deluxe, 6 Player, Formica Top, Large Pins ..... 95.00
Bally Champion		United Super, 6 Player, Drum Scoring 140.00
Horse ..... 500.00		United 10th Frame Super ..... 165.00
Chicago Coin Band Box—Used		United Cascade ..... 270.00
139.00		United Olympic, Like Brand New ..... 295.00
Heavy Hitter and Stand ..... 45.00		United Royal, Like Brand New ..... 345.00
Exhibit Card		United Team Bowler, Like Brand New ..... Write
Vendors		
Pitcher and Batter		
185.00		
Chicago Coin Bowl-a-Ball ..... 200.00		
Evans Bat-a-Score ..... 160.00		
Muto, Photomatic—Late Model..... Write		
Sky Fighter ..... 125.00		
Texas Leaguer ..... 50.00		
Williams Super World Series ..... 145.00		
Keeney Submarine Gun ..... 110.00		
Blow Ball ..... 125.00		
Chicago Coin Super Jet ..... 495.00		
<b>ONE BALLS</b>		
Bally Turf Kings ea. \$45.00		

# HERE IT IS — The New 1954 Model of our Original Famous "FLASH JOKER"

This is the machine that has been cleared by the Department in Washington, D. C., as not coming under the Johnson Act, and can be shipped in Interstate Commerce.



The "Joker" is not coin-operated, therefore it doesn't require either the \$10 or \$250 Federal Stamp. The "Joker" is not a conversion. Both units are constructed of all new parts made solely for us.

Thanks a million for your responses from our ad which recently appeared in Billboard. Don't wait . . . territories are going fast! Phone, wire or write. Do it today!

This unit fits any standard Bell-type Cabinet or Stand. Thoroughly location tested, it doesn't have so-called "peak play" . . . it always gets better. Some Joker units have been in continuous play in some locations since 1950. COMES EQUIPPED WITH 25 FT. CONNECTING CABLE.

## DISTRIBUTORS

- Zell Wright, Box 787, Anchorage, Alaska  
T & P Enterprises, Inc., 1221 S. Franklin, South Bend, Indiana  
Miller Music Co., Huntsville, Ohio  
Cigarette Service Co., 334 Shockley Ferry Rd., Anderson, South Carolina  
Powers Amusement Co., 1101 N. Dakota Ave., Sioux Falls, South Dakota  
Coin Amusement Co., 120 Valley St., Williamsport, Pa.  
Cheyenne Music Co., Cheyenne, Wyoming

**NOTICE!**  
This machine is fully covered by patent applications now pending in the U. S. Patent Office. Any person selling or using or offering a similar machine for use will be subject to liability under the federal laws for infringement when one or more patents are issued. The "Booster and Joker" are exclusive trade-marks of P. & M. Enterprises.

PHONE, WIRE or WRITE. Several States Still Open Box 605 **P & M ENTERPRISES, INC.** Phone: 700 Lander, Wyoming

# MONROE COIN MACHINE EXCHANGE, INC.

2423 PAYNE AVENUE, CLEVELAND 14, OHIO (Tel. Superior 1-4610)

"THERE IS A DIFFERENCE"

**Our Used Merchandise Is the Finest**

UNITED BOWLERS	ARCADE EQUIPMENT	COUNTER MACHINES
5 Pl. United ..... \$ 75.00	Chi. Coin World Trainer, New ..... Write	2 ABT Skill Guns ..... \$25.00
4 Pl. United Stars ..... 200.00	ABT & Gun Rifle Range ..... \$450.00	10 ABT Challengers ..... 20.00
4 Pl. United Officials ..... 165.00	Boomerang ..... 45.00	24 Kickers & Catchers ..... 18.50
6 Pl. United ..... 295.00	Bally Big Inning ..... 150.00	5 Hit-A-Homers ..... 18.50
4 Pl. Keeney ..... 75.00	Unders Rider ..... 125.00	8 Champion Batted Balls ..... 15.50
10 Pl. Keeney Team Bowler ..... 175.00	Heavy Hitter ..... 40.00	4 Best Hands ..... 12.00
6 Pl. Chi. C. Bowlaball ..... 135.00	Basketball Champ ..... 175.00	7 Pop Ups ..... 18.50
2 Pl. Wms. Double Header ..... 40.00	4 Player Derby ..... 125.00	6 Genco Pop-Wees ..... 20.00
<b>BINGOS</b>	Goatee ..... 100.00	2 Whirl-A-Balls ..... 10.00
ABC ..... \$ 75.00	C. Coin Pistol ..... 75.00	1 Genco Whizzz ..... 20.00
Atlantic City ..... 150.00	Edelco Pool Table ..... 75.00	105 Got. 3-Way Deluxe Grippers ..... 18.50
3-4-5 ..... 85.00	Evans Bat-a-Score ..... 165.00	Shockers, brand new ..... 24.00
Frolics ..... 165.00	Evans Super Bomber ..... 195.00	3 Shipman ART Shows ..... 45.00
Beach Clubs ..... 265.00	Evans Ten Strike ..... 65.00	50 Three of a Kind ..... 10.50
Long Beach ..... 85.00	Ex. Dale Gun ..... 55.00	Kickers & Catchers, new ..... 49.50
Stars ..... 115.00	Ex. Gun Patrol ..... 185.00	<b>CIGARETTE MACHINES</b>
<b>MUSIC</b>	Ex. Space Gun ..... 195.00	Rowe Diplomat, Elec., 8 Col. .... \$150.00
Wurlitzer 1015 ..... \$125.00	Ex. Six Shooter ..... 145.00	Keeney, Elec., 9 Col. .... 130.00
Wurlitzer 1250 ..... 295.00	Genco Sky Gunner ..... Write	Alex. Elec., 8 Col. .... 125.00
Wurlitzer 1400 ..... 450.00	Genco Nite Fiter ..... 310.00	C-8 Electros ..... 135.00
Mills Constellation ..... 150.00	Genco 2 Pl. Basketball ..... Write	Unesda E, 6 Col. .... 50.00
Evans ..... 250.00	Jennings Barometer ..... 125.00	Rowe Royal, 9 Col. .... 100.00
Model A-AMI ..... 195.00	Keeney Sub Gun ..... 125.00	Unesda 500, 9 Col. .... 110.00
Model C-AMI ..... 295.00	Life League ..... 75.00	Un. Challenger, 8 Col. .... 110.00
<b>RIDES</b>	Midge Movies, Latest ..... 185.00	DuGrenier W, 9 Col. .... 95.00
Sci. Ocean Liner, Used ..... \$325.00	Muto, Flying Saucer ..... 125.00	All factory shipped and painted, 25c operation.
Sci. Ocean Liner, New ..... 395.00	Q Ball Pool Tables ..... 125.00	<b>MERCHANDISE VENDORS</b>
Sci. T.V. Ride, New ..... 395.00	Quizzer With Film ..... 95.00	Nat. King Candy, Single Col., New ..... \$ 25.00
Merry-Go-Round, New ..... 595.00	Sci. Pitch'm & Bat'm ..... 185.00	Shipman 3 Col. Candy, New ..... 40.00
Choo-Choo Train, Used ..... 395.00	Seeburg Bear Gun ..... 195.00	Pop-N-Hot Popcorn ..... 45.00
Rocket Ship, Used ..... 250.00	Seeburg Chicken Sam ..... 170.00	Hawkeye Hot Popcorn ..... 55.00
	Twin Shoe Shine ..... 150.00	25 Pop Sez Popcorn ..... 65.00
	Wms. Star Series ..... 75.00	12 Adv. 1c Stick Gum ..... 8.10
	Wms. Quarterback ..... 65.00	12 Hershey, 2 Col., 1c ..... 4.50
	Wms. Skee Ball ..... 150.00	100 Silver Kings, Like New ..... 8.50
	Super World Series ..... 195.00	



Terms: 1/3 deposit with all orders, balance C.O.D.

**AMI** Distributors for Northern Ohio  
NOW DELIVERING MODEL E

**Cleveland Coin MACHINE EXCHANGE, INC.**  
20-21-2025 Prospect Ave., Cleveland 15, Ohio  
All Phones: Tower 1-6715



# Fair Trade Act Hit in Minn.

Continued from page 71

Company, St. Paul. The firm was accused of violating the State fair trades practices act which has been on the books for many years. At the same time, the court denied Efron's motion for dismissal on the claim the State failed to show a cause of action.

The suit, brought by J. W. Clark, State commissioner of business research and development, whose department supervises fair trades practices, may now have to go to trial on its merits. The State attorney general's office has under consideration an appeal from the Loevinger decision to the State Supreme Court.

Clark accused Efron of selling cigarettes at a lower price in an effort to destroy competition.

### Defines Act

Judge Loevinger, in a memorandum accompanying his order, said the fair trades practices act

was intended to preserve competition which may come thru quality of merchandise, service or price.

In the wholesale cigarette field, he said, "it seems obvious there can be no competition in quality under brand names and little or none in service," therefore leaving only price as a competitive point.

The act, Judge Loevinger said, forbids sales by wholesalers at below cost, but that cost is made up of the price paid to the manufacturer, plus the sales tax, plus the cost of doing business. He said there can be no dispute over the first two items, but there can be a substantial difference on the third.

"If the effect of the law," the court held, "is to establish a fixed minimum price for the sale of cigarettes, then it would seem to be destructive of the purpose for which it was enacted. Its effect then would apparently be to eliminate competition in price which appears to be the only form remaining possible in the wholesale cigarette market."

The court said there was nothing in the State's evidence to indicate Efron's cost of doing business but that figures indicated he had cut that cost to about 3 1/2 cents a carton.

# COINMEN YOU KNOW

Continued on page 70

her family in New York. . . A large outdoor milk vender installed by J & M Vending Company in a parking lot downtown does considerable business. The machine dispenses half-pint cartons of either homogenized or chocolate milk.

Ozzie Truppman, Bush Distributing Company, says his company is already oversold on the new Wurlitzer and is piling up a backlog of orders. Truppman added that a one-day service school, conducted by service manager Marion Godwin, was conducted in West Palm Beach in connection with the showing of the new Model 1700.

## Federal Jury

Continued from page 71

tions are alleged to operate 17,000 vendors in the metropolitan area.

The government has filed a companion suit to dissolve the association and enjoin the defendants from continuing the alleged violations.

The suit charged the defendants have used Local 805 to enforce and police the conspiracy by compelling members of the association to conform to the by-laws thru means of picketing or by means of boycott.

### Civil Suit

The civil suit seeks a decree from the court dissolving the Vending Machine Operators' Association, enjoining the defendants from continuing the alleged monopolistic practices and requiring them to cancel all agreements and understandings that have been used to effectuate the alleged illegal conspiracy.

The criminal indictment contains four counts, each of which is punishable by a prison term of one year and a fine of \$5,000 for the individuals named. The association and corporations are liable to \$5,000 fines on each count.

According to Frank Guiry, of the U. S. Attorney's office here, the four counts of the Sherman Anti-Trust Act are basically the same. They charge the defendants illegally conspired in an unreasonable restraint of interstate trade and commerce.

Among the specific charges are that the association allocated locations and forced members to conform to its rulings by boycott.

### Charges Vs. 805

Local 805 is charged with picketing members who refused to conform, refusing service to non-members and members who refused to abide by allocations.

The association was organized in 1936 and has 60 members. It has the bargaining power for its members with Local 805. The defendants will be arraigned in federal court here May 10.

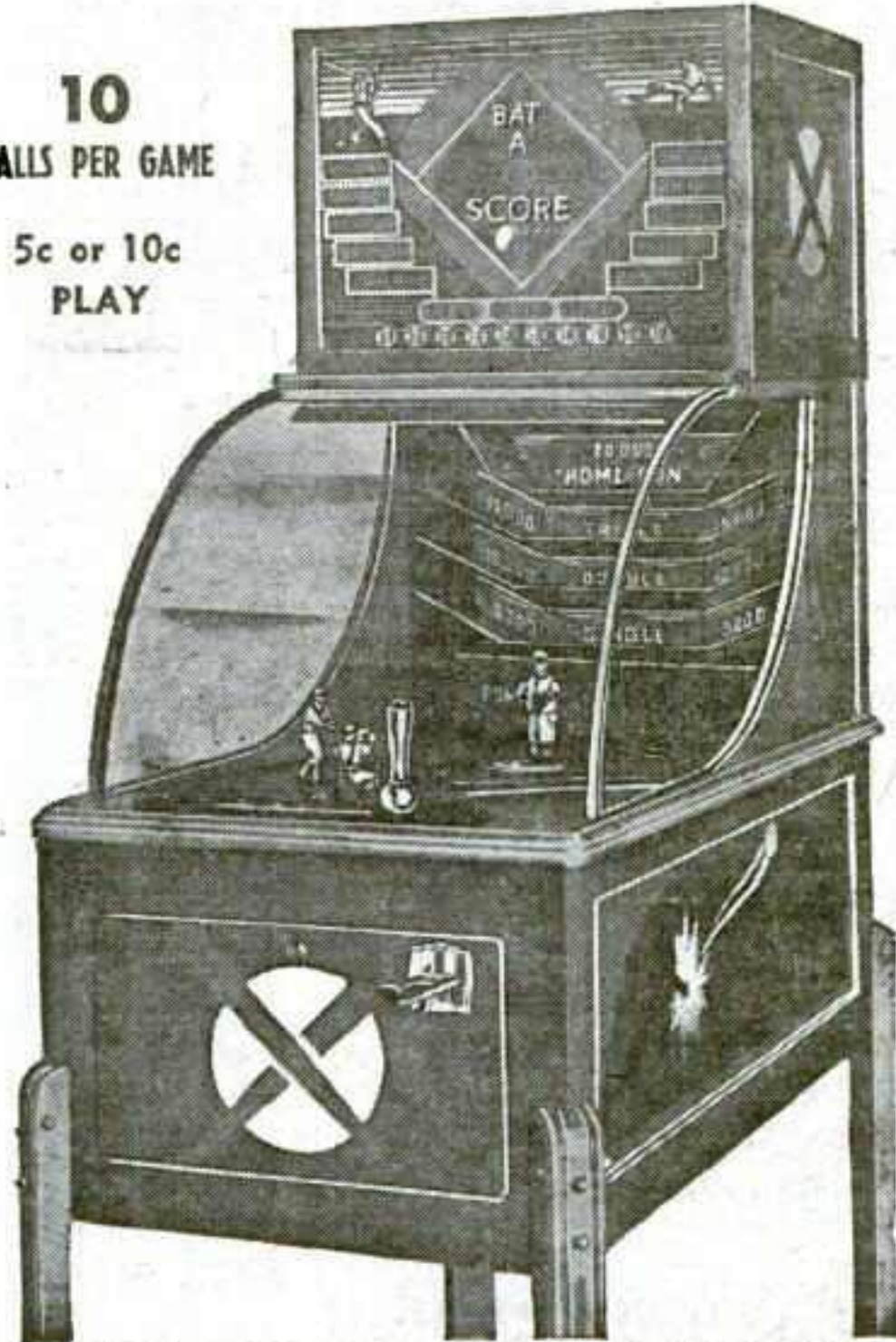
# LOWEST PRICE BASEBALL GAME!

EVANS'

# BAT-A-SCORE

10 BALLS PER GAME

5c or 10c PLAY



ANIMATED MANIKIN ALL SKILL BASEBALL— AN AMUSEMENT GAME PERMITTED ANYWHERE!

Here's Action Proven by Players for Appeal—Proven by Operators for Profits! Pitcher picks up the ball, winds up and pitches ball THROUGH THE AIR to the batter. Batter swings for a foul, single, double, triple or home run depending on skill of the player!

IT'S HIGH SCORING BASEBALL UNDER LIGHTS with BRILLIANTLY COLORED SCOREBOARD & BEAUTIFULLY DECORATED DIAMOND & GRANDSTAND!

IMMEDIATE DELIVERY!

**H. C. EVANS & CO.**

1556 W. CARROLL AVENUE

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## USED MACHINES

1015 PHONO	\$99.50
SUNSHINE PARK	199.50
TURF KINGS	49.00
WORLD SERIES (Williams)	129.50
CONTROL TOWER	99.50
HONG KONG	99.00
BRONCO	29.50
SPRINGTIME	79.00
FOOTBALL	55.00

**ROBY AMUSEMENT CO.**  
915 Sweeney St. Owensboro, Ky.  
Phones 3-7754-3-7800

### MUSIC

Model "C" AMI	\$239.50
Model "D" 40 AMI	395.00
Wurlitzer 1400	395.00
Seeburg M100A	395.00
'47 Seeburg	75.00
'46 Seeburg	60.00
1422 Rock-Ola	60.00

### WALL BOXES

AMI 5 & 10c	\$15.00
Wurlitzer 3020	10.00
Wurl. 3020, Converted	15.00
Seeburg WI-L-56	3.50
Packard	3.50
Buckley	3.50

### MISCELLANEOUS

Binks "Zipper"	Write
United 5 Star	\$39.50
United County Fair	29.50
United Steeplechase	49.50
Bally Bright Spot	85.00
Bally Frolic	169.50

Terms: 1/3 with order, balance C.O.D. or sight draft. All used equipment shipped and ready for location.

## HERMITAGE MUSIC CO.

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SEEBURG 1-46	\$135
SEEBURG HIDEAWAY	125
SEEBURG 1-48 BLOND	195
WURLITZER 1400	475
WURLITZER 1100	225
WURLITZER 1250	295
ROCK-OLA 1434 (150 Sel.), 45 rpm	445
ROCK-OLA 1434 (50 Sel.)	350
A.M.I. MODEL C	275
A.M.I. MODEL D-80	475

RECONDITIONED—REFINISHED!

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Write for Latest Postwar Phonograph Catalog

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# SOUTHERN AUTOMATIC MUSIC COMPANY, INC.

ESTABLISHED 1923

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1535 Delaware Ave., Lexington, Ky. 129 W. North St., Indianapolis, Ind.

Mr. Operator of **METAL TYPER MACHINES**

SPEED UP YOUR LOADING OPERATION!

Buy Your ALUMINUM DISCS in Rolls of 100. Small Extra Charge. Bulk Also Available.

## STANDARD METAL TYPER CO.

1318 N. Western Ave. Chicago 22, Ill.

**WHILE THEY LAST!**

## WURLITZER 1015

in Working Order \$75.00

Order

# WANTED

## Beach Clubs & Beauties

Will sell factory reconditioned Bright Light and Spot Lites, \$70.

**W. E. Keeney Mfg. Co.**

5229 So. Kedzie Ave. Chicago 32, Ill. Phone: Hem 4-3844

## FOR SALE

1 JALOPY, 5 ball	\$89.50
1 QUINTETTE, 5 ball	139.50
3 EVANS SADDLE & TURF, like new	349.50
2 BALLY BEAUTY	249.50
2 DUDE RANCH	349.50
2 PALM SPRINGS	429.50
4 WURLITZER 1250	239.50
4 EVANS CONSTELLATION II	229.50
20 SHIPMAN 3 COLUMN STAMP VENDERS, brand new, in original cartons, sacrifice, each	25.00

## A. M. AMUSEMENT CO.

1049 Baronne St., New Orleans 13, La.

## For Sale From Factory

Columbia De Luxe and Jackpot Machines, Play 1c, 5c, 10c, 25c.

Yankee, Wings, Klix, 3-Reel Machines, 1c, 5c.

Groetchen Broil-O-Matic Company  
180 North Union Ave., Chicago 6, Ill. Randolph 6-3287

# AJAX

## 3-D FULL COLOR STEREO PICTURE MACHINE

The LITTLE model that fits where traffic is heaviest—right on the counter—floor stand available (\$12.50 ea.). Sensational Profit Maker!

Brilliant color pictures—amazing depth of image—figures seem to live!

All Subjects:  
ARTISTS MODELS—MOVIE STARS—WESTERNS—  
EDUCATIONALS—CARTOONS—PUPPETS—SCENES—  
KIDDIE SUBJECTS

Full program is 20 pictures—patron turns knob to see each picture—adjustable time limit of one minute—more than one minute or less than one minute—builds repeat business.

AJAX 3-D is a truly simple mechanism—no motors—nothing to get out of order—completely service-free. Manually Operated—plugs into any 110V outlet, AC or DC. ALL METAL CONSTRUCTION. A.B.T. COIN CHUTE is 5¢ standard—10¢ optional at no extra charge.

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SPECIAL PRICE TO OPERATORS

# \$99.50

Film Additional (Stereo slides to fit machine, 50c each.)  
(Specifications) Height 21" — Width 9" —  
Depth 13" — Weight approx. 15 lbs.

ATTENTION, DISTRIBUTORS!  
Top Territories Still Available!  
CONTACT US IMMEDIATELY!



HEADQUARTERS FOR GUARANTEED RECONDITIONED PANORAMS . . . WRITE

## RECONDITIONED SHUFFLE GAMES

Un. Leaders	\$465	Un. Olympic	\$325	Ky. 4 Play Conv'n's	\$145
Un. Imperials	425	Un. 10th Fr. Star	265	Chicoin Gold Cup	310
Un. Classics	345	Un. DeLuxe	125	Chicoin Crown Bowl	375
Un. Clover	325	Un. 6 Play, F/7-10	125		

WANT TO BUY BINGOS FOR CASH

Dude Ranches—Beach Clubs—Palm Springs  
Beauty—Yacht Clubs—Frolics—Atlantic City. Also other late games.

CLAYT NEMEROFF • CHARLEY PIERI

## Monarch Coin Machine, Inc.

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QUICK DELIVERY—WRITE!  
Keeney's Diamond Bowler and Mainliner, Surf Club, Exh. Shooting Gallery, Un. Team Shuffle—League Shuffle, all others.

Write for Latest List



IT'S BINKS AGAIN WITH...  
**WHIZ-BOWLER**

**NEW**

TRULY AN  
AMUSEMENT  
TYPE GAME!

**HERE'S REALISTIC  
BOWLING**

for **FAST COUNTER PLAY!**

NOW — FOR THE FIRST TIME,  
Binks WHIZ-BOWLER places pop-  
ular bowling play right ON-THE-  
COUNTER where it captures full  
attention and steady, fast, repeat  
play. Whatever you operate:  
music, table games, floor-type  
bowlers, scales, peanut or candy  
venders—there's a counter space  
in every one of your present and  
new locations waiting to PAY you  
SUBSTANTIAL EXTRA PROFITS  
with Binks WHIZ-BOWLER!

ALL MECHANICAL. NO ELECTRICAL PARTS.  
EXTREMELY SIMPLE RUGGED MECHANISM.

See **BINKS WHIZ-BOWLER**

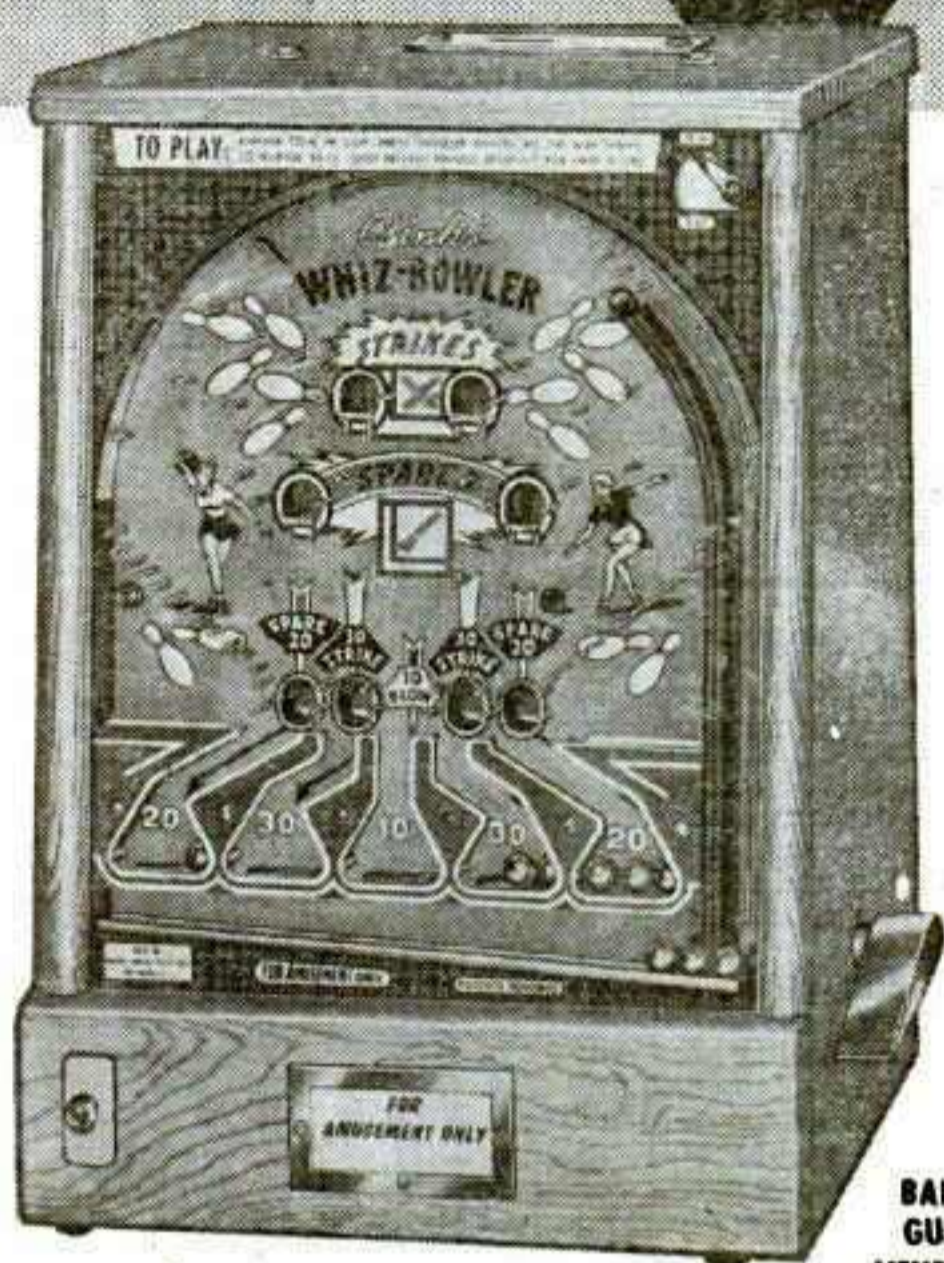
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Name of Nearest Distributor!



**BINKS INDUSTRIES**  
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MANUFACTURERS OF PROFITABLE  
COIN-OPERATED EQUIPMENT!

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TELEPHONE MULberry 5-4100



BALL  
GUM  
VENDER

LAST COIN SHOWS

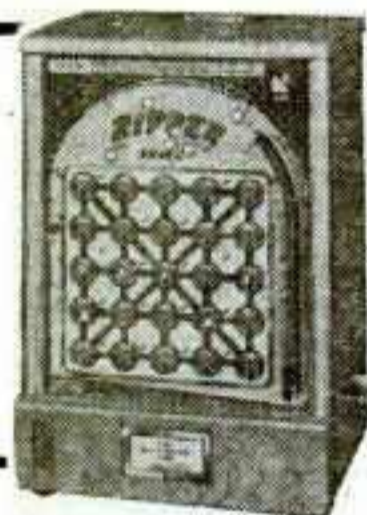
**PROVED... it returns MUCH  
MORE** per dollar invested than  
any other type of equipment!

12" Wide  
17" High  
9" Deep  
Wt. 21 lbs.

**OPERATE  
BINKS ZIPPER**

Popular 3-4-5 in-line scoring  
HIGH SCORE for competitive play

**A REAL MONEY MAKER  
FAST!**



**High Quality—Low Prices  
at WORLD WIDE**

**NEW! Williams  
ALL-STAR BASEBALL**

Bonus Scoring! Over-the-Fence  
Home Run! SEE IT and YOU'LL  
BUY IT!

**New '54 Model  
ACE COIN COUNTER**

Counts 1¢, 5¢, 10¢,  
25¢. Wt., 8 lbs. **\$149.50**  
Only

**SHUFFLE  
SPECIALS!**

Thoroughly Reconditioned—  
Ready for Location—Like New!  
UNITED CLOVER .....\$255  
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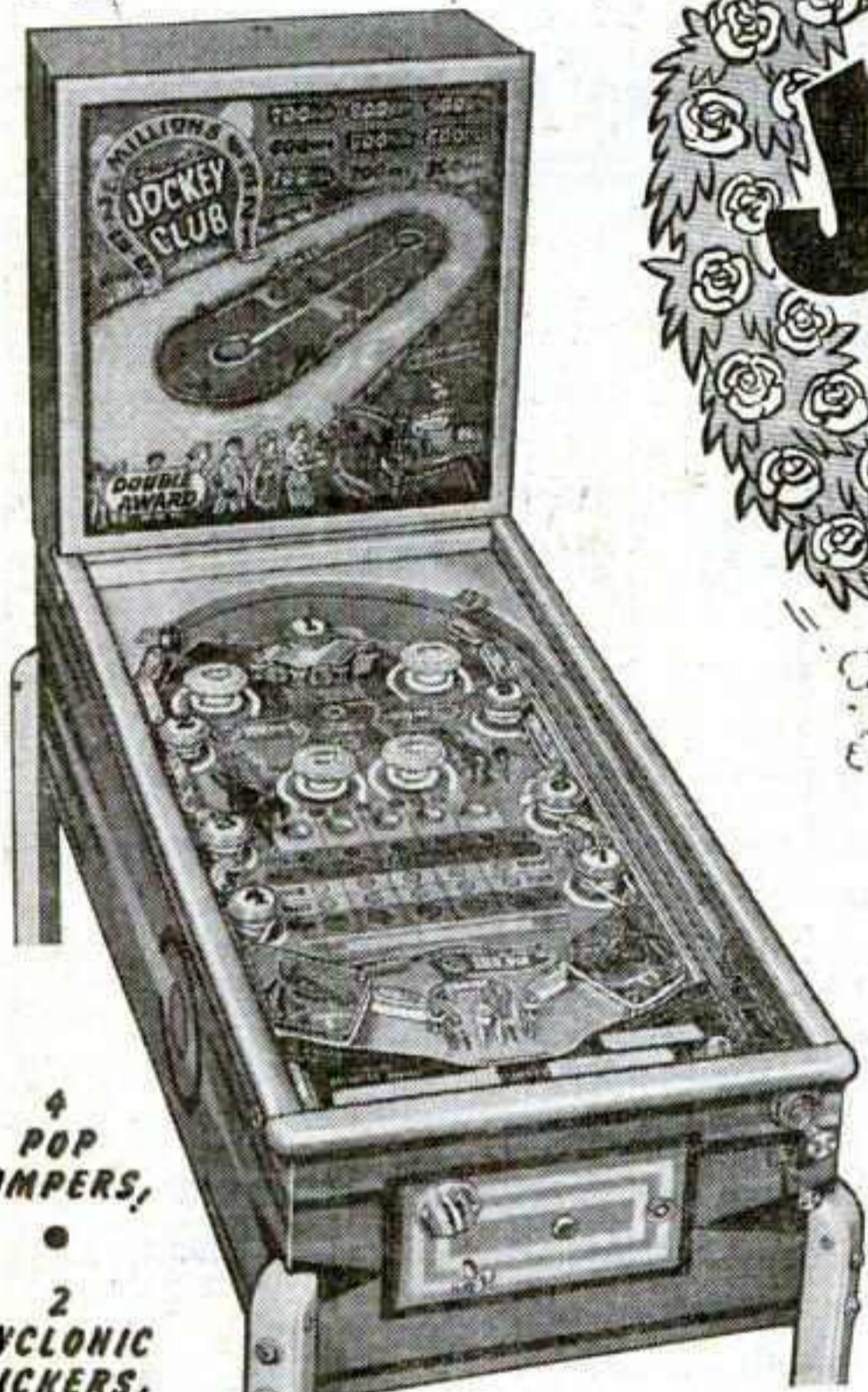
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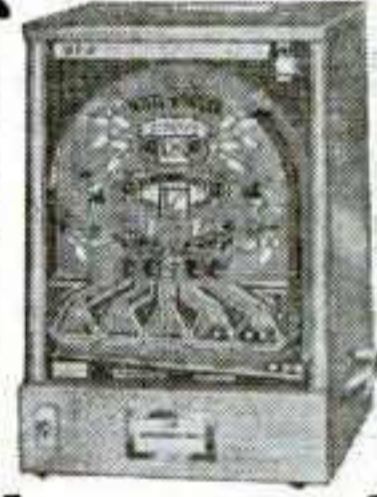
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New!

THE ONLY AUTHENTIC TYPE BASEBALL GAME

with the ANIMATED BASE RUNNING UNIT  
an exclusive Williams feature!

WILLIAMS BASEBALL GAMES HOLD THEIR POPULAR APPEAL AND LAST INDEFINITELY!

### TRIPLE MATCH FEATURE

NUMBER	STAR	PENNANT
0 to 9	★	🚩

Match Number and Star with Pennant Lit

- Ⓜ Balls go up the ramps and over the fence for Home Runs!
- Ⓜ Balls hit onto ramps actually FLY THRU THE AIR!
- Ⓜ **BONUS SCORES:** Hitting Home Runs after 2nd out is made in each inning scores 2 runs for each man on base plus 5 Bonus Runs. Hitting Home Run in last inning scores 2 runs for each man on base plus 5 Bonus Runs throughout the entire inning!
- MANUALLY CONTROLLED ELECTRICAL PITCHER.
- PLAYERS ACTUALLY RUN THE BASES IN 3-D LITE BOX.
- LITES ON PLAYFIELD BASES INDICATE MEN ON BASES.
- OPPOSING TEAM IS ON LOWER BACKBOX SET OFF IN REALISTIC THIRD DIMENSION!

### 3 OUTS PER INNING

Adjustable 1 TO 5 INNINGS!

**NEW!** Williams **DEALER**

- replays
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- OPERATES ON:
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  - One player 10c, can insert 2 nickels or a dime.
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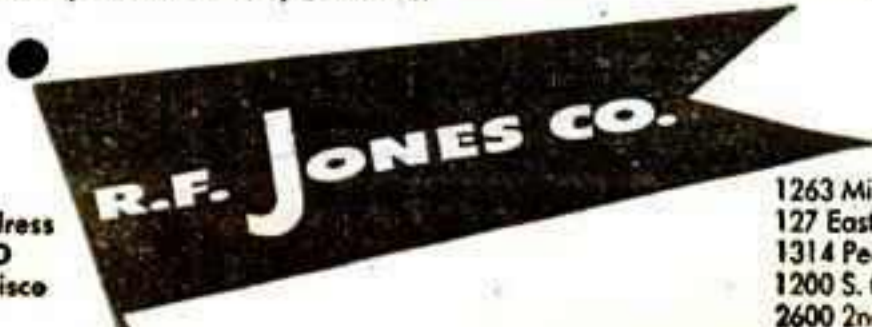
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6 PLAYERS *multiply* PROFITS!



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**MATCHING FRAMES**

may be set at:  
2 or 10  
and  
2-3-4-5

**2 SIZES :**

9 ft. game playfield now on 8 ft. cabinet  
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Available in 10c and 3 for 25c play.

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 with EVERY Feature for EVERY Location!

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- (1) Match a Number! (2) Match a Number with a Star! (3) Match a Number with 2 Stars!

- With the GRAND STAND "Home Run" Feature for Extra Runs . . . Plus The Thrill of Hitting a Ball Over the GRAND STAND Roof for Additional Runs!

- Game can be set to operate at 1, 2 or 3 Innings per game.
- Each Inning constitutes 3 outs.

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- Player hitting ball into Lower Grand Stand gets a HOME RUN plus RUNS for every man on base!

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AVAILABLE IN STRAIGHT 10c;  
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32 Stations Pantages Music Equipment Complete, Good Operating Condition.

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BEAUTIFY, MODERNIZE YOUR "C's" Hi-lustre, Chrome Pilasters now available for Model "C". Exact duplicate of original plastic pilaster in gleaming chrome-plated steel, eliminates plastic breakage.

Simple, 10-Minute Installation  
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\$19.50 PER PAIR  
 1/2 Dep. on C.O.D.'s

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YOUR AMERICAN RED CROSS IS ALWAYS THERE AFTER TRAGEDY STRIKES



Another **FIRST!**...chicago coin's

# New **STAR-LITE** BOWLER

**THE SENSATIONALLY NEW MATCH BOWLER WITH ENTIRELY NEW MATCHING PRINCIPLES!**

- 1** Individual player by matching one or several numbers lights up one or several Stars in each game!
- 2** Each of 6 players have the same opportunity to match numbers and light up stars under their individual scores!
- 3** Matching features begin in the first frame and continue in every frame until the game is over!
- 4** STAR-LITE BOWLER contains CHICAGO COIN'S build-up advance scoring features. Top score of 900

★ Special light on Front panel illuminates coin chute and front of game!

★ AVAILABLE IN STRAIGHT 10c; OR 10c, 3 FOR 25c PLAY!



New front hinged score frame glass for easier servicing!  
★  
New light up bulbs for drum scoring unit!

chicago coin's

**SENSATIONAL**

# SUPER FRAME BOWLER

**THE EXCITING, 100% SKILL BOWLING GAME!**

Player by matching the number lit in the 11th or Super Frame can add from 200 to 500 points to his score!

Super Bowler Contains all the ADVANCE Scoring Features! New Top Scoring Thrill of 1400.

Fast 55 Second Play! Multiple Scoring on Strikes and Spares plus the "Time Tested" actual 1-9 Pin Scoring.

Featuring Single - Double - Triple - Quadruple Scoring!

You Get Increased Revenue from 10c 3 for 25c Play!

New 6-Volt Light-Up Bulbs for Drum Scoring Units.

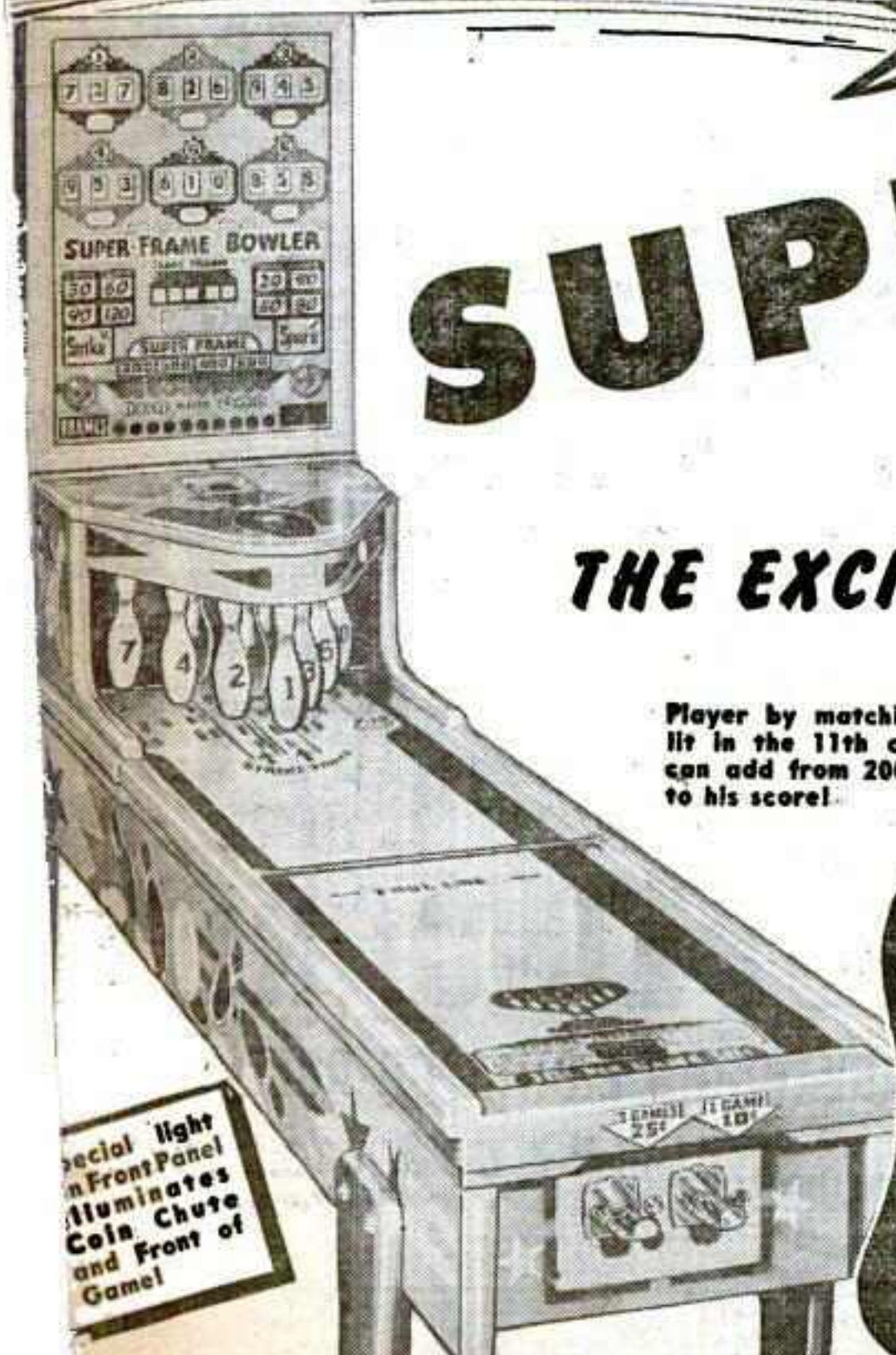
New Front Hinged Score Frame Glass for Easier Servicing!

100% Skill "Match The Lit Number" for Super Frame Scoring!

# chicago coin

MACHINE COMPANY

1725 W. DIVERSEY • CHICAGO 14



Special light in Front Panel Illuminates Coin Chute and Front of Game!





# Bally® Champion

THE DELUXE SHUFFLE-BOWLER FOR 1 PLAYER OR 2 TO 6 PLAYERS

10¢ A PLAY  
MODEL C110  
1 PLAY 10¢  
3 PLAYS 25¢  
MODEL C325

**Victory  
Bowler**  
has all features of CHAMPION  
Bowler excepting Match-  
Score Features.  
10¢ A PLAY  
MODEL V110  
1 PLAY 10¢  
3 PLAYS 25¢  
MODEL V325

Popular Size  
2 ft. by 8 ft.

## NEW LIGHT-UP SCORES

Translucent counter-wheels with interior lamps flash scores with "backglass brilliance" and ultra-visibility.

## NEW CLUB-STYLE CABINET

Simple, streamlined beauty of cabinet harmonizes with fixtures in highest-class locations, wins a welcome in all locations.

## POPULAR MATCH FEATURES

Match number. Match number and 1 Trophy lit. Match number and 2 Trophies lit.

SINGLE, DOUBLE, TRIPLE, SUPER SCORES  
LAST-FRAME FEATURE • 7-10 PICK-UP

NATIONAL COIN-CHUTE

FORMICA PLAYFIELD • GIANT REALISTIC PINS

ADJUSTS TO 5-FRAME GAME

HINGED PLAYFIELD, PIN-HOOD, DOORS

QUIET OPERATION



# Bally® SURF-CLUB

Big news is racing along the coin-machine grapevine like wild-fire! Bally SURF-CLUB is definitely the biggest money-maker since BEACH CLUB... and actually out-earning BEACH CLUB in most locations. Get in early on the SURF-CLUB boom... get SURF-CLUB today.

"Better than BEACH CLUB" is the verdict of operators! SURF-CLUB combines all the profit-proved Bally in-line features with exciting new play-appeal that insures big, steady profits on location. Get your share. Get SURF-CLUB now!

## 2-IN-LINE SCORES

SCORE AS 4-IN-LINE IN SUPER-LINE

## NEW DOUBLE HOLD

## 2 SUPER-CARDS

LIT BY ADVANCING LIGHTS OR ROLL-OVERS

CORNER SCORES • ADVANCING SCORES • SELECT-A-SPOT • EXTRA BALLS

Bally Manufacturing Company, 2640 Belmont Ave., Chicago 18, Illinois



UNITED'S

# MEXICO

WITH **NEW**  
**DOUBLE-SELECTION**  
**FEATURE**

1. **Select-a-number**

2. **Sensational Super-selection**

PERMITS CHOICE OF

**EXTRA BALL**

4-IN-LINE SCORES 5-IN-LINE  
BOTH SUPER CARDS  
BOTH SPECIAL CARDS

Simply Press Buttons for Choice

**PLUS**

Lite-A-Name

**ADVANCING SCORES**

4-Corners Score 5-in-Line

**ALL BALL RETURN FEATURE**

*Extra Time Feature*

UP TO 3 EXTRA BALLS PER GAME

*Equipped with*

*United's Modern*

**E-Z SERVICE**

*Features*

See your  
Distributor  
**NOW!**

NUMBER SELECTION KNOB



SEE  
UNITED'S  
TEAM

AND  
LEAGUE  
SHUFFLE  
ALLEYS

Now at your  
Distributor

AVAILABLE  
2 SIZES

8 FT. BY 2 FT.  
9 FT. BY 2 FT.



**UNITED MANUFACTURING COMPANY**

3401 N. CALIFORNIA AVENUE, CHICAGO 18, ILLINOIS



HIT TUNES		OLD FAVORITES		WALTZS & POLKAS		FOX TUNES & RUMBAS		CLASSICAL SELECTIONS	
111	112	210	211	310	311	410	411	510	511
113	114	212	213	312	313	412	413	512	513
115	116	214	215	314	315	414	415	514	515
117	118	216	217	316	317	416	417	516	517
119	120	218	219	318	319	418	419	518	519
121	122	220	221	320	321	420	421	520	521
123	124	222	223	322	323	422	423	522	523
125	126	224	225	324	325	424	425	524	525
127	128	226	227	326	327	426	427	526	527
129	130	228	229	328	329	428	429	528	529
131	132	230	231	330	331	430	431	530	531
133	134	232	233	332	333	432	433	532	533
135	136	234	235	334	335	434	435	534	535
137	138	236	237	336	337	436	437	536	537
139	140	238	239	338	339	438	439	538	539
141	142	240	241	340	341	440	441	540	541
143	144	242	243	342	343	442	443	542	543
145	146	244	245	344	345	444	445	544	545
147	148	246	247	346	347	446	447	546	547
149	150	248	249	348	349	448	449	548	549
151	152	250	251	350	351	450	451	550	551
153	154	252	253	352	353	452	453	552	553
155	156	254	255	354	355	454	455	554	555
157	158	256	257	356	357	456	457	556	557
159	160	258	259	358	359	458	459	558	559
161	162	260	261	360	361	460	461	560	561
163	164	262	263	362	363	462	463	562	563
165	166	264	265	364	365	464	465	564	565
167	168	266	267	366	367	466	467	566	567
169	170	268	269	368	369	468	469	568	569
171	172	270	271	370	371	470	471	570	571
173	174	272	273	372	373	472	473	572	573
175	176	274	275	374	375	474	475	574	575
177	178	276	277	376	377	476	477	576	577
179	180	278	279	378	379	478	479	578	579
181	182	280	281	380	381	480	481	580	581
183	184	282	283	382	383	482	483	582	583
185	186	284	285	384	385	484	485	584	585
187	188	286	287	386	387	486	487	586	587
189	190	288	289	388	389	488	489	588	589
191	192	290	291	390	391	490	491	590	591
193	194	292	293	392	393	492	493	592	593
195	196	294	295	394	395	494	495	594	595
197	198	296	297	396	397	496	497	596	597
199	200	298	299	398	399	498	499	598	599
201	202	300	301	400	401	500	501	600	601
203	204	302	303	402	403	502	503	602	603
205	206	304	305	404	405	504	505	604	605
207	208	306	307	406	407	506	507	606	607
209	210	308	309	408	409	508	509	608	609
211	212	310	311	410	411	510	511	610	611
213	214	312	313	412	413	512	513	612	613
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217	218	316	317	416	417	516	517	616	617
219	220	318	319	418	419	518	519	618	619
221	222	320	321	420	421	520	521	620	621
223	224	322	323	422	423	522	523	622	623
225	226	324	325	424	425	524	525	624	625
227	228	326	327	426	427	526	527	626	627
229	230	328	329	428	429	528	529	628	629
231	232	330	331	430	431	530	531	630	631
233	234	332	333	432	433	532	533	632	633
235	236	334	335	434	435	534	535	634	635
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239	240	338	339	438	439	538	539	638	639
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255	256	354	355	454	455	554	555	654	655
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259	260	358	359	458	459	558	559	658	659
261	262	360	361	460	461	560	561	660	661
263	264	362	363	462	463	562	563	662	663
265	266	364	365	464	465	564	565	664	665
267	268	366	367	466	467	566	567	666	667
269	270	368	369	468	469	568	569	668	669
271	272	370	371	470	471	570	571	670	671
273	274	372	373	472	473	572	573	672	673
275	276	374	375	474	475	574	575	674	675
277	278	376	377	476	477	576	577	676	677
279	280	378	379	478	479	578	579	678	679
281	282	380	381	480	481	580	581	680	681
283	284	382	383	482	483	582	583	682	683
285	286	384	385	484	485	584	585	684	685
287	288	386	387	486	487	586	587	686	687
289	290	388	389	488	489	588	589	688	689
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295	296	394	395	494	495	594	595	694	695
297	298	396	397	496	497	596	597	696	697
299	300	398	399	498	499	598	599	698	699
301	302	400	401	500	501	600	601	700	701
303	304	402	403	502	503	602	603	702	703
305	306	404	405	504	505	604	605	704	705
307	308	406	407	506	507	606	607	706	707
309	310	408	409	508	509	608	609	708	709
311	312	410	411	510	511	610	611	710	711
313	314	412	413	512	513	612	613	712	713
315	316	414	415	514	515	614	615	714	715
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319	320	418	419	518	519	618	619	718	719
321	322	420	421	520	521	620	621	720	721
323	324	422	423	522	523	622	623	722	723
325	326	424	425	524	525	624	625	724	725
327	328	426	427	526	527	626	627	726	727
329	330	428	429	528	529	628	629	728	729
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335	336	434	435	534	535	634	635	734	735
337	338	436	437	536	537	636	637	736	737
339	340	438	439	538	539	638	639	738	739
341	342	440	441	540	541	640	641	740	741
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345	346	444	445	544	545	644	645	744	745
347	348	446	447	546	547	646	647	746	747
349	350	448	449	548	549	648	649	748	749
351	352	450	451	550	551	650	651	750	751
353	354	452	453	552	553	652	653	752	753
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357	358	456	457	556	557	656	657	756	757
359	360	458	459	558	559	658	659	758	759
361	362	460	461	560	561	660	661	760	761
363	364	462							